Automotive News

November 5, 1984

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Turin tempter

Happy Honda

Super-swoopy styling exercise for the Turin Motor Show in this Honda 07 prepared by Pininfarina. It features Honda's V-6 Formula One engine, mounted behind the seats. The body is believed to be made of a combination Kevlar and carbon-fiber.

Franchise negotiations could begin by year-end

Hyundai set to go in U.S.

By Richard Johnson
Detroit Reporter

Hyundai Motor Corp., which leaped successfully into the Canadian auto market in 1984, has begun unofficial contacts with U. S. dealers, and could be negotiating franchise agreements in this country before the end of the year.

The South Korean auto maker is also preparing to open import sales offices in the U. S., according to John Wright, vice president of sales and marketing for Hyundai Auto Canada. Wright said the U. S. offices will probably be located in Detroit, Los Angeles and New Jersey.

While Hyundai's Pony and Stellar lines are pegged for a 1986-model-year introduction in the U. S., the precise date of their arrival has not been determined. However, Wright said his best "guess" is January, 1986, rather than the traditional early fall new-car intro period.

Meanwhile, the South Korean-built, rear-drive Pony subcompact continues to do brisk business north of the border. The company has now officially quadrupled its original sales projection of 5,000 units for 1984 — announced during public introduction last January.

Through September, calendar year sales were placed at 15,289. Sales for September were 2,901 units, eclipsing the previous one-month record of 2,739 set in August.

"It looks like we are going to beat our September level in October," said Wright. "In fact, I know we will. Sales are going up every month."

Hyundai, which has had to boost its 1984 sales projection several times this year is now forecasting sales of around 20,000 units for its first 12 months in the Canadian market.

While unexpected demand caused some supply problems early on, Wright said the South Korean factory producing Ponys added a second shift earlier this year. Customers ordering a vehicle from the plant in Ulson are waiting 3-4 weeks for delivery, he said.

"There are shortages in some colors and some models, but generally, in the last two or three months, supply has been good," he said.

Dealer numbers are also soaring. After beginning with a network of 50 retailers last winter, Hyundai Auto Canada now has 113 spread across the country and is aiming at a dealer body of 150 by next spring.

"We are ecstatic," said Wright. "This is more than we could have forecasted. It is the most successful launch ever in Canada. Naturally, we caught the upswing in the market, but it seemed to be the right car at the right time."

He also attributed the Pony's galloping first-year pace to an aggressive ad campaign, a "well-financed and very powerful" dealer group, a kindly press and the car's "value for the money."

Prices are kept low, in part, because the Pony is imported to Canada under a special tariff applicable to products from developing countries.

Pony sales have also benefitted from a voluntary quota system in Canada which restricts Japanese auto imports and has created demand at the low-price end of the passenger-car market. Currently, Japanese auto makers are held to 18 per-

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Reagan reelection will prolong auto access to White House

By Helen Kahn
Washington Bureau Chief

News Analysis

WASHINGTON. — With the pollsters calling President Reagan's reelection virtually certain, this is a quick look at what this would mean to the auto industry. A revisit next week, when the breadth of Reagan's coattails is known, will explore what Congress may do to help or thwart the Reagan Administration.

Of importance is that with the President's reelection, the auto industry will continue to have access to the White House and to the regulatory agencies. While this has not always meant success, it will give the companies a shot at the action and it will be in sharp contrast with the Carter Administration which shunned Detroit.

If Mr. Reagan is reelected, the industry might continue to be better off than it was before 1980. (Table on Page 66.) Even the workers might be better off — even with fewer of them. (Table on Page 66.) The winner, however, may turn out to be the robot manufacturers and the computer chip makers.

The auto industry, never totally happy with any government, has a natural tilt toward business - oriented Republicans. The companies have welcomed tax relief and depreciation benefits and writeoffs, not to mention regulatory relief. Some have even profited from the extraordinary growth in defense spending.

Nonetheless, an informal phone survey failed to turn up a single company man who is not seriously worried about the Reagan deficits; nor one who believes for a minute that economic growth will handle the deficit; nor one who believes

Continued on Page 66, Col. 4

breaking news

Chrysler to redeem $58 million in debentures

DETROIT.—Chrysler Corp. said it will redeem $58 million in 12-percent debentures outstanding on Dec. 20. The auto maker will redeem the debentures, due in 1991, for their $1,000 each face value, plus $56.33 in interest from last July 1. Chrysler sold $77 million of the debentures in May, 1980, to its dealers and suppliers to help qualify for federal loan guarantees. Chrysler already has repurchased $19 million of the debentures.

UAW organizes Greenfield Village

DEARBORN.—The UAW has been elected the bargaining representative for 126 workers at Greenfield Village by a 2 to 1 margin, according to Stephen P. Yokich, UAW vice president. The vote was 68 to 36. The bargaining unit includes skilled maintenance workers and some production employes including blacksmiths, candlemakers, glassblowers and so on. The cooks and bakers at the Eagle Tavern are also part of the unit.

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But product for new U. S. dealer group is changed

Honda Acura net to start in 1985

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Acura, American Honda's second distribution channel in the U. S., will begin operations late next year selling the smaller Quintet line of vehicles rather than the executive-class sedan as originally planned, AUTOMOTIVE NEWS has learned.

The larger sedan, codenamed HX and using a design conceived jointly with BL, was scheduled to debut early in 1986. However, the V-6 powerplant to be used in the car is taking longer than expected for Honda to develop. As a result, the introduction has been pushed back to mid-1986 at the earliest.

Despite this setback, American Honda plans to go forward with the original timetable for the Acura franchises and will use the Quintet series to launch the channel late next year.

Quintet currently is being sold in Japan and Europe and is scheduled for a complete overhaul during 1985. In its current configuration, it is slightly smaller than the Accord, but larger than Civic.

• The new model range would include four-door hatchbacks and sedans and possibly a two-door coupe and would sell in the $8,000 to $10,000 range. The HX, on the other hand, is planned to sell in the $15,000 to $18,000 range.

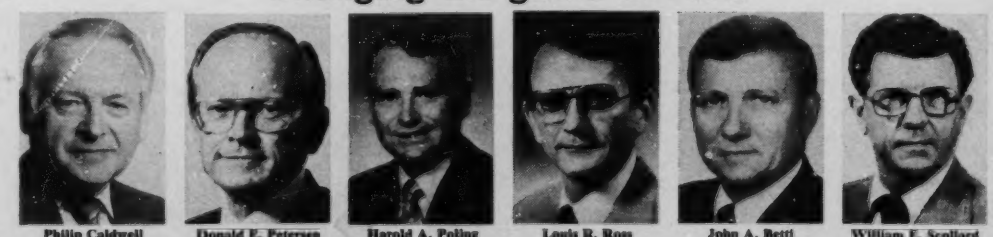
This latest move suggests the Acura product line will be much broader than previously thought. Early information on Acura pointed to a franchise that would deal only in upmarket vehicles such as the HX and a mid-engine two-seat sports car.

The decision to start with Quintet, as well as Acura's franchise structuring, indicates, however, that Honda has much more in mind for the new channel. According to one source, Honda dealers who are granted Acura franchises may not operate them in the same territory as their existing store.

Such a setup would provide a competitive atmosphere for the consumer and would prevent a dealer from controlling a market if Acura and Honda dealers

Continued on Page 67, Col. 4

Changing the guard at Ford



Philip Caldwell | Donald E. Petersen | Harold A. Poling | Louis R. Ross | John A. Betti | William E. Scollard

Story on Page 2

It could wind up paying twice

Ruling against offsets could be costly to GM

By Jake Kelderman
Washington Reporter

WASHINGTON. — The decision by the U. S. Court of Appeals here forbidding the EPA from utilizing so-called offsets to compensate for failed emission-control systems on older cars may result in General Motors paying twice for an offense not altogether its own doing.

The matter involves approximately 700,000 cars built by GM for the 1979 model year which, for reasons unknown to GM and the EPA, fail to meet oxides of nitrogen emission standards in use.

Normally those cars would be recalled and repaired. That is not possible in this case, however, unless GM retards the spark substantially and thereby impairs driveability and lessens fuel economy by about 7 percent. Even then the fix would not bring all the cars into compliance.

That being the case, EPA and GM conceived of another option whereby the company would build some 2.3 million 1982-83 cars certified to an oxide of nitrogen standard one-tenth of a gram per mile below the 1.0-gpm NOx standard.

The end result, the two concluded, would be not only cleaner air but continued credibility for EPA's recall program. As one EPA official said at the time, "I don't think we would get many people to bring their cars in if we tell them that correcting the emissions problem will cost them driveability and fuel economy."

The Center for Auto Safety; Public Citizen, Inc.; Natural Resources Defense Council and others saw it somewhat differently, however, arguing that by allowing offsets, the EPA was opening a "Pandora's Box;" in effect giving auto makers an incentive to build less than the best emission-control system knowing that if it failed they might not need to fix it.

• A spokesman for the environmental groups noted that the situation was really nothing more than a gamble that GM lost. A slight loss in fuel economy and driveability is a comman occurrence in many recalls, he said.

"If it takes $100 to make the cars right, then that is what the company should be made to spend," he said.

The U. S. Court of Appeals chose not to address that issue, but took instead a strictly legal interpretation and ruled that the Clean Air Act simply allows for no other remedy but recall.

That being the case, EPA is now trying to decide what to do about those 700,000 polluting cars.

If it orders GM to recall the cars, it would be penalizing the company twice, because GM has already built the 2.3 million cars it needed to offset the excess air pollution from the failed cars.

Indeed, those cars have done even better than expected, averaging only 0.59 gpm NOx in-use, according to EPA's most recent survey of the vehicles.

Yet, under the court order, EPA apparently can do little else but order a recall. "We're in a real pickle on this one," EPA sources said, "but clearly we've got to come up with some kind of option to deal with those circumstances in which a realistic fix is not possible for an emissions-control problem."

That solution, as the appeals court itself said, will have to come from Congress. Indeed, in previous attempts to amend the Clean Air Act the notion of offsets has been raised and auto industry sources indicate it will be raised again until Congress accepts them.

A GM source said, "Let's face it, there are going to be some instances where no matter what our best engineering and intentions are, there will be some cars that do not meet the emissions standards. You simply cannot control everything."

Meanwhile, GM and the EPA continue in a "damned if you do, damned if you don't situation" with the 700,000 faulty cars. EPA is faced with ordering a recall for a fix that will not be adequate for all cars, thereby setting another precedent that might be challenged in court, and GM, having already paid the piper once, is looking at having to pay it again.

High hopes for Jetta

VWoA expects the all new, imported Jetta to top its U.S.-built hatchback cousin, now the Golf, for the first time this year. Classed as a five-seat compact, Jetta has a high deck lid to improve its aerodynamics, giving it a family resemblance to the new Audis.

As Golf replaces the Rabbit

VW 'over the hump,' Phillips says

By Matt DeLorenzo
Los Angeles Reporter

SANTA BARBARA, Calif. — Calling the Golf, Jetta and GTI the heart of the Volkswagen franchise, Noel Phillips, president of Volkswagen of America, said the introduction of the Rabbit replacement is a pivotal point in the company's history.

"Volkswagen is over the hump," Phillips said, noting that the company turned a profit in '83 and is looking at even better results for 1984. He addressed a news preview of the new models.

Phillips expects sales to reach 190,000 units for '84, up over the previous year's total of 170,000.

For 1985, he sees total U. S. sales dipping slightly to just over 10 million, down from his estimate of 10.5 million for this year.

Despite a smaller overall market, Phillips said "the market relevant to Volkswagen will not be less than '84" and he predicted the company would increase its market share.

VW has targeted sales at 275,000 for '85—100,000 each of the new Golf and Jetta series for the other models.

If VW is able to achieve those figures, it would move its industry share from 1.8 percent of the total market to 2.7 to 2.8 percent.

While sales of VW's imported product are up 42 percent this year, sales of the U.S.-built Rabbit had been declining. Phillips attributed the 9 percent decrease to the model buildout which saw Rabbit production cease in mid-June.

Phillips also called the new Golf "the springboard for the rest of the '80s" for Volkswagen and added that the company is also counting heavily on Jetta to help boost market penetration.

"The Jetta range will spearhead our thrust," Phillips said.

VW has also spent $200 million updating its Westmoreland (Pa.) assembly plant and Charleston (S. C.) stamping plant for the new Golf.

Phillips said Westmoreland will continue to produce cars on one shift and added that the company is leaving the door open to the possibility of building Jettas here, depending on demand.

He indicated that it would take 12 to 18 months to tool the plant for Jetta.

GTI, which is also produced in the U. S., is expected to account for about 25 percent of the Golf model mix, according to Jim Fuller, vice president of the Volkswagen Division.

That mix is down about 5 percentage points from previous levels, however, the decrease is attributed to a later production startup date than the standard Golf models.

The importance of Golf, Jetta and GTI to VW's future is underscored by the media blitz that will be unleashed during the last eight weeks of the year to introduce the new car.

According to Fuller, approximately 200 commercials will air on national television in prime time and on NFL and college football games. A massive print ad campaign has also been readied and Fuller said expenditures will be more than 20 percent higher than ever before.

The added emphasis on Jetta —Fuller said the 100,000 unit estimate is double current levels—and on VW's other imported product (Quantum, Scirocco and Cabriolet) has taken VW away from being a one-car-line company to a full-line maker.

VW will be adding further to its import range when it introduces a Quantum with all-wheel drive in the first quarter of 1985.

Volkswagen Golf is defended as logical successor

By Jake Kelderman
Washington Reporter

Volkswagen of America is launching its new Golf, the replacement for the 10-year-old Rabbit which paved the way for the legion of small econobox cars that now populate U. S.-highways.

Whether the new Golf will achieve the same success remains to be seen; but even before the car hit the streets, industry analysts criticized it as being "warmed over milk"—an evolutionary vehicle at a time when the market is demanding "new and exciting."

VWoA officials, aware of those

Continued on Page 67, Col. 1

Bigger than Rabbit

The most noticeable change in VWoA's new Golf is the rear end, but the car also is longer and wider than its predecessor, the Rabbit. It has a longer wheelbase, wider stance, larger trunk and seats five. Golf will be built in Pennsylvania.

Chrysler to stay with big cars –but where?

Chrysler Corp. has decided to continue production of its rear-drive big cars indefinitely, but still is undecided about where they will be produced, Chrysler Vice Chairman Gerald Greenwald said in an interview with AUTOMOTIVE NEWS.

"Sales just keep going up," Greenwald said of the cars, among the oldest in the corporate lineup. Previously, the M-body production was moved from Windsor, Ont., to St. Louis to make room for minivan production in Windsor.

Greenwald said Chrysler is happy with the quality and production it is getting in St. Louis and would like to keep the cars there.

However, the big-car assembly conflicts with current plans to begin additional minivan assembly in St. Louis in 1986.

"We're trying to resolve that," Greenwald said.

— DAN MCCOSH

Cut in wholesale prices possible, Nissan says

By John Hartley
Staff Correspondent

TOKYO. — Embarrassed by the continuing low value of the yen against the dollar, Nissan is reviewing the price paid by its U. S. subsidiary to the parent company.

Transfer-pricing of cars and components between companies and their subsidiaries has long been a controversial subject, since it is possible for a company to manipulate prices so that profits are channeled back to the home country.

Nissan and Toyota have flatly denied allegations in the U. S. that they have adopted high transfer prices to subsidiaries.

Now, however, Takashi Ishihara, Nissan president, has admitted that prices of U. S.-bound cars may be reduced. He said that this would enable the sales subsidiary to benefit from any exchange profit, but he said that it will not lead to a markdown in sticker prices.

The statement did not imply that Nissan accepted the charges of high pricing, but merely that it had been caught out by the low value of the yen.

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60th year — No. 5047

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Mazda Knoxville moves

KNOXVILLE, Tenn. — Mazda Knoxville, formerly Snider Mazda, has moved to new facilities on Kingston Pike.

Suzuki Samurai bows in Canada

Suzuki's Samurai Super Long-Body is one of five new models for the Canadian market, featuring a larger, 1.3-liter, engine and new five-speed transmission. Instrument panel, seats, graphics and front end have been redesigned for '85.

'84 total up 81 pct. for 23 makes

Dealers spend heavily for spot TV

By Joseph Bohn
Marketing Editor

Factory auto advertising may be up only modestly for this year, but dealer association spending has really taken off.

A tally of spending by dealer associations representing 23 different makes in spot TV, their largest media category, shows spending up 81.3 percent over last year for the first six months of 1984.

Associations for American Motors through Volvo spent $124.5 million during the first six months of 1984, up from $68.7 million in like 1983, according to Broadcast Advertiser's Reports data from the Television Advertising Bureau.

The figures include any makes whose associations spent in excess of $1 million for the period.

Generally, most of the domestic auto division marketing executives have been touting the extra funds they're putting into local market support programs, aimed at encouraging more advertising by dealer groups.

• And some divisions, like GMC, have been organizing more groups for additional marketing clout.

The figures bear out those activities.

GMC associations, for example, recorded a fourfold increase from $561,700 last year to $2,622,400 in 1984.

Mercury association spending jumped to $3,371,200 from $801,400, and Chevrolet association spending jumped to $14,437,500 from $6,830,600.

Every domestic line except Chrysler scored a sizeable increase. The Chrysler nameplate dropped to $1,238,500 from $1,760,700 in 1983.

Import dealer groups were similarly spending far in excess of what might be attributed to a stronger market.

Associations for Isuzu, for example, kicked up spending to $1,144,200 from $257,900 in like 1983.

Nissan groups boosted spending to $12,986,200 from $6,603,800. And Volkswagen groups scored a heavy increase to $3,482,400 from $962,400 in 1983.

Dealer Association Spot TV Spending

JANUARY - JUNE	1983	1984
AMC	$ 904,900	$ 2,004,900
Audi	1,720,800	1,825,200
BMW	517,500	3,290,600
Buick	6,036,100	7,799,100
Cadillac	874,900	1,556,000
Chevrolet	6,830,600	14,437,500
Chrysler	1,760,700	1,238,500
Dodge	3,159,000	5,208,500
Ford	6,663,700	11,933,100
GMC	561,700	2,622,400
Honda	2,075,600	2,960,100
Isuzu	257,900	1,144,200
Mazda	1,782,200	4,457,600
Mercury	801,400	3,371,200
Nissan	6,603,800	12,986,200
Oldsmobile	8,492,400	12,136,800
Plymouth	123,200	2,873,400
Pontiac	2,348,700	9,117,500
Renault	1,373,200	3,492,100
Subaru	4,299,800	5,313,000
Toyota	2,954,800	4,429,900
Volkswagen	962,400	3,482,400
Volvo	1,046,600	1,401,600
TOTAL	$68,705,500	$124,530,000

Source: Television Bureau of Advertising from Broadcast Reports Data.

ZOOM LIGHT YEARS AHEAD
OF YOUR COMPETITION WITH
KANSAS JACK'S
LAZER BEAM ALIGNER.
Why you're money and years ahead with a Lazer Beam Aligner.
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• Performs 13 operations less versatile universal systems can't
• Let's you make fast, accurate estimates
• Virtually eliminates comebacks
• Quick, easy set-up
• Maximum profits
• Fast payback
• Easy to learn.

$135 settlements made to buyers of 1980 Toyotas

BALTIMORE. — Toyota buyers in Maryland, Virginia, Delaware and the District of Columbia are now receiving checks of $135 each as part of the settlement of the price-fixing suits against Mid-Atlantic Toyota Distributors, Inc., and Toyota dealers who sold rustproofing and undercoating at fixed prices and without choice to buyers.

This is all part of a series of cases involving some 34,000 customers in Delaware and Pennsylvania (Automotive News, Oct. 29), 10,000 in Maryland, and 9,600 in Virginia and 900 in Washington.

In Delaware, Maryland, Virginia and Washington, Toyota buyers may cash their checks of $135 at Toyota dealerships. Or, they may choose instead to buy $250 in goods or services, including tuneups and some parts. Consumers must redeem their checks at the dealership where they bought their car, if it is still in business.

As in Pennsylvania, Mid-Atlantic will pay $80 of each settlement; the rest is to be paid by dealers.

The multi-district litigation was finalized by a federal judge here.

Higgins breaks ground

PROVO, Utah. — Ground has been broken for Ed Higgins Chevrolet-Buick here.

PRODUCTION OVERSEAS

BRAZIL

Cars

	8 mos., 1984	8 mos., 1983
Farus	23	51
Fiat Auto	61,738	77,545
Ford	97,579	86,790
General Motors	112,035	128,227
Gurgel	23	0
Puma	91	158
Sta Matilde	42	18
Toyota	97	135
Volkswagen	193,961	234,284
Total	465,589	527,208

Vans, trucks, buses

Agrale	321	116
Fiat Auto	23,634	18,870
Fiat Diesel	285	255
Ford	25,086	21,121
General Motors	16,470	11,844
Gurgel	557	845
Mercedes-Benz	19,174	15,562
Puma	10	22
Scania	2,291	1,428
Toyota	2,095	1,437
Volkswagen	8,358	5,623
VW-Caminhoes	4,166	2,799
Volvo	1,210	862
Total	103,657	80,784
Total vehicles	569,246	607,992

FRANCE

Cars

	8 mos., 1984	8 mos., 1983
Peugeot SA	823,372	858,820
Citroen	310,321	363,013
Peugeot	461,344	372,714
Talbot	51,797	123,093
Renault	934,680	1,061,468
Total	1,758,052	1,920,288

Vans, trucks, buses

CBM	23	44
Peugeot SA	74,472	88,570
Citroen	18,753	20,468
Peugeot	47,223	54,822
Talbot	8,496	13,280
Renault	142,733	150,674
Sovam	56	50
Unic	3,367	4,240
Total	220,651	243,578
Total vehicles	1,978,703	2,163,866

JAPAN

Cars

	7 Mos., 1984	7 Mos., 1983
Daihatsu	103,704	112,968
Fuji	147,376	132,129
Honda	502,790	490,539
Isuzu	43,827	70,408
Mazda	465,322	522,872
Mitsubishi	306,011	300,066
Nissan	1,123,037	1,095,766
Suzuki	95,016	70,783
Toyota	1,459,453	1,414,383
Total	4,246,536	4,209,914

Vans, trucks, buses

Daihatsu	237,196	202,699
Fuji	180,683	179,325
Hino	35,346	30,149
Honda	88,092	108,637
Isuzu	185,306	148,897
Mazda	219,966	175,121
Mitsubishi	310,783	276,562
Nissan	383,792	385,034
Nissan Diesel	22,602	19,518
Suzuki	304,690	296,878
Toyota	601,621	543,190
Others	426	412
Total	2,570,503	2,366,422
Total vehicles	6,817,039	6,576,336

SPAIN

Cars

	6 mos., 1984	6 mos., 1983
Ford	139,652	125,401
General Motors	128,484	109,111
Peugeot SA	96,058	95,011
Citroen	51,702	64,101
Talbot	44,356	30,910
Renault	127,280	156,235
Seat	115,949	118,023
Total	607,433	603,781

Vans, trucks, buses

Enasa	5,137	7,660
Ford	4,440	3,381
Land Rover	5,500	11,551
Mercedes-Benz	5,241	4,692
Motor Iberica	9,536	10,370
Peugeot SA	8,731	12,645
Citroen	8,731	12,442
Talbot	0	203
Renault	15,760	18,553
Seat	13,592	13,358
Setra	124	0
Total	68,061	82,237
Total vehicles	675,494	686,018

REGISTRATIONS OVERSEAS

UNITED KINGDOM

Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	3,433	6,761
BL Cars	252,650	265,001
Austin Rover	250,240	262,849
Range Rover	2,410	2,152
BMW	20,439	20,663
Daihatsu	4,041	4,181
Fiat Auto	41,136	41,518
Ford	410,472	430,666
FSO	4,434	3,536
General Motors	237,602	211,118
Honda	15,003	14,781
Hyundai	3,900	2,997
Jaguar	6,200	5,675
Lada	12,752	15,700
Lotus	440	314
Mazda	13,565	14,969
Mercedes-Benz	11,752	11,228
Mitsubishi	8,291	7,629
Nissan	82,883	79,883
Panther	193	78
Peugeot SA	78,339	87,896
Citroen	20,737	20,821
Peugeot/Talbot	57,602	67,075
Reliant	90	75
Renault	49,442	51,021
Rolls-Royce	530	543
Saab	7,175	7,546
Skoda	9,040	9,265
Subaru	2,179	2,570
Suzuki	2,544	2,667
Toyota	25,988	25,759
VW-Audi Group	78,909	82,662
Audi	16,568	16,363
Volkswagen	62,341	66,299
Volvo	48,546	50,134
Zastava	4,588	3,436
Others	3,435	3,780
Total	1,439,991	1,464,052

SWEDEN

Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	815	562
BMW	3,175	2,820
Daihatsu	689	743
Fiat Auto	4,999	3,881
Ford	19,420	14,871
General Motors	15,568	14,238
Honda	2,617	2,198
Jaguar	31	14
Lada	1,162	1,455
Mazda	8,138	8,893
Mercedes-Benz	4,195	3,339
Mitsubishi	1,236	1,119
Nissan	5,452	4,161
Peugeot SA	5,434	4,468
Citroen	2,578	1,964
Peugeot/Talbot	2,856	2,504
Porsche	246	151
Renault	1,952	1,626
Saab	20,786	20,545
Skoda	227	279
Subaru	398	433
Suzuki	1	0
Toyota	6,337	6,012
VW-Audi Group	19,867	16,156
Audi	5,486	3,467
Volkswagen	14,381	12,689
Volvo	42,446	41,734
Others	16	10
Total	164,307	149,708

WEST GERMANY

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	9,245	8,600
Austin Rover	5,128	2,893
Bertone	650	713
BMW	111,745	110,351
Daihatsu	4,601	4,432
Ferrari	226	n/a
Fiat Auto	77,403	71,232
Ford	201,892	207,422
General Motors	280,553	327,495
Honda	28,187	22,929
Isuzu	1,921	659
Jaguar	1,276	588
Lada	6,253	5,729
Mazda	48,289	41,682
Mercedes-Benz	155,798	172,991
Mitsubishi	31,666	27,236
Nissan	43,227	32,207
Peugeot SA	70,028	67,484
Citroen	28,407	31,276
Peugeot/Talbot	41,621	36,208
Pininfarina	538	518
Porsche	8,177	8,439
Renault	61,645	61,601
Saab	2,718	2,637
Seat	3,315	324
Skoda	1,521	1,129
Subaru	4,737	3,496
Suzuki	10,092	9,530
Toyota	36,969	35,049
VW-Audi Group	455,300	487,038
Audi	99,090	124,351
Volkswagen	356,210	362,687
Volvo	10,820	10,475
Others	924	909
Total	1,674,844	1,725,688

AUSTRIA

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	1,931	2,132
BL	150	353
BMW	6,040	6,598
Daihatsu	531	730
Fiat Auto	11,508	10,513
Ford	15,829	14,803
General Motors	19,057	23,851
Honda	3,189	3,161
Lada	1,006	1,183
Mazda	15,670	19,882
Mercedes-Benz	4,749	5,861
Mitsubishi	3,255	3,317
Nissan	7,605	11,790
Peugeot SA	10,852	10,990
Citroen	4,690	4,871
Peugeot/Talbot	6,162	6,119
Porsche	362	393
Renault	7,400	8,330
Saab	315	348
Seat	542	92
Skoda	812	668
Subaru	1,407	2,567
Suzuki	902	726
Toyota	7,030	8,194
VW-Audi Group	28,626	35,141
Audi	5,082	8,435
Volkswagen	23,544	26,706
Volvo	2,504	2,728
Others	113	30
Total	151,589	174,381

DENMARK

Cars

	8 mos., 1984	8 mos., 1983
Alfa Romeo	213	205
Austin Rover	320	45
BMW	1,843	1,673
Dacia	659	177
Daihatsu	1,331	1,982
Fiat Auto	5,769	4,069
Ford	16,483	11,721
FSO	740	400
General Motors	13,844	11,465
Honda	1,013	888
Jaguar	27	22
Lada	2,988	3,652
Mazda	9,169	8,767
Mercedes-Benz	561	535
Mitsubishi	1,239	736
Nissan	5,462	5,414
Peugeot SA	6,941	5,599
Citroen	4,361	3,151
Peugeot/Talbot	2,580	2,448
Renault	450	482
Saab	1,179	1,449
Skoda	5,323	5,597
Subaru	139	200
Suzuki	34	0
Toyota	10,935	7,968
Trabant	67	106
VW-Audi Group	6,545	3,843
Audi	435	536
Volkswagen	6,110	3,307
Volvo	4,084	2,769
Wartburg	750	756
Zastava	544	5
Total	98,657	80,785

Ford's on top

How long will it last?

How long can Ford Motor Co. hang on to its newly won lead in European car sales?

Through the first eight months of 1984 Ford crept ahead of Fiat Auto S.p.A.—which led for most of the year—mainly on the strength of its August performance in the United Kingdom. Ford is a comfortable market leader in the UK, and August is a traditionally high-demand month there.

The difference between the two top contenders after eight months was just over 12,000 units in a total European market of more than 7 million. By unofficial estimates, Ford's share was 13.1 percent, Fiat's 12.9 percent.

The other leading four European majors were VW-Audi Group (11.6), General Motors (11.3), Peugeot Group (11.2) and Renault (10.8).

Even Ford officials, however, quietly acknowledge the confident claim of Fiat's Vittorio

Continued on Page 38

New-car sales in Europe: 8 months 1984-83

	1984	Pct. Market share	1983	Pct. Pt. Change on '83
Ford	932,300	13.1	956,900	− 2.6
Fiat Auto	920,100	12.9	881,400	+ 4.4
VW-Audi Group	826,500	11.6	877,300	− 5.8
General Motors	803,500	11.3	839,900	− 4.3
Peugeot SA	800,700	11.2	868,100	− 7.8
Renault	769,900	10.8	898,700	−14.3
Japanese (all)	735,400	10.3	745,200	− 1.3
TOTAL	7,118,000	100.0	7,390,000	− 3.7

Six largest national markets in Europe: 8 months 1984-83

	1984	1983	Pct. Pt. Change on '83
West Germany	1,671,200	1,725,700	− 3.2
United Kingdom	1,290,800	1,345,600	− 4.1
France	1,153,300	1,339,700	−13.9
Italy	1,148,900	1,117,000	+ 2.9
Spain	365,100	377,400	− 3.2
Netherlands	312,200	323,800	− 3.6
Others	1,176,500	1,160,800	+ 1.3
TOTAL	7,118,000	7,390,000	− 3.7

JAPAN

Cars

	7 Mos., 1984	7 Mos., 1983
Daihatsu	68,125	67,568
Fuji	50,357	46,375
Honda	148,138	136,240
Isuzu	26,777	37,168
Mazda	131,672	150,832
Mitsubishi	123,859	106,795
Nissan	505,602	506,238
Suzuki	46,341	53,651
Toyota	772,634	741,355
Imports (all)	24,222	20,770
Total	1,897,727	1,866,992

Vans, trucks, buses

Daihatsu	184,945	159,564
Fuji	131,231	120,509
Hino	23,804	21,282
Honda	83,817	97,565
Isuzu	72,204	68,816
Mazda	95,957	88,143
Mitsubishi	193,795	180,186
Nissan	170,313	168,196
Nissan Diesel	12,910	11,039
Suzuki	224,903	219,703
Toyota	216,134	219,633
Imports (all)	106	0
Total	1,410,119	1,354,636
Total vehicles	3,307,846	3,221,628

SWITZERLAND

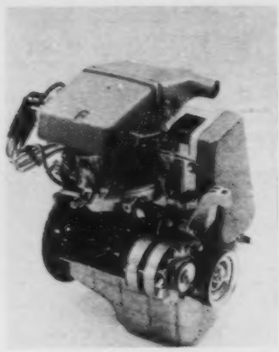
Cars

	7 mos., 1984	7 mos., 1983
Alfa Romeo	5,359	5,031
American Motors	92	178
Austin Rover	1,563	1,336
Bertone	199	152
BMW	8,062	7,487
Daihatsu	644	838
Ferrari	127	135
Fiat Auto	14,866	15,097
Ford	15,919	17,517
General Motors	25,081	23,674
Honda	5,690	4,598
Isuzu	348	350
Jaguar	277	212
Lada	25	215
Maserati	212	14
Mazda	5,912	8,699
Mercedes-Benz	4,001	3,480
Mitsubishi	5,370	6,045
Nissan	6,265	10,303
Peugeot SA	15,415	16,279
Citroen	6,749	6,992
Peugeot/Talbot	8,666	9,287
Pininfarina	218	173
Porsche	1,054	1,028
Puch	57	72
Renault	9,311	9,671
Rolls-Royce	60	65
Saab	843	857
Skoda	107	171
Subaru	4,072	4,400
Suzuki	2,124	2,435
Toyota	11,446	12,375
VW-Audi Group	26,992	26,315
Audi	6,717	8,148
Volkswagen	20,275	18,167
Volvo	4,204	4,285
Others	91	136
Total	176,015	183,623

FRANCE

Cars

	6 mos., 1984	6 mos., 1983
Alfa Romeo	10,714	13,957
Austin Rover	16,377	15,520
BMW	14,869	16,049
Ferrari	43	82
Fiat Auto	49,300	47,509
Ford	71,613	75,826
FSO	972	1,059
General Motors	37,477	40,733
Honda	3,117	4,036
Innocenti	750	893
Jaguar	84	95
Lada	12,882	13,249
Mazda	4,757	6,988
Mercedes-Benz	8,581	7,901
Mitsubishi	1,656	1,891
Nissan	6,381	8,410
Peugeot SA	300,027	352,393
Citroen	118,019	143,636
Peugeot	156,278	154,100
Talbot	25,130	54,657
Porsche	778	880
Renault	287,544	375,128
Saab	532	368
Seat	7,208	18
Skoda	2,194	2,870
Toyota	5,555	6,829
VW-Audi Group	50,807	62,184
Audi	13,190	13,951
Volkswagen	37,617	48,233
Volvo	8,398	7,139
Zastava	676	988
Others	575	218
Total	903,043	1,062,679



The 1-liter Fire 1000 heads into production late this year, and will show up in the new Lancia Y10 which debuts in February.

Fiat ignites a Fire

First of a new generation of engines

By Richard Feast
European Editor

When Fiat Auto S.p.A. laid out the concept of the new 1-liter engine known as Fire 1000, it did so on hotel tables around Turin. Fiat workers were on strike and the company's offices were closed. Moreover, the Italian auto company was weak and vulnerable at a time when the second post-oil crisis sales recession was setting in. That was the fall of 1980.

Fiat's recovered from those dark days by cutting fixed costs, automating plants and launching new products. It also worked to develop a new range of engines of which Fire is the first.

While car designs change relatively rapidly, new engines are a comparative novelty. One thinks in Europe of GM's Family 1 and 2 engine designs, and Ford's CVH. But for an all-new contender in the 1-liter segment, it is necessary to look back several decades.

What emerges in the Fire 1000 is a modern single-overhead camshaft, four-cylinder design that is conventional in all ways except one. Its production is very highly automated. Machining and crankshaft installation, and location of bearing shells and lubrication, are automatic. So are insertion of cylinder liners, and assembly and location of the cylinder head. What's more, exhaust manifold and carburetor are attached free of human hands.

Only half of the 2,000 workers at the Termoli factory in central Italy are now employed on Fire lines. But when the engine is in full production—Fiat will not say when this will be—a new engine will be turned out every 20 seconds. That will be 2,500 daily, or more than half a million annually.

Fiat invested $335 million in the Fire. It is part of a broadly based annual expenditure by the Fiat automobile division of about $1.25 billion on new models, engines and facilities.

Fiat will put the engine into production toward the end of this year. Its first appearance will be in a new model from Lancia currently known as Y10 which will be introduced in February. Y10 is a baby-car addition to the Lancia line, and will not replace the equally small Autobianchi A112 that will continue in production for a considerable time after Y10 reaches the market.

Later, Fire will go into Fiat products which currently use the old 903-cc four-cylinder powerplant — the Uno and Panda. While Fire has a capacity of 1-liter and produces 45-HP, Dr. Paulo Scolari, Fiat technical director, says it could be produced in 800-cc or 1.1-liter form.

He says Fire was designed as a modular engine, and a three-cylinder version could be possible. Certainly turbocharged and diesel variations of the four-cylinder unit are well along. A sporty version will produce up to 80-HP while the turbo versions will top that.

Another Fiat source reveals that what Fire does for the 1-liter category, a new generation of 1.5-liter engines will do for Fiat in that category "fairly soon." A 2-liter is also a possibility.

Other key points in Fiat's engine-technology plans include fewer components, lower weight, less maintenance and better mileage.

Fire has 30 percent fewer components than the Fiat 127's 1,050-cc unit (273 parts versus 368). It also is more compact and, at 152 pounds, very light.

Fewer components, lower weight, less maintenance, better mileage.

The low weight is all the more surprising since Fiat retained cast iron for the cylinder block rather than using aluminum as some rivals are. The block weighs less than 40 pounds compared with 73 pounds for the overhead camshaft 1,050-cc unit.

Fire's cylinder head is aluminum, but cast iron is used in most other areas including connecting rods, camshaft, flywheel, bearings, valve guides and piston rings. At 13 pounds, the crankshaft is about 25 percent lighter than a 903's.

Fiat studied Heron, semi-Heron, bathtub, single and double ignition, and May principles for the Fire combustion chamber. It chose the bathtub type, quite unlike Porsche System's design for the new Seat engine.

While fuel consumption figures are not available — the Y10 in which it will bow has not yet appeared — Fiat says Fire 1000 will be 15 percent lower than current equivalent Fiat engines. □

Welcome to the real world

Spain's Seat plans string of new products

By Richard Feast
European Editor

Spain's state-owned auto maker, Seat, is entering the real world after years of isolation as a domestic manufacturer of other companies' designs.

Seat plans a string of new products, is exporting vehicles to western Europe in its own right, and is reducing manning levels and embarking on a massive course of automation. Significantly, Seat has established links with major European automaker Volkswagen AG, after painful separation proceedings instigated by Italy's Fiat Auto S.p.A. in 1980.

Seat commercial director Juan Jose Diaz Ruiz spoke enthusiastically during last month's Paris auto show where the first of the new generation Seats made its public debut. "Given the current model mix, we could break even at 280,000 cars. That could be next year, when we have introduced our commercial and industrial restructuring plans," Diaz Ruiz said. The possibility of Seat making a profit after years of losses would be one of the major, and least known, turnarounds in the world auto business.

Financial losses in Spain were the main reason why Fiat abandoned Seat, which further worsened Seat's prospects. The arrival in Spain of General Motors added to the country's domestic market competition as car demand throughout Europe dropped in the early 1980s.

The prospect of Spain entering the European Economic Community, and the beginning of a breakdown of tariffs and quotas which have kept out imports, called for drastic action at Seat.

The company went on the offensive. First, it made its two best sellers more distinctly Seats; the 127, originally designed by Fiat, became the Fura, and Ritmo became the Ronda. Seat even won a Chamber of Commerce legal battle, instituted by Fiat, which claimed copyright infringement.

Then Seat began a serious export drive into the rest of Europe. It cleared out most of its other Fiat designs, though it continued to manufacture Panda models for the Fiat network, and will do so until next year.

Seat's aim was 1.5 percent of the western European market outside Spain, or about 150,000 cars. Starting from base zero, it meant establishing dealer networks in various nations and essentially selling Fura and Ronda models in the early stages. Results in France and Italy have been particularly good.

Not until next year, with greater availability of the new generation Ibiza model, can Fiat reach its sales targets. For 1986, the company talks of consolidation and general strengthening of its achievements.

Ibiza forms part of the longer-term strategy. Lacking its own internal resources, Seat turned to Giugiaro (Ital Design, Italy) for its styling, Porsche System (West Germany) for its engine and transmission, and Karmann (West Germany) for body engineering. The result, says Diaz Ruiz, is a car with Latin styling flair, and the performance and engineering excellence of a German product. It will be priced a bit above Fiat Uno/Peugeot 205 and a little below Ford Escort/Austin Rover Maestro. Ibiza, maintains Diaz Ruiz, has the interior space of a C-segment car and the exterior dimensions of a B-segment.

During the next few months Seat will broaden the Ibiza's appeal. This will include a sporty version with 100-HP and Bosch electronic ignition by next June, and by the end of 1985 a five-door version. In early 1986 a three-box sedan derivative will follow.

Next March's Geneva auto show will display the first of another series of Seats — the Malaga, a C/D-segment model about 170 inches long which will compete with Ford Sierra and Opel Ascona.

In 1986, when Seat's Panda commitments to Fiat are completed, the Spanish company will introduce its own derivative of the lower-segment model, to be known as Marbella.

The names Malaga and Marbella, incidentally, are widely known in Europe as Spanish holiday resorts.

While its products have been launched in most European countries, Seat has yet to expand into the UK, Scandinavia and Switzerland. These countries will be added by the end of 1985.

A further, and not entirely clear, dimension concerns Seat's relationship with Volkswagen of West Germany. At present the link is entirely commercial. VW has no stake in Seat and there are no joint companies. But Seat assembles the Polo model sold by VW networks across Europe except West Germany. Seat also distributes VW and Audi products along with its own in Spain, and assembles Santanas for the Spanish market.

For VW, Seat is an entry into a market which had been closed to it, apart from a handful of sales which to the volume producer are of little significance.

What has not been explained is where the German-Spanish connection will lead. VW chairman Carl Hahn is evasive about his company's long-term plans in Spain, though it is certain Seat would like to produce the next generation Polo model in its entirety. If it did, Seat would be following a well-trodden path: GM Opel's small Corsa and Ford's small Fiesta are produced in Spain for sale in Europe.

Seat expects to build 310,000 cars this year, including only 22,000 Ibizas. By the end of December it will be producing at a daily rate of 450, half the number planned for a year later. In 1983, total production was 250,000.

In 1985 Seat plans to produce 400,000 compared with its theoretical capacity of 420,000. These increases are accompanied by a steady reduction in labor force. Seat began 1984 with 25,000 workers and expects to be below 22,000 by the end of the year. Cutbacks will continue until 1990 when a planned level of 19,500 is reached.

A management casualty this year was chairman Juan Miguel Antonanzas, who unexpectedly resigned and was replaced by former commercial director Juan Antonio Diaz Alvarez.

In productivity terms, Seat's employe reduction means boosting output from 9.5 cars per worker in 1981 to 16 this year and 24 in 1988. This will be accompanied by a massive automation program, Diaz Ruiz says. □

PSA puzzle

Where's the Fire?

The Fire 1000 engine was conceived as a joint project between Fiat Auto S.p.A. and France's Peugeot Group (PSA). Fiat now has declared its hand, but what about PSA?

The two collaborated on the design, and while Fiat has a car ready to equip with the new engine, PSA does not, and the absence of any clear PSA plan has led to speculation that it has withdrawn from the project.

PSA denies this, maintaining it will produce the engine when it needs to. Without any specific information, the belief is it will go into the new Citroen ZA expected to arrive some time in 1986.

The ZA is believed to incorporate a lot of thinking from the Eco 2000 experimental car shown at last month's Paris auto show. That had an 800-cc, three-cylinder engine, a derivative which is apparently feasible from the Fire design.

Whether PSA will be ready by 1986 to manufacture its version of the Fire is unclear. As a short-term measure it may have to buy some units from Fiat until its own production facilities are ready.

What is certain is that the original plan to have one huge factory producing a million engines a year has been abandoned. The debate centered on where the factory should be. Neither side, lobbied hard by its own employes, wanted it to be in the other's country.

Now it seems there will be two factories, each making half a million annually. Fiat's is at Termoli in central Italy. There is no indication where or when PSA's will move into action. □

—*Richard Feast*

Sales

Continued from Page 37

Ghidella: "There is no way we can be beaten in 1984," declares the head of the company's automobile division. He is probably right. Fiat is aided by two factors: Continuing strong demand in Italy where it dominates the market; and slacker consumer buying in the countries of its main rivals. After eight months, car buying in five of Europe's six largest national markets was down this year, including West Germany, UK, France, Spain and the Netherlands. The other 10 markets, accounting for 16 percent of the European total, rose slightly, but not enough to offset declines elsewhere.

The very feeble market in France—down nearly 14 percent —and the smaller UK downturn made the UK the second most important national market after West Germany. Second place is normally held by France.

The French situation contributed to Renault's problems. While the market was contracting, Renault's share shrank with it as a result of a trend away from its R5 and R18 models and toward Peugeot 205 and imports. □

factories list auction dates

American Motors

Nov. 6—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 7—Southern Auto Auction, East Windsor, Conn.

Nov. 8—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 9—Concord Auto Auction, Acton, Mass.

Nov. 13—D-A Auto Auction, New Stanton, Conn.

Nov. 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 15—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 20—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 21—Southern Auto Auction, East Windsor, Conn., and Evansville Auto Auction, Evansville, Ind.

Nov. 22—Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Concord Auto Auction, Acton, Mass.

Nov. 27—D-A Auto Auction, New Stanton, Conn.

Nov. 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 29—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Nov. 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Nov. 6—Hatfield Auto Auction, Hatfield, Pa.; Denver (Colorado Auto Auction), Commerce City, Colo., and Salt Lake Auto Auction, Salt Lake City, Utah.

Nov. 7—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Minneapolis Auto Auction, Plymouth, Minn., and South Seattle Auto Auction, Kent, Wash.

Nov. 8—Northway Exchange, Clifton Park, N. Y.; Fredericksburg Auto Auction, Fredericksburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 9—Concord Auto Auction, Acton, Mass.

Nov. 13—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Los Angeles Dealer Auto Auction, Rosemead, Calif.

Nov. 14—Butler Auto Auction, Gibsonia, Pa.; Southern Auto Auction, Warehouse Point, Conn.; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

Nov. 15—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

Nov. 20—Hatfield Auto Auction, Hatfield, Pa.; Colorado Auto Auction, Commerce City, Colo., and Salt Lake Auto Auction, Salt Lake City.

Nov. 21—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 27—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Southwest Auto Auction, Phoenix; Los Angeles Dealer Auto Auction, Rosemead, Calif., and South Seattle Auto Auction, Kent., Wash.

Nov. 28—Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago; 108 Auto Auction, Springfield, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 30—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Nov. 7—Golden Gate Auto Auction, Fremont, Calif.

Nov. 8—Dallas Auto Auction, Grand Prairie, Tex.

Nov. 15—Denver Auto Auction, Englewood, Colo.

Nov. 20—Aptco Auto Auction, Taylor, Mich.

Nov. 28—Northway Exchange, Clifton Park, N. Y.

General Motors

Nov. 6—Southern Auto Auction, Warehouse Point, Conn.

Nov. 7—Metro Auto Auction of Kansas City, Kansas City.

Nov. 8 — Indianapolis Auto Auction, Indianapolis.

Nov. 13—South Seattle Auto Auction, Kent, Wash.

Nov. 14—Golden Gate Auto Auction, Fremont, Calif., and Clanton's Auto Auction, Darlington, S.C.

Nov. 15—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 29 — Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Cox Communications buys Houston auction

ATLANTA. — Cox Communications, of Atlanta, has acquired Big H Auto Auction, Houston, from Charles Thomas, of Houston.

The announcement was made by Warren V. Young, president of Manheim Auctions, which operates 15 auctions in 12 states and one in Canada. Manheim is part of the Cox organization.

Used Car Sales

Auction Averages

November to date	$5,185
Month ago	$5,320
Year ago	$5,161

Model breakdown

Auction Averages

	NOVEMBER TO DATE	OCTOBER 1984	SEPTEMBER 1984
1984	$10,538	$9,894	$9,747
1983	7,471	7,471	7,364
1982	5,470	6,074	5,762
1981	4,630	4,474	5,020
1980	3,830	3,986	3,932
1979	3,421	3,204	3,237
1978	2,413	2,350	2,346
1977	1,977	1,647	2,213
Overall Average	$ 5,185	$4,984	$4,894

GMAC settles suit charging bias in loans to Indians

By Jake Kelderman
Washington Reporter

WASHINGTON. — A consent agreement has been finalized in which General Motors agreed to not discriminate against American Indians when making auto loans.

The consent order was signed in U. S. District Court in Albuquerque and stems from a suit brought by the Department of Justice. GM admitted to no wrongdoing in the agreement.

The Department of Justice had accused GMAC of refusing to purchase installment loan contracts negotiated with American Indians on the same terms and conditions as those of other buyers. It also accused GMAC of offering them less favorable terms on the loans it did approve.

The Federal Bureau of Investigations and the Justice Department's Civil Rights Division had been investigating the finance company's operations in Arizona and New Mexico. Under the consent decree, the Justice Department will review loan application files provided by GMAC not only from those states but from Montana, North and South Dakota and the state of Washington to determine if any discriminatory activity took place. If Justice determines it has, GMAC will invite those affected to reapply for credit or to refinance their loans within one year.

A spokesman for GMAC said, "GMAC confirms that it has entered into a consent decree with Justice concerning certain procedures relating to the Equal Opportunity Credit) Act, but GMAC denies that its credit granting policies and procedures have discriminated against American Indians. Such discrimination would be totally inconsistent with GMAC's primary business objectives of facilitating the sale of GM products by purchasing every finance contract that has a reasonable chance of paying out."

"It is a matter of public record that GMAC was an early supporter in the U. S. Congress of enactment of the EOCA and the principles it promotes," he said.

"We agreed to the consent decree to avoid costly and protracted litigation which would divert resources from the pursuit of GMAC business objectives," Andrews said, adding that GMAC is confident the review of its files will demonstrate full compliance with the law.

Lyles is 25

C. E. 'Gator' Lyles, left, Lyles Motors, Inc., Ocala, Fla., receives a 25-year-dealer award from J. A. Martabano, Oldsmobile's Jacksonville zone manager.

Anglo American to sell Hewlett-Packard fleet

NASHVILLE.—Anglo American Auto Auctions announced that Hewlett-Packard's entire corporate fleet is being sold through Anglo-American locations in October and November.

Phase I of the sale began in October and offered '81, '82 and '83 General Motors, Ford Motor and Chrysler Corp. cars. Phase II begins in November and will offer '84 Ford and Lincoln-Mercury cars.

Insurance group urges DOT to write truck-braking rule

WASHINGTON.—The Department of Transportation (DOT) is once again being urged to write a truck-braking standard, but this time it should be based on newly developed load-sensing equipment and anti-lock brake systems, according to the Insurance Institute for Highway Safety (IIHS).

In 1978, PACCAR, Inc., successfully challenged NHTSA's truck-braking standard on the grounds that it was unworkable, partially due to the unreliability of anti-lock systems then available.

Since that time, trucks have been governed by a single federal stopping distance rule that requires trucks, depending on their configuration, to stop from 20 MPH in 35 to 40 feet on a dry road. Passenger cars, in contrast, are required to stop from 60 MPH in 216 feet on a dry road.

IIHS said a loaded tractor trailer can take 250 to 300 feet to stop from 60 MPH, but an unloaded truck or a tractor without its trailer can take up to 500 feet to stop from a speed of 60 MPH.

IIHS reasons that the disparity between car and truck stopping distances greatly increases the likelihood of accidents if a car is forced to make a sudden stop when followed by a truck.

Compounding the problem is an IIHS statistic that claims car occupants are 30 times more likely than truck occupants to die in a car-truck collision.

According to a report presented to the American Assn. for Automotive Medicine last month by Ian S. Jones, of IIHS, the poor braking performance of trucks is often due to the absence of brakes on front axles, poor brake adjustment and slow brake-activation times.

Jones also found that trucks were more likely to be involved in single-vehicle loss-of-control-type accidents than were passenger vehicles. These accidents would include instances of jackknifing and trailer-swing which might be brought under control with better truck braking and stability, Jones said.

The study suggested that DOT adopt the European approach to truck braking requirements, which has been to require improved stopping distances with braking on the front wheels of the tractor and slack adjusters, and then to gradually move to tighter stopping distances with anti-lock braking systems.

The use of load-sensing devices and the installation of retarders — devices fitted to the engine or driveshaft to provide added deceleration on long downgrades—were also suggested.

Jones stressed the tandem capabilities and adjustment ease of disk brakes on newer trucks, but claimed hydraulic brake vehicles could be made much safer through an anti-wheel-lock retrofit system applied to the tractor, in combination with slack adjusters and load sensing equipment fitted to the trailer.

He said the feasibility of such a combination has been proven through its use in Europe, and that the reliability of these systems has been greatly improved over those used domestically in the mid-1970s.

Golden Shovel Award

SCOTTSVILLE, Ky. — Ford Motor Co. has given Harper Ford here the Golden Shovel Award for modernization of the dealership.

Deal for Rehrauer

Robert W. Rehrauer signs a Pontiac franchise as Peter F. Carroll, left, zone manager, looks on. Rehrauer will take over Two Rivers Auto Service Co., Two Rivers, Wis., as his brother retires from the position.

With Reagan's reelection

Auto industry access to White House to stay

Continued from Page 1

that Mr. Reagan would not have to raise taxes.

But at least they could — and expect to — advise on taxes. They hope to be able to preserve access to capital at reasonable rates and to keep interest low enough to continue strong car sales. In general, they do not like Value Added Tax and prefer a modified flat tax — apparently the way the Administration will go.

Profits and prosperity now gild the companies and help offset severe dislocations caused during the last decade by the rise in oil prices and competition from small and fuel-efficient imports already onstream during the great downsizing exercise.

What happened during those two oil "shocks" has permanently changed the structure of the domestic industry. The change has been from a monolithic and predictable industry to one split between Chrysler Corp., Ford Motor Co. and American Motors vs. General Motors, which has adopted an Asian strategy.

MVMA, once the spokesman on most matters, now also includes Volvo of America and Volkswagen of America but does not include Nissan Motor Mfg. Corp., U.S.A., nor American Honda.

The import makeup has changed — growing as the Japanese companies import both for domestics and on their own. It now includes the Koreans and some Iron Curtain countries.

But a major difference is that the imports lack access, certainly to the White House and have only limited access to the Department of Transportation except through the legal processes.

During the Carter Administration, importers were welcomed as the "can-do" boys, offering competition to a mature and sluggish domestic industry.

With this said, it would be comfortable — but misleading — to assume the crunch is over. Sales are up, the industry is becoming competitive, and all signs are go. But recently, there have been hints that the energy supply and prices may be on the move again.

• If the climate again becomes unstable — while customers want those bigger and loaded cars, conceivably the domestic industry could be whipsawed again.

The central problem for the auto industry — far more important than regulation for example — are the trade-related issues — a direct fallout of the energy crunch which allowed the surge of imports. But here, the Reagan Administration outlook is cloudy — just as the companies are split in their viewpoints.

The Reagan Administration—billed as free trade—seems to be mixed; in fact, it has practiced some sleight-of-hand protectionism in spots.

Chrysler, Ford and AMC stand apart from GM and from their foreign brothers. But they also are separate from their natural brethren — the National Assn. of Manufacturers, the U. S. Chamber of Commerce and even their dealer associations.

They also differ from the import companies and their parent manufacturers including their own Japanese partners to whom they are joined in equity or common ventures, even though not in true and eternal love.

Chrysler has been the leader in fighting the Japanese—while bringing in its products profitably. Ford also wants an extension of the Japanese "voluntary" restraint agreement and has joined the UAW in asking the White House to continue Japanese quotas. AMC joins, almost silently, while selling its French bride's dowry.

The situation is different for GM, with its serious plans to import Suzukis, Isuzus and even Korean cars. After the election, GM itself may take its case to the White House and even get around to asking NHTSA if it can count the Toyota-made joint venture cars as part of its CAFE.

• Further, while the others complain much about the dollar/yen "imbalance" — and GM recognizes it — GM can use it to save money by outsourcing abroad.

The White House clearly does not want to address the VRA issue before the election and in fact, may prefer to keep the lid on until at least January and perhaps later — perhaps until the profit picture of the Japanese companies becomes clear. No decision is in the works.

The quotas are tied to other areas, such as the dollar/yen relationship — that "level" playing field.

Here, the Reagan Administration treads lightly, perhaps because high-quality imports have improved domestic products and perhaps even helped hold up car prices and company profits, or perhaps because in areas other than cars imports have helped hold down inflation.

But while trade policy is cloudy at the White House, the Administration is clear on its opposition to the UAW-backed domestic-content legislation, which is also cheered by Chrysler, backed as a "last resort" by Ford, quietly assented to by AMC and opposed by GM and the import companies. So far, it has not moved through Congress but its fate will be determined not by the President's reelection but by the makeup of Congress.

Particular mention should be made about the effect on the auto industry of the Administration's interpretation of the antitrust laws.

• GM has been the chief beneficiary. The willingness of the FTC to allow the GM-Toyota joint venture has enabled GM to change its corporate structure radically and gird for the future as it sees it.

In the area of regulation, "reform" would likely continue apace if the President is reelected. But the pattern of successful legal challenges by consumer advocates and insurance companies is also likely to continue.

This has led NHTSA to proceed cautiously and certainly slowly. Its regulatory calendar reads like everything the auto industry ever wanted, but the schedule is To Be Determined.

Meanwhile, NHTSA continues defect investigations. NHTSA also plans to continue efforts to rate makes and models for occupant protection in line with a 1972 statutory mandate, despite industry uneasiness.

At EPA — where the law itself contains instructions and deadlines — regulation is still in the works. This includes such things as gray-market cars, heavy-duty vehicles, emissions, use of methanol, the CAFE adjustment factor and changes in test procedures. And again, consumer activists are successful challengers.

But the real action for the auto makers will be in Congress where the Clean Air Act has not been reauthorized — or changed — since 1977.

But the new EPA — freed from the controversial Ann Gorsuch Burford — has been revived under the old Mr. Clean, William D. Ruckelshaus.

However, Ruckelshaus is expected to leave very shortly after the election and no one knows who the replacement will be.

Having once politicized the EPA, raising a storm of criticism, the President would be likely to accept the fact that environmental issues have both Republican and Democratic widespread support.

Besides, the battle is not really over car and truck emission control — but over toxic waste dumps, acid rain and water pollution.

The Industry

Better off than four years ago?

	Unit Sales First Nine Months 1984	1980	Profit (Loss) (In Millions) First Nine Months 1984	1980
American Motors	150,989	114,107	$ 12.3	($ 171.7)
Chrysler Corp.	741,131	475,307	1,770.3	(1,474.6)
Ford Motor Co.	1,477,710	1,084,429	2,186.0	(1,227.0)
General Motors	3,569,869	3,096,110	3,639.6	(824.2)
Volkswagen of America	61,715	143,782	N.A.	N.A.

Labor

Better off than four years ago?

	Hourly Employes (active) Nov. 1, 1984	Nov. 1, 1980	Layoffs Nov. 1, 1984	Nov. 1, 1980
American Motors	16,137	13,714	200	4,880
Chrysler Corp.	87,200	92,500	7,200	33,500
Ford Motor Co.	113,500	131,800	17,365	51,000
General Motors*	362,000	323,000	25,000	N.A.
Volkswagen of America	2,209	4,847	2,300	0

*—As of July, 1984 and 1980.

Grand Flagship sets sail

Moloney Coachbuilders, Schaumburg, Ill., has introduced a 48-inch stretch of the Lincoln, called Grand Flagship. It features companion seats, walnut cabinet, color TV with VHS player, premium stereo, power divider window, starlite roof and rear-compartment air conditioner.

Hyundai ready for U.S.; may sign dealers this year

Continued from Page 1

cent of the Canadian market through next March.

The 1985 prices are $6,145 (Canadian) for the basic model Pony L, $6,795 for the GL, $7,395 for the GLS and $7,995 for the Pony Plus, a limited edition version including a sunroof and foglights among other special features. All 1,000 Pony Plus models brought to Canada have sold, Wright said. All Pony models are four-doors.

The Pony is powered by an in-line 1.4-liter four-cylinder engine built under license from Mitsubishi, which owns 10 percent of the South Korean company. The GLS version for '85 has a 1.6-liter powerplant.

With a 92-inch wheelbase and an overall length of 165 inches, the car is approximately the same size as a Chevrolet Chevette.

The company's research shows that the typical customer is in the 18-to-35 age group. The most striking demographic has been the high percentage of women buyers — about 40 percent, Wright said.

With sales now expected to hit 20,000 in Canada this year, Hyundai is looking to double its volume in 1986, when the company in selling the Pony, including its front-drive replacement, and the Stellar compact sedan.

The new Giugiaro-designed Pony is due to go into production in South Korea next spring and will be an '86 model in Canada. The Stellar, also designed by Giugiaro, and now being sold in Britain, is scheduled to hit the Canadian market in March, 1985. The rear-drive compact is 174 inches long and has a wheelbase of 101.5 inches.

The Pony and Stellar will arrive in tandem in the U. S., and Wright said it is "99 percent" certain that that will happen in the 1986 model year.

"We're pretty sure they are coming for '86," he said. "But it hasn't been decided whether to start in the fall; January, 1986, or even March, 1986. My guess is that it would be around Jan. 1, but that is strictly a guess."

The process of putting together a dealer network in the U. S. has already begun on an informal basis and "will officially start to happen very soon," Wright said.

"Unofficial contacts have begun, but the actual franchising has not," he added.

• There has been some speculation that Hyundai will link its marketing efforts in the U. S. with a domestic manufacturer or possibly another foreign auto maker with a dealer group in place in this country.

According to one report, Hyundai has rejected an offer by Mitsubishi to sell and service the Pony and Stellar through Mitsubishi dealers in the U. S. However, both companies have denied that an arrangement was discussed.

Wright said Hyundai has no plans to align with another company in the U. S., but will instead establish its own string of franchise-holders.

"The current thinking is to do it the same way we have done it in Canada," he said.

Wright said there will most likely be three U. S. sales offices, probably situated in Detroit, Los Angeles and New Jersey. He said the offices will be established in the near future, possibly by the end of the year.

Hyundai reportedly plans to export 150,000 cars annually to the U. S., although Wright said the firm has not announced sales projections for the American market.

Volvo expands warranty package for '85 models

ROCKLEIGH, N. J.—Beginning with the 1985 models, Volvo of America Corp. claims its automobiles will be covered by "one of the most comprehensive and consumer-oriented warranty packages in the American market."

Heading the list of increased coverage is the new-car limited warranty which now provides 36 months of coverage with no mileage limitation.

In addition to the basic new-car limited warranty which covers repairs due to defects in materials and workmanship, '85 Volvos will be covered for minor adjustments for six months or 7,500 miles.

Also new are a 60-month seat-belt limited warranty and a 72-month corrosion protection limited warranty.

The corrosion protection warranty provides the following: For 36 months, the vehicle will be free from surface corrosion; for 60 months, the vehicle will be free of body section perforation, and for 72 months, the vehicle will remain free of structural corrosion damage.

No mileage limitations apply to the corrosion protection coverage, but a free annual inspection is required.

But no breakup with U. S. union, White says

Canadian UAW chief sees changes

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terpart. White would not elaborate on possible changes.

He has been advocating a Canadian Metalworkers Federation which would pull the Canadian UAW away from the international union and into its own relationship with the Rubberworkers, Steelworkers and other such industrial unions in Canada. However, he has said such a union is a few years away.

White denied reports in the Canadian press that once the negotiations are over he will pull the Canadian UAW out of the international union.

However, he said the Canadians must be able to pursue collective bargaining without severe interference (from the U. S.) and some changes must be made.

White has said for more than two years that the Canadians would seek their own contracts. The new agreement with GM, while borrowing some things from the U. S., addressed the Canadian problems.

One difference in the new GM-UAW agreement is a Special Canadian Adjustment which reflects the Canadian inflation rate and the difference in the U. S. and Canadian dollars. The total allowance will be 74 cents an hour over the three years.

"I think if you look at the total (Canadian) agreement, you will see that it is on a par with the agreement here, a little bit different features," said UAW President Owen Bieber.

"If you look at the two contracts, the pension is the same, the basic wage is the same, the holidays are different. There are no new holidays in that contract, but there is a pickup of 2½ PAA (paid absence allowance) days. By the same token, the $500 attendance bonus is not there, profit sharing is not there, the lump sums are not there."

Rod Andrew, vice president and general director of personnel, GM of Canada, said the new contract represented an average increase of $13,000 (Canadian) over the three years.

There are 36,800 UAW-represented GM workers in Canada.

There had also been reports that White and Bieber had a falling out during the Canadian strike, but Bieber said the relationship was "very good."

While not addressing his relationship with Bieber, White has said he had "strained conversations" with Bieber during the talks.

Bieber could not afford to let the Canadians get a contract that could be perceived by the U. S. workers to be better than the one negotiated here.

There is a vast difference in the labor cost in Canada. It is currently about $7.90 an hour less than in the U. S. GM's labor cost in the U. S. is currently $22.40 an hour, but that is expected to rise to about $25.86 under the new agreement.

Half the Canadian difference is due to the devalued Canadian dollar; the rest is because of differences in health care and pension benefits.

Car output slated at 172,244 but GM total is uncertain

By Louise Kertesz
Detroit Reporter

Projections for General Motors plants, resuming operation on a staggered schedule after the strike in Canada, made last week's auto production total uncertain.

Makers targeted assembly of 172,244 units last week, 19.20 percent more than the 144,506 completed the previous week, when seven GM facilities were idle. Last week's output was 9.62 percent better than the year-ago week's 157,125.

Last week's estimated production was shared as follows: GM, 54.67 percent; Ford Motor Co., 24.25 percent; Chrysler Corp., 15.56 percent; American Motors, 2.79 percent; Honda, 1.74 percent, and Volkswagen of America, 0.99 percent.

GM scheduled two overtime shifts Saturday (Nov. 3) at its plants in Flint (Buick G-Line); Detroit; Fairfax, Kans., and Linden, N. J. Plants in Orion, Mich., and Wentzville, Mo., worked one shift Saturday.

Ford Motor also scheduled Saturday overtime at these plants: Edison (N. J.), Kansas City and Wixom (Mich.).

Chrysler's plants in Belvidere, Ill.; Newark, Del., and Fenton, Mo. (St. Louis Nos. 1 and 2) are scheduled to operate two 9-hour daily shifts this week. The Jefferson plant (Detroit) is working two 8½-hour daily shifts.

Truck production tops 60,000 but is down for week

Last week's scheduled domestic truck production of 60,540 units was down 4.61 percent from the previous week's 63,465, but was 4.71 percent better than the year-ago week's 57,818.

So far this year, 2,652,513 trucks have been completed, 31.54 percent more than the 2,016,558 assembled last year at this time.

General Motors plants working two overtime shifts Saturday (Nov. 3) were: Pontiac No. 5, St. Louis and Janesville (Wis.).

Ford Motor Co. also scheduled Saturday overtime at its Lorain (O.) facility.

Chrysler Corp.'s Warren (Mich.) truck plant is operating two 9-hour daily shifts this week.

Canada slates year's best output as GM returns

With General Motors plants back in operation last week after the strike, Canadian car makers projected the best week so far this year: 25,395 units assembled.

But that record could not be reached without GM plants immediately resuming at normal speeds, which was not possible after 11 days off.

At 11,284 cars completed, the previous week's record low for the year was almost 600 units lower than had been expected. The halting of Eagle production at American Motors' Brampton (Ont.) plant for inventory adjustment contributed to the bottoming-out.

Last week's projected output of 25,395 cars was 125.06 percent higher than the previous week's 11,284, and 24.10 percent more than the year-ago week's 20,465.

Last week's truck production of 17,918 units was 45 percent better than the previous week's 12,357 and 45.91 percent ahead of the year-ago week's 12,280.

At Chrysler's Windsor (Ont.) plant, 2,346 Plymouth Voyagers, 2,352 Dodge Caravans and 942 Mini Ram Vans were completed, bringing the total T-115s built this year to 197,421.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 3, 1984	Week Ended Nov. 5, 1983	Week Ended Oct. 27, 1984	October Estimate	Jan. 1 to Nov. 5, 1983	Jan. 1 to Nov. 3, 1984
AMERICAN MOTORS	610	687	.....	1,464	24,491	18,690
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	8,489	11,059	47,337	224,096	371,584
GENERAL MOTORS	13,520	11,064	.....	33,074	449,341	488,567
VOLVO	225	225	225	945	8,952	8,821
Total Cars, Canada	25,395	20,465	11,284	82,820	811,245	887,662

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 5, 1984	Week Ended No 5, 1983	Week Ended Oct. 27, 1984	October Estimate	Jan. 1 to Nov. 5, 1983	Jan. 1 to Nov. 5, 1984
CHEVROLET	15,611	19,330	16,709	82,830	704,880	834,331
DODGE	4,600	4,005	5,462	21,980	120,921	178,027
FORD	25,760	20,867	26,500	119,887	783,521	1,015,093
GMC	6,192	6,434	5,834	28,870	222,253	273,104
INTERNATIONAL	1,577	1,175	1,189	6,843	43,306	64,417
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,543	3,807	16,591	85,206	158,401
NISSAN	2,000	1,414	2,914	10,913	9,662	82,930
AM GENERAL	50*	50*	50*	230*	2,130*	2,210
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	42,600*	44,000
Total Trucks, U. S.	60,540	57,818	63,465	292,744	2,016,558	2,652,513

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 5, 1984	Week Ended Nov. 5, 1983	Week Ended Oct. 27, 1984	October Estimate	Jan. 1 to Nov. 5, 1983	Jan. 1 to Nov. 5, 1984
CHRYSLER CORP.	8,092	1,798	8,711	36,543	108,117	308,921
FORD MOTOR	3,363	4,166	3,430	16,692	118,418	131,107
GENERAL MOTORS	6,248	6,183	.....	16,080	220,493	234,996
INTERNATIONAL	215	133	216	949	4,771	7,200
Total Trucks, Canada	17,918	12,280	12,357	69,264	451,799	682,224
N. American Trucks	78,458	70,098	75,822	362,008	2,468,357	3,334,737

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 3, 1984	Week Ended Nov. 5, 1983	Week Ended Oct. 27, 1984	October Estimate	Jan. 1 to Nov. 5, 1983	Jan. 1 to Nov. 3, 1984
AMERICAN MOTORS	4,800	5,469	4,549	12,166	163,738	163,651
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,469	4,549	12,166	159,667	163,651
Alliance	3,200	3,344	2,786	7,643	135,400	93,496
Encore	1,600	2,125	1,763	4,523	24,267	70,155
CHRYSLER CORP.	26,800	8,771	30,647	134,723	746,833	1,064,494
Plymouth Total	8,200	2,300	9,643	43,988	262,043	323,641
Horizon	3,300	750	4,016	17,539	99,244	138,604
Reliant	3,400	1,489	4,016	19,060	157,982	150,031
Caravelle	1,100	26	1,069	5,070	4,512	16,606
Gran Fury	400	25	542	2,319	305	18,400
Chrysler Total	7,800	2,712	8,824	38,480	185,915	344,224
LeBaron	2,100	663	2,533	11,170	72,914	100,171
LeBaron GTS	800	.....	555	1,732	.....	2,052
Laser	1,400	581	1,697	7,358	12,938	61,255
New Yorker/E-Class	1,500	715	1,548	7,461	92,930	79,953
Fifth Avenue	2,000	753	2,491	10,759	7,133	100,793
Dodge Total	10,800	3,759	12,180	52,255	298,875	396,629
Omni	2,800	869	3,323	14,274	108,516	127,863
Aries	3,900	1,531	4,411	18,386	119,427	122,995
Daytona	1,100	869	1,282	5,661	10,251	45,900
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,300	468	1,372	6,877	41,613	64,243
Lancer	600	.....	465	1,374	.....	1,614
Diplomat	1,100	22	1,327	5,683	590	34,014
FORD MOTOR	41,777	40,770	41,624	190,760	1,304,903	1,518,810
Ford Division	26,119	26,722	27,304	123,132	845,844	983,253
Escort	7,407	8,877	7,755	34,502	237,460	297,523
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,513	3,342	3,362	14,743	100,559	117,893
LTD	5,522	4,942	5,261	24,596	150,130	194,100
Thunderbird	3,249	3,584	3,279	14,822	163,263	127,243
Crown Victoria	2,180	1,736	2,199	9,139	80,891	72,079
EXP	1,119	.....	1,286	5,420	1,407	35,708
Tempo	4,129	4,241	4,162	19,910	88,406	138,707
L-M Division	15,658	14,048	14,320	67,628	459,059	535,557
Mercury Total	11,480	11,847	11,147	49,958	371,316	391,771
Lynx	1,228	1,857	1,473	6,594	63,946	59,623
Capri	717	676	597	3,115	21,335	15,631
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,062	1,811	3,317	13,450	63,840	101,755
Cougar	2,700	4,054	2,753	12,349	108,401	97,885
Grand Marquis	2,018	2,485	2,017	8,448	80,034	79,177
LN7	.....	.....	.....	.....	290	.....
Topaz	1,755	967	990	6,002	24,869	37,700
Lincoln Total	4,178	2,201	3,173	17,670	87,743	143,786
Continental	767	403	596	3,224	9,953	31,562
Lincoln	2,964	572	2,291	12,567	54,155	89,376
Mark VI/VII	447	1,226	286	1,879	23,635	22,848
GENERAL MOTORS	94,167	98,023	62,994	372,049	3,351,645	3,760,308
Buick Total	20,768	21,993	16,303	97,232	758,100	839,393
Skylark	1,040	3,658	122	9,793	91,659	90,439
Skyhawk	1,894	2,516	1,030	7,517	62,150	114,663
Somerset Regal	2,850	.....	2,265	9,393	.....	16,121
Century	5,429	3,449	4,741	24,167	143,602	193,963
Regal	3,044	4,789	2,318	12,802	206,808	155,636
LeSabre/Electra (rwd)	3,924	6,275	3,636	20,184	209,810	176,309
Riviera	1,445	1,306	1,481	6,244	44,071	44,505
Electra (fwd)	1,142	.....	700	7,132	.....	47,757
Cadillac Total	6,563	6,685	2,732	28,984	261,668	277,523
Cimarron	439	579	47	312	17,365	13,861
Seville	973	756	1,036	4,278	29,762	32,965
Eldorado	1,742	1,445	1,649	7,404	62,984	64,803
Cadillac	1,679	3,904	.....	5,717	151,557	98,760
DeVille (fwd)	1,730	.....	.....	11,273	.....	67,134
Chevrolet Total	27,147	34,743	19,989	106,954	1,111,188	1,276,696
Chevette	2,587	4,723	2,623	12,826	175,978	153,571
Cavalier	8,828	8,545	4,971	26,240	257,576	347,361
Celebrity	4,072	5,490	4,435	26,485	139,911	245,464
Camaro	4,412	5,034	2,858	9,686	164,962	196,912
Citation	1,400	1,870	81	6,146	74,604	92,130
Malibu/El Camino	597	415	503	2,045	97,740	20,785
Monte Carlo	1,155	4,829	1,404	7,895	99,491	88,069
Chevrolet	3,136	3,148	2,110	11,972	77,801	103,521
Corvette	960	689	1,004	3,659	23,125	28,883
Oldsmobile Total	26,303	23,004	15,923	91,285	863,855	909,204
Omega	.....	1,496	.....	.....	47,208	29,289
Firenza	1,436	1,849	602	5,520	39,721	59,925
Cutlass Supreme	4,992	6,295	4,486	19,471	257,425	219,465
Cutlass Ciera	6,282	5,713	4,501	17,427	181,207	212,124
88/98 (rwd)	6,882	6,676	2,520	24,722	302,562	269,983
Olds 98 (fwd)	2,414	.....	322	10,093	.....	62,907
Calais	3,235	.....	2,432	9,481	.....	17,566
Toronado	1,062	975	1,060	4,571	35,732	37,945
Pontiac Total	13,386	11,598	8,047	47,594	356,834	457,492
Acadian†	.....	133	243	1,137	12,895	12,691
2000 Sunbird	2,800	2,733	1,598	8,921	93,428	120,794
1000	736	658	791	3,936	36,198	35,097
Firebird	2,365	2,716	1,439	5,130	84,551	92,323
Phoenix	.....	478	.....	.....	21,799	14,116
Grand Prix/Bonneville	.....	1,925	.....	.....	82,041	29,735
Parisienne	2,260	835	1,148	9,440	9,588	38,034
Fiero	2,760	2,120	1,469	11,835	16,334	103,422
Grand Am	2,465	.....	1,359	7,195	.....	11,282
HONDA	3,000	1,681	3,307	14,259	41,951	116,066
VOLKSWAGEN	1,700	2,411	1,385	5,264	81,301	63,185
Total Cars, U. S.	172,244	157,125	144,506	729,214	5,690,371	6,686,514
Total Cars, Canada	25,395	20,465	11,284	82,820	811,245	887,662
N. American Cars	197,639	177,590	155,790	812,034	6,501,616	7,574,176
N. American Trucks	78,458	70,098	75,822	362,008	2,468,357	3,334,737
North American Cars and Trucks	276,097	247,688	231,612	1,174,042	8,969,973	10,908,913

†—All Acadians are built for sale in Canada. *—Estimated.

Automotive News®

November 12, 1984

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New Cars For An Old Fashioned Boom

Automotive News

November 12, 1984

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U.S. dealer total declines after four quarterly rises

By John K. Teahen Jr.
Managing Editor

After four consecutive quarterly increases, the number of dealerships handling U. S.-made passenger cars slipped a bit during the third quarter of this year.

The latest AUTOMOTIVE NEWS census found 20,863 domestic new-car outlets in operation on Oct. 1, down 32 from the 20,895 counted on July 1.

Third-quarter gains by Ford Motor Co. and Chrysler Corp. were not enough to offset losses by General Motors and American Motors-Renault.

Ford Motor showed an advance of 15 outlets for the July-September period, and Chrysler Corp. was up seven. There were dips of 35 for GM and 30 for AMC-Renault. Volkswagen was unchanged.

That's a drop of 43 for the five companies. A change in the number of intercorporate duals reduced the industry's net loss to 32.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

The four consecutive quarterly increases were, indeed, an unusual occurrence in the U. S. dealer picture. It hadn't happened since at least 1955. AUTOMOTIVE NEWS began tracking quarterly changes in 1962 and had found only five quarterly jumps prior to the just-ended string.

Only in the third and fourth quarters of 1963 were there consecutive gains.

• The third-quarter dip of 32 outlets compares with a gain of 94 in the year-earlier period. But third-quarter losses were staggering for a few years before that: 303 in 1982, 260 in 1981, 504 in 1980 and 330 in 1979.

Despite the third-quarter lapse, the domestic dealer count was up 22 for the first nine months of this year. The current 20,863 compares with 20,841 on Jan. 1.

The nine-month figures show gains of 98 establishments for Chrysler Corp. and 26 for Ford Motor. There were dips of 58 for AMC-Renault, 55 for GM and 10 for Volkswagen. A change in the number of intercorporate duals put the industry's increase at 22.

For the first nine months of 1983, the total was up 18.

There was also an advance for the 1984 model year. The present total of 20,863 is 46 more than the 20,817 domestic-car outlets in business on Oct.

Continued on Page 72, Col. 3

U. S. CAR OUTLETS

	Oct. 1, 1984	Oct. 1, 1983
American Motors-Renault	1,468	1,554
Chrysler Corp.	3,962	3,798
Ford Motor Co.	5,534	5,454
General Motors	9,985	10,060
Volkswagen	896	910
TOTALS	21,845	21,776
Minus intercorporate Duals	982	959
NET OUTLETS	20,863	20,817

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breaking news

Mitsubishi tells toll of quotas

LOS ANGELES. — Mitsubishi Motor Sales of America could expand sales to 180,000 units a year and put dealers in the top 125 U. S. markets if import restraints were lifted, Executive Vice President Richard Recchia said here. MMSA now has 82 dealers in 23 markets, is restricted to 35,000 cars a year and expects to sell another 20,000 trucks this year. The firm has more than 3,000 requests for dealerships.

Nissan Maxima sets sales record

CARSON, Calif.—Nissan reported that its redesigned 1985 Maxima set a sales record during its first month on the American market. October sales totaled 9,249, the best sales month ever for the vehicle in the U. S. The previous monthly sales record for Maxima was 7,855 in June, 1983.

GMF ready to build U. S. plant

DETROIT.—GMF Robotics Corp. is in final negotiations to build a plant in the U. S., and probably in Michigan, after

See BREAKING NEWS, Page 8, Col. 1

51-day inventory of domestic autos on Nov. 1

Car supply falls to 12-month low

By Kathleen Hamilton
Assistant Managing Editor

Largely because of strikes against General Motors, the domestic auto industry didn't keep pace with demand for its cars during October. The result: A 51-day supply of new cars in dealer and factory inventory on Nov. 1, the lowest level in 12 months.

Auto makers were able to increase production during the month—just not enough to keep pace with sales.

Because of those output increases, the Nov. 1 inventory of 1,296,182 domestic cars was the highest in three months. On Oct. 1, the stockpile had been 1,266,201; on Nov. 1, 1983, it was 1,224,092. At that time, the sales pace was just about the same as it was last month.

A look at the Nov. 1 shares of car inventories shows the price the strikes have exacted from GM: GM's share was 45.01 per-

Table on Page 73.

cent; Ford Motor Co.'s, 31.90 percent; Chrysler Corp.'s, 18.60 percent; American Motors', 3.65 percent; Volkswagen's, 0.57 percent, and Honda's, 0.27.

One month earlier, GM had a larger share and all the other U. S. producers had smaller shares: GM, 48.32 percent; Ford, 30.22 percent; Chrysler, 16.78 percent; AMC, 3.93 percent; VW, 0.70 percent, and Honda, 0.05 percent.

Ford and Chrysler increased their days-supply levels by increasing output, not because of any decrease in sales: The sales rates of each of the Big Three, along with Honda's domestic Accords, increased measurably during the month.

VW sales were down, as it cleaned up its carryover Rabbits in preparation for the Nov. 1 launch of the successor, Golf.

AMC's domestic-Renault sales fell, but its Eagle sales increased, accounting for its days-supply change.

The numbers in the accompanying table also show significant increases in the supply

Continued on Page 73, Col. 1

Service Index declines
Page 4

NEWSPAPER

Showcased at Turin

To rally for Ford

Ford has built four prototypes of this sports car which will put the company back into international rallying next year. The mid-engined, four-wheel-drive vehicle, called the RS200, will be on display at the Turin Motor Show, Nov. 14-25. Story on Page 71.

Sleekness from Ghia

At the Turin show, Ghia is featuring this sleek station wagon based on the floor pan of the North American Ford Tempo. The vehicle, known as the Ghia Vignale TSX-4, has four-wheel drive and a transverse-mounted 2.3-liter engine producing 120 HP. Story on Page 71.

Studio Michelotti's PAC

Studio Michelotti will show the PAC prototype at the Turin Motor Show. The prototype has been developed on the Daihatsu Cuore base. The front-wheel-drive car has a two-cylinder engine, and automatic transmission is optional. The PAC seats up to four persons.

Topless Maserati

Maserati Biturbo has been turned into a convertible by Zagato for the Turin show. The body platform has been strengthened to handle added ragtop stress. First deliveries are scheduled for next spring.

Brickyard beauty

Oldsmobile's Calais will lead the pack as pace car for the 69th running of the Indianapolis 500 May 26. It will be a special fiesta red with silver leather interior. A replica version called the Calais 500 will be offered through some Olds dealerships on a limited basis in the spring. Olds says it will include paint and Indy 500 identification, race-theme interior and seats and a street version of the spoiler.

GM's G-cars join list of autos that won't die

By Dan McCosh
Detroit Reporter

General Motors' rear-drive G-cars joined the list of autos that won't die, as GM announced it has temporarily shelved plans for a $530 million (U. S.) retooling of its St. Therese plant in Quebec.

The plant now assembles Oldsmobile Cutlass Supreme and Pontiac Grand Prix and Bonneville models.

Reason cited for the change in plans is an extended life for the G-body — originally slated to die in 1988 with the introduction of the GM10 "W-body" program.

The GM10 is a broadly marketed program that will update most of GM's current front-drive A-body cars and was intended to replace the rear-drive G-cars as well.

Extended life spans of older cars have been the rule lately. Both GM and Ford have extended their rear-drive full-size cars, to 1988 and 1990, respectively, according to insiders. Chrysler recently said it is continuing production indefinitely of its rear-drive M-body.

Relatively low fuel prices, low cost of the older vehicles in the market and their continuing popularity are cited as reasons for the extended life.

However, both Ford and GM are currently in violation of the existing Corporate Average Fuel Economy requirements and must either restrict sales of lower-MPG cars or expand domestic production of small cars to compensate.

Ford recently revealed that it was extending its EXP program and increasing the emphasis on domestically built cars in response to its CAFE dilemma.

GM presumably soon will have to do likewise, contradicting the trend revealed by its new G-car plans.

MODELS: 1942-1985

Number of models offered by U.S. auto makers, 1942 to 1985:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	273
1962	296	1982	307
1963	336	1983	298
1964	338	1984	305
		1985	290

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IRS to act on Toyota/Nissan pricing and possibly Honda's

Japanese face $500 million tax bill

By Jake Kelderman
Washington Reporter

WASHINGTON. — Toyota, Nissan and possibly Honda, the giants of the Japanese automotive industry, will likely be hit with a tax bill by the end of the year in excess of $500 million for exporting automobiles to the U. S. at unfairly high prices.

According to U. S. sources and statements made by Takashi Ishihara, head of Nissan Motor Co., Ltd., at a press conference in Tokyo, the IRS will impose penalties against the companies as a result of an investigation it has been conducting since 1977.

The investigation determined that the auto makers have unfairly charged their U. S. sales subsidiaries allegedly higher-than-warranted prices for their cars. The U. S. subsidiaries, which deduct the cost of the vehicles as an expense, thereby reduce their U. S. taxable income.

Said Ishihara, "If the IRS finds we've violated Article 482 of the National Tax Act, they will impose a penalty tax amounting to several hundred million dollars."

The IRS thinks the so-called Resale Price Method the companies have been using to determine this transfer price is the wrong method and that they should have been using the so-called Comparable Uncontrolled Price method which determines the transfer price of a comparable item in a sale between unrelated parties.

• The Japanese makers, strongly denying any wrongdoing, argue that sufficient similarities do not exist between the U. S. and Japanese markets to make such a comparison reasonable.

Based on yearly average sales between 1975 and 1982 of approximately 396,000 units for Nissan, 470,000 for Toyota and 277,000 for Honda, the tax liability is likely to be about $200 million for Nissan, $300 million for Toyota and $100 million for Honda, according to industry sources. Whether the companies ever will pay them is questionable.

Nissan and Toyota are sure to appeal the decision (Honda is already in negotiations with the IRS) and, as Ishihara said, the companies have already asked for government-to-government negotiations on the matter.

Ironically, the IRS began its investigations of the Japanese makers as the result of information it received from the U. S. Customs Service which had just concluded a dumping investigation of the Japanese companies and others. The investigation found them innocent of selling their vehicles here at unreasonably low prices.

Meanwhile, Ishihara told reporters in Tokyo that Nissan may well reduce the transfer price of its vehicles because of the continuing low value of the yen against the dollar. He said such a move would permit the Nissan sales subsidiary to profit from exchange rate fluctuations but that it likely would not lead to reduced sticker prices for Nissan vehicles.

UAW, Ford Canada reach tentative pact

By Marjorie Sorge
Labor Editor

The UAW and Ford Motor Co. of Canada reached a tentative three-year agreement last week which basically tracks the General Motors contract ratified two weeks ago.

UAW Vice President Robert White, director of the Canadian region, said the new pact "is a good agreement for our membership," and he said he was pleased that it was reached without a strike.

The settlement came 18 hours before a noon Friday (Nov. 9) strike deadline. Ratification meetings were held over the weekend and the UAW was optimistic the new agreement would be approved by the 14,250 Ford workers.

The new agreement gives workers an average wage increase of 2.25 percent in the first year, scaled from 9 cents to 50 cents an hour and folded into the base rate. There is also a special Canadian adjustment of 25 cents in the first year, 25 cents in the second year and 24 cents in the third year. An assembler at Ford currently makes $9.64 an hour plus $3.44 in cost - of - living - adjustment (Canadian dollars).

The COLA formula was changed to a one-cent per hour increase for every 0.1 percentage-point rise in the Canadian

Continued on Page 72, Col. 5

Dealers confident of recovery

Service Index falls after 18 gains

By Francis J. Gawronski
Service Editor

The string of 18 consecutive monthly increases in dealership service and parts business ended in September when the volume fell 1.7 percentage points below that in the same month the year before.

According to the Automotive News Service Index, dealers' service and parts business in September amounted to 98.3 percent of the volume done in September, 1983. The August increase in shop volume over the year-ago volume was 10.3 percent.

September was the first month since February, 1983, that dealers' shop business did not show a gain over the year-ago figure.

Dealers were hard pressed to explain the dip, but all were confident that service and parts business would bounce back.

Despite the slight decline in the Service Index in September, dealers' shop business for the nine-month period of 1984 increased to 114.5 percent of the business done in the same period a year ago.

Three of the five indicators used in the Service Index were on the plus side in September, with two of them barely making it.

Shop parts sales (those used in both customer-paid and warranty work) were up 4.3 percent, while total labor sales (customer-paid and warranty) were up .06 percent and gross profit on all labor, parts and accessory sales—the most important indicator from the dealer's viewpoint—was up just .02 percent in September.

On the downside, repair orders written declined 6.7 percent in September, while sales of all parts and accessories dipped 1.6 percent.

Figures used in the Service Index are averages compiled from reports on shop operations from a cross-section of the nation's new-car dealers.

The leading indicator for the nine - month period was shop parts sales, up 21.0 percent, followed by gross profit and sales of all parts and accessories, both up 16.1 percent over the year-ago figure.

Labor sales were up 15.7 percent for the January-September period, and repair orders written increased 6.3 percent.

SERVICE INDEX
98.3*

	Sept., '84 vs. Sept., '83	10 mos., '84 vs. 10 mos., '83
Gross Profit on All Labor and P&A Sales	+ 0.2%	+16.1%
Repair Orders Written	— 6.7%	+ 6.3%
Total Labor Sales (Customer & Warranty)	+ .06%	+15.7%
Shop Parts Sales (Customer & Warranty)	+ 4.3%	+21.0%
Sales of All Parts and P&A	— 1.6%	+16.1%

*—Survey by Automotive News shows that dealers' service and parts business in Sept., 1984, was 98.3 percent of business in Sept., 1983. Service business in the 10 months of 1984 was 114.5 percent of business in the corresponding period in 1983.

Down from 305 a year ago

290 U.S. models offered for '85

By John K. Teahen Jr.
Managing Editor

There's an abundance of big cars, small cars and everything in between in the domestic auto fleet for 1985.

The annual AUTOMOTIVE NEWS analysis finds that the manufacturers are offering 290 U. S.-built models for the new season. The total is down a bit from the 305 count at the end of the '84 model year.

There will probably be additions in the coming months as the makers add models to meet a specific situation, but no major influx is anticipated. The 290-model total includes all the car lines that are expected for the '85 model year, even though some of them are not yet on the market.

The current count consists of 140 models for General Motors, 74 for Ford Motor Co., 52 for Chrysler Corp., 17 for American Motors-Renault, 4 for Honda and 3 for Volkswagen.

(Only U. S.-built models are included in the totals for Renault, Honda and Volkswagen.)

The 305 selections at the end of the '84 model year were made up of 157 for GM, 82 for Ford Motor Co., 45 for Chrysler Corp., 15 for AMC-Renault, 4 for VW and 2 for Honda.

There are seven new lines of cars for '85, and three others have been dropped.

Three of the newcomers are from GM. They are the 20-cars, the Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal. VW has introduced the Golf, and Chrysler Corp. has the Chrysler LeBaron GTS and Dodge Lancer, which will go on sale Jan. 3. Another Chrysler Corp. addition is the Plymouth Caravelle.

Two of GM's X-car lines have been scuttled — the Pontiac Phoenix and the Oldsmobile Omega. Also gone is the VW Rabbit, which has been replaced by the Golf.

Chrysler Corp.'s gain of eight models resulted from the three new lines plus additions to the Plymouth Reliant, Dodge Aries and Dodge Daytona nameplates. Dropped were the Chrysler E-Class sedan, the Executive sedan (the limousine remains) and the Dodge 600 ES sedan.

AMC-Renault has two more

Continued on Page 87, Col. 1

With Reagan's reelection

4 more years at least of problems for unions

By Marjorie Sorge
Labor Editor

There are four more tough years ahead for the UAW and other labor unions — and that is the best they can hope for.

The worst is 12 or more years of a Republican Administration. Unfortunately, one of the ways to avoid that is for the U. S. economy to fall apart and then the unions could claim proof that the Reagan policies don't work.

News Analysis

If the economy continues to prosper, the Democrats and the unions could be out in the cold for a long time. After all, the American public tends to vote its pocketbook.

The 49-state landslide reelection of Ronald Reagan means less political clout for organized labor, even less than it had in his first four years. If the Reagan popularity can be transferred to Vice President George Bush, the unions and the Democratic Party could be out in the cold for 12 or more years.

Of particular concern to unions is that Mr. Reagan will continue with his conservative policies and will be able to appoint the entire five-member National Labor Relations Board and could appoint up to four new Supreme Court justices. He has already appointed three NLRB judges whom the unions maintain are against organized labor.

The unions are worried about being able to continue their traditional roles if new labor laws are passed, and there will be even more court battles with unions on the defensive.

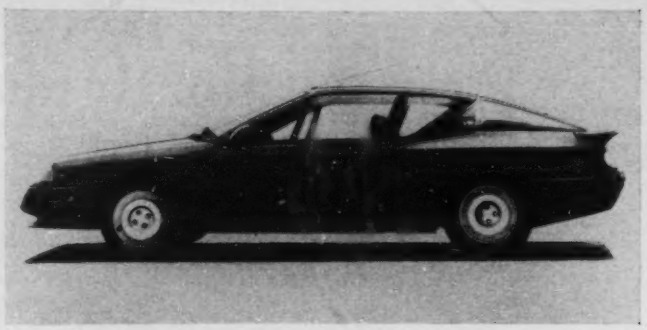
• The UAW also seems to have lost some of its own members to the Republican Party — at least in the presidential vote. Mr. Reagan took 59 percent of the vote in Michigan, a traditionally Democratic state with high union membership.

UAW Vice President Stephen P. Yokich, head of the UAW's Community Action Program department, the political arm, maintains that the majority of the 300,000 UAW members in Michigan voted for Walter Mondale. But, he said, Mondale's plan to increase taxes cost him votes in the state.

"The Reagan landslide in the presidential race is, of course, a disappointment," said UAW President Owen Bieber, "but the results in Senate and House contests appear to suggest that while the American people may like Ronald Reagan personally, they are unwilling to give him and the Republican Party complete control of the government.

"In addition, the results do not indicate that the voters necessarily support Reagan's posi-

Continued on Page 72, Col. 1



Renault Alpine for U. S. in 1986

The Renault Alpine, a new high-performance sports car, will be offered in the U. S. beginning in the summer of 1986. The Alpine is slated for introduction in Europe early next year. The U. S. version will be powered by a V-6 turbocharged engine.

Looking at election

Less congressional action expected

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Congressional election results find the makeup of both houses nearly unchanged, with the Republicans losing two of their majority in the Senate and picking up only 14 seats in the House of Representatives, which remains under control of the Democrats.

The effect is largely psychological, but that is not to say it is unimportant. The Democrats clearly have to do more than oppose a popular President Reagan; they must contribute ideas; they must build fences. And they will probably start with a close analysis of what those congressional votes supported.

News Analysis

Early indications seem to involve voting on economic issues. Translating this into the legislative branch, it means a Reagan budget and tax "simplification" and "reform" — probably cuts in social spending but none in defense, and adjustments in tax burdens where the special interests (including business) battle to keep things status quo. Certainly, small firms would benefit more from a modified flat rate than larger automotive companies.

But Congress, when it returns Jan. 4, will devote first attention to the Reagan budget, followed by the inevitable problem of paying for the budget via taxing measures. This means that less attention will be paid to other traditional areas of concern for the auto industry, such as environmental regulation.

It is expected, however, that both the Clean Air Act and the Vehicle Safety Act will be reauthorized during the next Congress. Both provide opportunity for some modest changes — a push for alterations in emission standards and perhaps tidying up in some safety areas.

Senator John Danforth, Missouri Republican, and Rep. Tim Wirth, Colorado Democrat — both air-bag supporters — are on hand and are expected to be active, but major changes cannot realistically be expected.

Another issue — scheduled to arise for the third time before Congress — is the UAW-sponsored domestic-content bill, also backed as a last resort by Ford Motor Co., Chrysler Corp. and American Motors, but opposed by General Motors and all imports. The sticking point in the past has been the Senate, despite two-time passage by the House.

In this area, the utter defeat of Democratic presidential candidate Walter Mondale — who strongly supported domestic content with enthusiastic UAW and AFL-CIO backing — probably means the measure may not even get to a vote, if indeed it receives much attention.

This goes back to the psychological effect of the Democratic and union defeat, rather than the actual makeup of the Congress itself.

As for all those industrial policy ideas the Democrats have, forget it.

The fact that less action can be expected from Congress is something the auto industry will be more than happy to accept.

Kenosha's future tied to labor costs—AMC

By Marjorie Sorge
Labor Editor

The future of American Motors' Kenosha (Wis.) assembly plant hinges on how competitive labor costs are after a new agreement is negotiated with the UAW next year, the company said.

AMC has promised the 8,600 hourly and salaried workers that the plant will continue to build the Reliant Alliance and Encore through the life of those vehicles, probably through 1989, a company spokesman said. Beyond that, no plans have been disclosed for the assembly operation and there are no plans for a new Alliance or Encore, he said.

Rudy Kuzel, president of UAW Local 72 in Kenosha, said the union met with Jose Dedeurwaerder, AMC's president and chief executive officer, last July. At that time, the union was told the Alliance would stay in Kenosha throughout its lifetime, but the company said the local labor agreement is non-competitive.

According to Kuzel, Dedeurwaerder told them AMC would not look favorably on future investment in Kenosha unless the plant became more competitive.

"I am hopeful we can find a solution," Kuzel said.

However, the Kenosha operation is not competitive with either foreign or domestic manufacturers, and much of that non-competitiveness is due to labor costs which include hourly wage rates, work rules and benefits.

An assembler at AMC will make about $13.38 an hour effective Jan. 1. Assemblers at Ford make $12.83 an hour while those at GM make $12.82 an hour in the first year of the new agreement.

The current contract provides an employe investment plan worth between $110 million and $115 million, earmarked for AMC's $900 million new-product program which included the Alliance when the contract was negotiated in 1982.

The workers deferred some annual raises, casual days off and some cost-of-living-adjustments (COLA) for the investment plan. The money will be reinstated into the workers' checks beginning in January at 10 percent interest. The paid days off will be restored in 1985.

The contract between the UAW and AMC in Kenosha expires Sept. 15, 1985.

• According to some sources, AMC makes an average of only $41 on each car it sells while other major auto makers make an average of $400 a car. However, AMC is basically a small-car company and the profit margin on small cars is low while

Continued on Page 73, Col. 4

NHTSA lists status of its auto probes

WASHINGTON.—After some four years, NHTSA is again listing the status of its safety-related defect investigations.

While these lists are not being distributed routinely to press and public, they are available upon request.

In October, NHTSA opened an investigation into engine support brackets pulling away from the frame in some Chrysler Corp. cars. It is also looking into front-axle ratio valve malfunctions — an area brought to the agency's attention by the Center for Auto Safety.

Moreover, NHTSA has upgraded its investigation into Peugeot transmissions jumping out of gear on turns.

NHTSA has sent recall requests to Jaguar for seat-belt retractors on 1977-80 Triumphs and MGs and to General Motors for rear-brake lockup on 1981-82 Chevette diesels.

Among the requests for information which have been sent to manufacturers is one involving 1979-82 Ford Motor Co. Escort, Lynx and Mustang front-seat track and mounting. This is the case in which the Center for Auto Safety reported to NHTSA the existence of a dealer service bulletin explaining cracks in the floor pan and the recommended fix of welding sheet metal.

• Other requests for data have gone to: Ford about front-seatback failure in 1981 Escort/Lynx models; to GM about horn pads on 1981-84 Buicks and about rear-wheel detachment on 1982 Camaro/Firebird models; to Mazda about steering lockup in 1982-84 vehicles; to Ford about ineffective brake systems on 1980 Thunderbird/Cougar models; to GM about rear suspensions on Chevrolet S-10 and GMC-15 models, and to Ford about stalling due to vapor lock on 1981-82 chassis.

More requests for data have been sent to: Ford about hoods flying up on 1982-83 Escort, Lynx, EXP and LN7 models while they are being driven; to Honda about sudden loss of headlights on 1977-83 Accords and Civics; to Chrysler about engine-mount support brackets on 1984 Plymouth Voyagers; to Chrysler about fuel tank leakage and failure on 1976-79 Aspen/Volare models, and to GM about power brake assist on

Continued on Page 72, Col. 2

Studio Michelotti shows Scimitar SS1

Along with PAC (shown on Page One), Studio Michelotti will display the Scimitar SS1, produced by Reliant Motors, at the Turin Motor Show. The two-seat convertible has retractable headlamps.

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60th year — No. 5048

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Pontiac 1000 for '85

New in '85 for the Pontiac 1000 is the expanded availability of the five-speed manual transmission. It can be ordered in place of the standard four-speed in both the three- and five-door body styles, with or without air conditioning. The 1.6 overhead cam four-cylinder engine remains standard. A three-speed automatic transmission continues to be available.

Effects of Canadian strike overcome

Month posts modest car-sale gain

By Jenny L. King
Staff Writer

Overcoming the temporary odds posed by the UAW strike against General Motors in Canada, which affected GM's October production throughout North America, U.S. auto makers posted a modest 3.82 percent sales gain this October compared with the same month of 1983.

Import sales were up 8.47 percent, achieving their best October total in history and claiming 23.57 percent of the market. A year ago, import penetration was 22.80 percent.

Domestic sales climbed 3.82 percent during the month, to 689,563 from 664,194 last year. They were boosted by the addition of an extra selling day, so the daily rate of 25,539 was down 0.03 percent from 25,546. There were 27 selling days this year and 26 in October, 1983.

Import sales numbered 212,700, up 8.47 percent from 196,095 last year, the former record for the month. Best October penetration was 25.66 percent in 1982. A year ago, it was 22.80 percent for the imports.

Total retail sales for October were 902,263, up 4.88 percent from 860,289 in 1983.

Year-to-date domestic auto sales were 6,790,153, up 20.28 percent from 5,645,354 in 1983. Import sales through October totaled 2,041,205, up 2.04 percent from 2,000,423 a year earlier.

Industry sales were up 15.58 percent for the calendar year, to 8,831,358 from 7,641,217.

It was three up and three down for the major domestic makers in October. Ford Motor Co., Chrysler Corp. and Honda reported increases while General Motors, American Motors and Volkswagen were off.

Ford sales, up 29.18 percent so far this calendar year, were 27.72 percent ahead for the month, to 192,012 from 150,340. Chrysler was up 19.69 percent for October, to 90,891 from 75,938, and Honda doubled its total, to 13,283 from 5,219.

• GM, suffering production stoppages from the strike against it by Canadian members of the UAW, was down 8.56 percent for the month, to 375,075 from 410,177. AMC missed its year-ago mark by 8.16 percent, dipping to 14,092 from 15,344. VW reported sales of 4,210 Rabbit sedans, a 41.33-percent decline from 7,176 a year earlier.

GM's sales slump cost it more than seven percentage points in market penetration: 54.39 percent compared with 61.76 percent a year earlier. Ford picked up five points, going to 27.85 percent from 22.63 percent.

Chrysler moved up to 13.18 percent from 11.43 percent; AMC had 2.04 percent compared with 2.31 percent; Honda earned 1.93 percent compared with 0.79 percent, and VW dropped to 0.61 percent from 1.08 percent.

Ford Motor Co. makes showed the greatest sales strength in October among all the domestics. Lincoln was up 64.51 percent, Mercury was up 26.05 percent and Ford had a 25.27 percent increase.

At Chrysler Corp., Chrysler was up 20.92 percent, Dodge was up 20.78 percent and Plymouth was up 16.93 percent.

Chevrolet was the only GM make to advance past its 1983 total. Chevrolet was up 1.23 percent, Pontiac was off 3.39 per-

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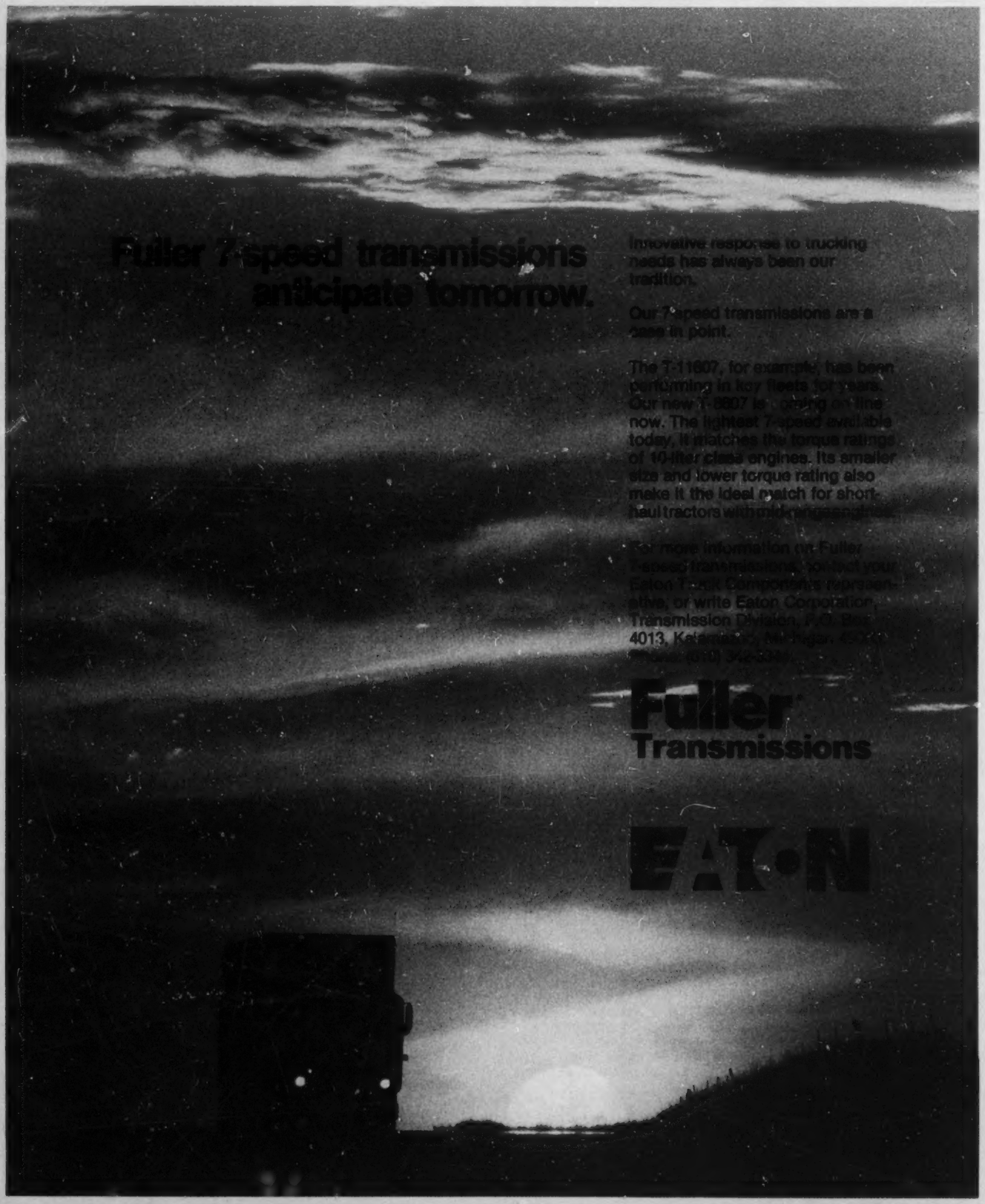
Where auto market was in October

	Total Sales	Pct. of Total
SUBCOMPACT	122,140	13.54
COMPACT	148,199	16.43
INTERMEDIATE	233,629	25.89
STANDARD	102,058	11.31
LUXURY	83,537	9.26
IMPORT	212,700	23.57
TOTAL	902,263	100.00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Ford Credit net shows 3 pct. gain in third quarter

DEARBORN. — Ford Motor Credit Co. reported slight increases in profits for the third quarter and the first nine months of 1984.

Net income for the quarter was $82.1 million, up 3.7 percent from last year's $79.2 million. For the nine-month period, net income was $239.1 million, up 4.8 percent from last year's $228.1 million.

Ford Credit said it provided financing for 289,000 new vehicles in the first nine months of 1984, up from 270,000 last year, and it financed 27 percent of all new vehicles sold by Ford dealers.

Higher borrowing costs this year have helped keep earnings increases lower. At Ford Credit, the average borrowing cost was 11.35 percent this year, compared with 10.23 percent last year.

Domestic cars up 16 pct.; imports down 4 pct.

Registrations top year-ago month

By Jenny L. King
Staff Writer

U. S. new-car registrations in August dipped 5.72 percent from the higher July level but were up 10.13 percent compared with the same month a year earlier and were fourth best for the current calendar year.

R. L. Polk & Co. reported total August registrations of 851,715 domestic and imported passenger cars, down some 50,000 units from the 903,390 posted in July. In August, 1983, registrations added to 773,362.

Imports again lost ground, as has been their fate since the domestic market began its comeback in late 1983. The import share of the market plunged to 26.74 percent this August from 30.78 percent for the month a year ago.

Import registrations totaled 227,758 in August, down 4.31 percent from 238,012 a year earlier.

Domestic new-car registrations were up 16.55 percent August to August: To 623,957 from 535,350. Domestics were down 8.15 percent from the 679,287 posted in July of this year.

Each of the major domestic auto makers came out ahead of 1983 in shares of the market for the month, with Ford enjoying the greatest gain. Ford's share was up 2.13 percentage points, to 18.53 percent from 16.40 percent. General Motors was up 1.40 percentage points, to 44.46 percent from 43.06 percent.

Chrysler Corp. edged up to 8.78 percent of the total market from 8.36 percent, a difference of 0.42 percentage points, and American Motors was up 0.09 percentage points, to 1.49 percent from 1.40 percent.

• Excluding the imports, the August market breakdown showed GM with 60.69 percent, Ford with 25.29 percent, Chrysler with 11.98 percent and AMC with 2.04 percent.

A year earlier GM had 62.20 percent, Ford had 23.69 percent, Chrysler had 12.08 percent, American Motors had 2.02 percent and miscellaneous domestics accounted for 0.01 percent. The miscellaneous category represents less than 0.01

Continued on Page 52, Col. 1

Sandow signs

MT. HOLLY, N. J.—Larry Sandow has signed with Pontiac for Arrow Pontiac-GMC here.

Schneider signs

G. F. (Gil) Schneider signs his new Oldsmobile dealer sales and service agreement for Century Oldsmobile Co., Van Nuys, Calif., as John T. Lennon, Oldsmobile's Los Angeles zone manager, looks on.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
AUGUST, 1984 VERSUS AUGUST, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	6,770	62,767	8,068	85,363
Encore FWD	4,855	45,949		
Spirit			266	4,434
Concord			336	8,777
Concord SW			191	3,931
Eagle 4WD	210	2,581	742	6,919
Eagle 4WD SW	884	10,130	1,243	12,757
TOTAL AMC	12,719	121,427	10,846	122,181
Chrysler Laser FWD	4,200	35,838		
LeBaron FWD	7,769	58,734	5,168	46,442
LeBaron SW FWD	809	6,678	1,203	7,266
E Class/New Yorker FWD	6,326	53,313	7,384	46,783
Cordoba			729	9,301
New Yorker Fifth Ave./Newport	8,700	51,320	6,646	53,676
Imperial			59	1,167
Total	27,804	205,883	21,189	164,635
Plymouth Horizon FWD	5,840	50,411	5,046	35,149
Turismo FWD	4,185	31,466	2,916	23,470
Reliant FWD	5,867	68,822	7,030	80,015
Reliant SW FWD	2,649	26,638	3,522	31,532
Gran Fury	1,246	10,430	658	10,812
Total	19,787	187,767	19,172	180,978
Dodge Omni FWD	5,300	43,679	4,489	31,502
Charger FWD	4,520	34,444	4,279	29,124
Daytona FWD	3,394	29,542		
Aries FWD	4,614	52,290	5,240	57,362
Aries SW FWD	2,044	21,398	2,768	25,066
600 '84/400 '83 FWD	2,179	15,964	2,312	22,037
Diplomat	2,604	16,456	2,136	17,457
Mirada			365	3,616
600 FWD	2,527	23,445	2,700	19,149
Total	27,182	237,218	24,289	205,313
TOTAL CHRYSLER CORP.	74,773	630,868	64,650	550,926
Ford Escort FWD	21,274	171,539	16,882	168,836
Escort FWD	6,231	54,815	5,338	57,827
EXP FWD	2,594	18,132	2,045	16,614
Fairmont			1,439	44,570
Tempo FWD	20,635	166,624	16,922	39,348
LTD	10,260	92,274	8,541	72,205
LTD SW	3,804	36,346	3,524	30,444
LTD Crown Victoria	12,355	92,371	5,982	66,769
LTD Crown Victoria SW	1,848	19,913	1,177	14,281
Mustang	11,184	87,688	8,743	77,660
Thunderbird	11,925	101,613	13,979	69,412
Total	102,110	841,315	84,572	660,956
Lincoln Town Car	6,494	51,063	3,534	31,450
Mark VII	1,966	21,592	2,450	18,760
Continental	3,851	19,916	948	9,778
Total	12,311	92,571	6,932	59,988
Mercury Lynx FWD	4,067	33,801	5,612	43,141
Lynx SW FWD	1,053	9,199	1,300	12,157
LN7 FWD			323	4,375
Capri	1,347	12,368	1,735	15,379
Zephyr			270	12,891
Topaz FWD	5,798	48,403	5,473	12,293
Marquis	8,050	58,600	3,784	31,920
Marquis SW	990	8,463	1,351	10,661
Grand Marquis	11,075	82,992	5,345	57,273
Grand Marquis SW	1,210	10,639	787	8,645
Cougar	9,766	75,667	9,332	43,525
Total	43,356	340,132	35,312	252,260
Lincoln-Mercury Division Total	55,667	432,703	42,244	312,248
TOTAL FORD MOTOR CO.	157,777	1,274,018	126,816	973,214
Buick Skylark FWD	7,392	67,631	7,827	70,930
Skyhawk FWD	11,493	76,405	5,201	42,747
Skyhawk SW FWD	1,135	7,388	810	7,343
Century FWD	15,329	164,409	13,779	85,816
Century SW FWD	2,365	19,697		
Regal	16,282	132,557	16,471	139,448
Regal SW			1,245	10,240
LeSabre	12,789	94,137	11,845	83,012
Electra	1,092	33,160	6,465	48,890
Electra FWD	6,325	22,127		
Buick SW	1,203	9,634	1,464	12,729
Riviera FWD	3,706	33,529	3,747	29,587
Total	79,111	612,674	68,854	530,742
Cadillac DeVille	6,408	71,943	11,124	83,706
DeVille FWD	5,743	17,690		
Cimarron FWD	1,584	11,891	1,492	13,196
Fleetwood & Chassis	2,073	26,889	2,885	26,948
Fleetwood FWD	2,238	7,483		
Eldorado FWD	5,553	44,211	5,770	41,972
Seville FWD	2,676	22,824	2,475	18,915
Total	26,275	202,931	23,746	184,737
Chevrolet Chevette	13,466	120,114	14,055	118,401
Camaro	18,341	137,414	15,130	115,388
Cavalier FWD	25,665	188,224	16,582	112,447
Cavalier SW FWD	7,749	59,862	7,327	43,387
Citation FWD	5,373	66,784	5,400	68,309
Malibu			4,862	35,977
Malibu SW			4,613	36,090
Celebrity FWD	17,459	155,262	16,221	98,525
Celebrity SW FWD	8,145	63,736		
Monte Carlo	8,920	87,705	7,946	61,906
Impala	4,602	36,650	4,858	32,048
Caprice	11,463	97,377	10,751	80,254
Chevrolet SW	5,013	40,280	4,937	37,989
Corvette	2,140	18,470	2,624	16,482
Total	128,336	1,071,878	115,306	857,203
Oldsmobile Omega FWD	2,906	30,546	3,906	36,995
Firenza FWD	4,549	31,761	2,334	21,462
Firenza SW FWD	1,156	9,508	1,005	8,668
Cutlass Ciera FWD	17,691	143,036	16,823	107,963
Cutlass Ciera SW FWD	3,808	29,933		
Cutlass Supreme/Calais	20,856	225,899	22,493	190,810
Cutlass SW			1,951	15,153
Delta 88	20,721	159,486	15,300	131,967
98	447	36,243	9,319	70,788
98 FWD	7,893	25,135		
Oldsmobile SW	2,380	20,808	1,929	17,035
Toronado FWD	3,388	26,697	2,834	23,402
Total	85,795	739,052	77,894	624,243
Pontiac 1000	2,404	18,526	3,016	23,049
Firebird	9,396	69,657	7,413	59,635
2000 Sunbird FWD	10,958	76,631	6,143	49,380
2000 Sunbird SW FWD	1,098	8,269	1,381	8,320
Phoenix FWD	1,214	9,956	1,712	18,530
Bonneville	5,303	46,944	6,174	42,058
Bonneville SW			1,571	10,284
6000 FWD	8,058	69,462	8,621	53,154
6000 FWD	1,565	13,556		
Grand Prix	6,009	51,161	8,257	57,149
Parisienne	3,648	25,306	2,323	7,342
Pontiac SW	1,389	10,623	589	1,144
Fiero	8,102	67,099		
Total	59,144	467,190	47,200	331,045
TOTAL GM CORP.	378,661	3,093,725	333,000	2,527,970
Checker			3	242
Miscellaneous Domestic	27	187	38	481
Domestic Station Wagon Total	58,528	497,513	51,226	423,949
Domestic Grand Total	623,957	5,120,225	535,350	4,174,772
Import Total	227,758	1,650,289	238,012	1,646,463
Grand Total All Registrations	851,715	6,770,514	773,362	5,821,235

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Current District of Columbia and Louisiana figures delayed.

American Sunroof Company Installing Associates

Alabama
Custom Auto Vinyl Tops, Birmingham

Arizona
Automotive Concepts, Inc., Scottsdale
Universal Vinyl Tops, Tucson

California
American Body Shop, Inc., Ventura
American Sunroof Co., Los Angeles
American Sunroof, Santa Ana
American Sunroof, N. Hollywood
Bay Area Sunroof, San Carlos
Brisar, Santa Ana
D & D Kustom Vans, Fresno
East Bay Sunroof, Inc., Emeryville
Executop, Sunnyvale
E-Z Rider, Salinas
Midway Vinyl Tops, Compton
Precision Auto Sunroof, San Marcos
Rem Vinyl, Redding
San Francisco Sunroofs, San Francisco
Sierra Coach, Inc., Sacramento
The Sky is the Limit, Santa Rosa
The Sunroof Factory, Alhambra

Colorado
Meyer & Sons, Inc., Denver

Connecticut
American Sunroof CT, S. Norwalk

Delaware
Autosport, Inc., New Castle

Florida
ASC of Florida, Pinellas Park
ASC of Florida, Inc., Orlando
Ted Faulkner Company, Sanford
Florisun Custom Coach, Fort Meyers
Kelley's Custom Trim, Delray Beach
Precision Auto Works, Pensacola
Sunroof Corp.-Orlando, Longwood
Sunroof of Florida, Inc., Clearwater Park

Georgia
ASC of Atlanta, East Point

Hawaii
Electronic Entertainment, Aiea

Illinois
Broadway Auto Top, Inc., Evanston
Lang's Auto, Northbrook
Tucker Automotive Corp., Palatine

Indiana
Indy Auto Sound, Indianapolis

Kansas
Top King, Inc., Kansas City

Kentucky
Car Customizing Co., Louisville

Louisiana
Acadiana's Top Shop, Lafayette
Duplessis Aftermarket Products, Baton Rouge

Massachusetts
American Sunroof, Norfolk

Maryland
Adler & Mendel, Inc., Rockville
Creative Customs, Inc., Capitol Heights
Creative Customs, Baltimore
Overseas Custom Inc., Gaithersburg

Michigan
A & E Auto Trim & Glass, Plymouth
R. S. Harper, Fraser
Kelley's Custom Trim, Flint
Rennaissance Tyre Company, Detroit
Stasic Corporation, Ferndale

Missouri
Consumers Glass Service, St. Charles
Dabryant Coach Builders, Springfield

Nevada
Valley Van Works, Inc., Las Vegas

New Jersey
Atlantic Custom Coach Works, Atlantic City
Auto Sunroof Inc., Cinnaminson
Autobahn Custom Car, Inc., Middletown
Purich Inc., Bogota

New Mexico
Western Radio, Albuquerque

New York
Air Survey East Inc., Bellmore
American Auto & Plate Glass Co., Albany
American Pullman Coach Builders, Brooklyn
American Sunroof of Rochester, Victor
Auto Sunroof of Larchmont, Larchmont
Car World Inc., Poughkeepsie
Cheesi Auto Company, Brooklyn
Clearview Sunroof & T-Top, Bay Port
Empire Custom Coach, Brooklyn
Hurner & Binder, New York
J. R. Pride Auto Center, Jamestown
Long Island Custom Coach Work, Inc., Farmingdale
MacGregor's Automotive Styling Centers, Brooklyn
Metro Coach & Sunroof Ltd., Huntington Station
Prosesco Coach Builders, Repo Park

North Carolina
American Conversion, Inc., Mt. Airy
Aumark, Inc., Greensboro
C & C "T" Top Shop, Inc., Fayetteville
T-Tops, Inc., Garner

Ohio
Auto Options, Inc., Columbus
CCU Custom Upholstery, Lorain
Jim Hayden, Inc., Cincinnati
J. R. Pride Auto Center, Akron
Ohio Auto Custom Craft, Cleveland

Oklahoma
Sunroof of Oklahoma, Oklahoma City
Sunroof of Oklahoma, Inc., Tulsa

Oregon
Western Sunroof, Portland

Pennsylvania
American Automotive Restyling, Harrisburg
Custom Trim, Pittston
Executive Motors, Inc., Pittsburgh
M & T Trading, Telford

South Carolina
American Sunroof, Custom Craft of Atlanta, Inc., W. Columbia
Pop's Top Custom Coach, N. Charleston

Tennessee
Autocraft, Chattanooga
Autocraft, Knoxville
Autocraft, Nashville

Texas
ASC Custom Craft of Dallas, Dallas
ASC Custom Craft of Dallas, San Antonio
Auto Trends, Houston

Utah
Custom Van of Utah, Salt Lake City

Washington
J/S Custom Auto World, Redmond

Wisconsin
Erickson Auto Trim, Racine

Canada
A-1 Auto & Window Glass Ltd., Calgreen, Alberta
Automotive Sunroof Customcraft (ASC), Mississauga, Ontario
Automotive Sunroof Customcraft (ASC), Pickering, Ontario
Clear-View Auto Glass, Richmond, BC
Custom Coachcraft Corp. of Canada, Regina, Saskatchewan
Dime's Auto Trim, Windsor, Ontario
G. Lebeau Ltd., Montreal, PQ
Hy's Auto Trim Co., Ltd., London, Ontario
Newmarket Glass Center, Newmarket, Ontario
Mobile Custom Auto Trim, Toronto, Ontario
Select Auto Glass, Hamilton, Ontario

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Bright days for light trucks

Looks like two banner years in a row

By Jack Walsh
Truck & RV Editor

Light trucks had their second-best year ever in the 1984 model year, and the 1985 models, according to industry observers, should do about as well or possibly better.

Only two all-new entries are scheduled at this time in the light-truck market in 1985, the General Motors compact M-van and the small Ford Aerostar van.

However, there have been numerous engineering refinements, changes in equipment and comfort features, and new options in the existing products.

In the 1984 model year, 3,664,149 light trucks of all types were retailed in the U. S., only about 4,000 fewer than the all-time high of 3,668,204 sales in 1978.

With the entry of the new GM and Ford small vans, plus continued growth in sales of the Chrysler T-vans, some industry leaders are confident that light-truck deliveries will hit a new high in the 1985 model year.

• The non-captive Japanese compact trucks — Toyota, Nissan/Datsun, Mazda, Isuzu and Mitsubishi — were important contributors to the near-record light-truck performance in the 1984 model year.

During the year, 518,076 compact imports were sold, representing 14 percent of the industry total. In the 1978 model year, only 176,649 non-captive imports were retailed and they accounted for slightly less than five percent of the market.

The fuel-efficient Japanese compacts have been increasing their market share yearly since 1978 in spite of the introduction of the small domestic vehicles in the 1982 model year.

In the 1981 model year, when light-truck sales hit a seven-year low of 2,069,755 units, the non-captive share was almost 12.5 percent with 253,901 sales.

There will be greater availability of the Chrysler compact vans in 1985. Pat Keegan, truck operations general manager, said he expects 1985 model-year deliveries to approximate 250,000 units, compared with about 150,000 in the past year.

• In 1984 the Chrysler compact-van mix was 85 percent window models and 15 percent panel. It is being changed in 1985 to 90 percent window vans, but with the boost in production rates there will be more panel vans available in 1985 than in 1984, according to Keegan.

The small GM vans — Chevrolet Astro and GMC Safari — are off to a slower-than-anticipated start because of the newness of the product, a renovated plant and work force new to the product, and aren't likely to be available in any great volume until the first quarter of 1985.

Ford's Aerostar now is scheduled for a May startup after several postponements for reasons similar to those at GM.

Neither GM nor Ford have estimated how many of the compact vans their dealers will retail in the 1985 model year, but the combined total is expected to be about 150,000 units. Both companies plan a 50/50 split in production of window and panel models.

Ford calls 1985 the "year of the powertrain" for its light trucks, with extensive changes in engines, transmissions and axle ratios.

• For starters, a 2.3-liter EFI (electronic fuel injection) inline four is the new standard engine in the compact Ranger pickup. A 2.3-liter, turbo-charged diesel, which Ford said has significant HP and torque improvements, is a new option in the Ranger and Bronco II.

A five-speed manual overdrive transmission has replaced the four-speed as the standard gearbox for these compact vehicles, and a four-speed automatic overdrive also is new for both truck with gasoline power. A new 4.10-to-1 axle ratio is offered for greater pulling power.

An optional 5.8-liter high-output 4V V-8 will be available in December in full-size F-Series light trucks, and the 6.9-liter diesel V-8 will be available for the first time in the crew-cab models.

The optional 5-liter V-8 now features a power-boosting, multiple-port electronic fuel-injection system in place of the former carburetor system.

The 5.8-liter HO V-8 will be offered in December in vans of more than 8,500 pounds GVW, and the 5-liter EFI V-8 will be available next month in the full-size Bronco. With it will be the first automatic overdrive transmission offered in this vehicle.

• Chrysler is counting on the new five-year/50,000-mile powertrain warranty on all domestic light trucks to boost its 1985 model sales to between 550,000 and 600,000 units, compared with about 475,000 in 1984.

There also is a 5/50 outer-panel rust-through warranty on both the domestic trucks and the imported Ram 50 compact pickups.

Conventional 4x4 pickups and Ramcharger sports/utility vehicles now have the new "Ram Trac" front-axle system which permits switching to and from the 4x4 mode at normal driving speeds by moving a lever.

A new "Fuel Pacer" shift-indicator light, which signals the driver when proper RPMs are attained to upshift with optimal fuel economy, is standard on all full-size trucks with a 225-cubic-inch six and manual transmission and compact vans with the manual transaxle.

The optional 5.2-liter V-8 for conventional pickups have been improved to provide greater

Continued on Page E-28

Light Truck Sales in U.S.-Model Years 1978-84

	1978	1979	1980	1981	1982	1983	1984
DOMESTIC UNITS*	3,491,555	3,085,504	2,157,683	1,815,854	1,944,197	2,320,518	3,146,073
IMPORT UNITS**	176,649	236,980	266,182	253,901	284,618	406,934	518,076
TOTAL	3,668,204	3,322,484	2,423,865	2,069,755	2,228,815	2,727,452	3,664,149

*—Includes Captive Imports. **—Non-Captive Imports only.

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- Major print campaign to support TV
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1985 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

GENERAL MOTORS

	A	B	C	D	E	F	G	J	K	N	P	T	X	Y
CHEVROLET	Celebrity*	Impala* Caprice Classic*				Camaro	Monte Carlo	Cavalier*				Chevette	Citation	Corvette
PONTIAC	6000*	Parisienne*				Firebird	Bonneville Grand Prix	2000*		Grand Am	Fiero	1000		
OLDSMOBILE	Ciera*	Delta 88*	Ninety-Eight		Toronado		Cutlass Supreme	Firenza*		Calais				
BUICK	Century	LeSabre*	Electra		Riviera		Regal	Skyhawk*		Somerset Regal			Skylark	
CADILLAC		Fleetwood Brougham DeVille	Fleetwood Limousine	Eldorado				Cimarron	Seville					

*Station wagon also available under this body code in car line.

FORD MOTOR CO.

	ERIKA	TOPAZ	FOX	L	LS*	S	PANTHER
FORD	Escort EXP	Tempo	Mustang	LTD		Thunderbird	LTD Crown Victoria
MERCURY	Lynx	Topaz	Capri	Marquis		Cougar	Grand Marquis
LINCOLN					Continental Continental Mark VII		Town Car

*Air suspension models.

CHRYSLER CORP.

	CV	E	G	H	K	KC	L	M	S
PLYMOUTH		Caravelle			Reliant		Horizon Turismo	Gran Fury	Voyager
DODGE	600 Convertible	600	Daytona	Lancer	Aries		Omni Charger	Diplomat	Caravan
CHRYSLER	LeBaron	New Yorker	Laser	LeBaron GTS		Limo		Fifth Avenue	

Planning Chrysler's H-cars

Aimed at baby-boomer tastes and income

Chrysler Corp.'s new H-cars (Dodge Lancer and LeBaron GTS) are aimed at the tastes and income of the new baby-boomers, an aspiration shared by virtually all domestic auto companies cognizant of the emergence of those born after 1946 as the dominant economic class in the mid-1980s.

"We've never played in this market, in a way we still don't. Nobody is quite there yet," says Donald L. Gschwind, Chrysler vice president, program management.

The crowding of the field with competitive products makes the H-car one of Chrysler's riskiest marketing gambles so far. Planners plumbing yuppie yearnings and earnings find remarkable agreement on the basic profile of today's most populous market. But when it comes to translating buyer demographics into a desirable automobile, manufacturers have launched themselves in widely different directions.

Chrysler's big gamble with the H-body is its anticipation of some 160,000-unit annual sales of a single four-door, liftback model. Without the flexibility of two-door or station wagon variations, Chrysler still must exceed its currently most popular four-door, the Chrysler Fifth Avenue, which sold some 80,000 units in the 1984 model year, by a significant margin. Chrysler's minimum sales expectations for the H-body even have to exceed combined 1984 Aries/Reliant four-door sales of some 155,000 cars.

Adding to Chrysler's pre-launch anxiety is the fact that its competition, after researching the identical yuppie market, opted to go off in different directions with '85 offerings.

General Motors' own interpretation for the hyphenated surname crowd is a more or less conventional two-door coupe, to be followed next year by a four-door, while Ford's $16,000 imported Merkur XR4Ti is pegged at a much lower volume, albeit higher-priced market in the 20,000-unit range.

• Chrysler launches its Chrysler LeBaron GTS and Dodge Lancer models in January.

The H-body cars are built on a platform shared with the Laser/Daytona coupes introduced last year. The 103-inch wheelbase thus matches both those cars and the Plymouth Caravelle and Chrysler New Yorker. The rounded, aerodynamic styling makes the H-car appear smaller than the other Chrysler sedans, although its front-seat dimensions actually are slightly larger than the New Yorker.

The most significant styling feature is Chrysler's retention of a notchback profile while incorporating a fold-down rear seat and a lifting "hatch." The system is similar to the one pioneered by Swedish-maker Saab, and allows full trunk security, notchback styling with most of the benefits of a hatchback.

"Styling is aerodynamic, but not aerodynamic in the sense of being ugly," says Gschwind. "Aerodynamics is an expression of being modern. Also, it does improve fuel economy, and when we were planning the car, we didn't know what the fuel economy would be for '86, '87 and '88.

"The car is designed without a vinyl roof — I wouldn't even

Continued on Page E-31

Trucks

Continued from Page E-27

economy with no loss in performance. Compression ratio has been increased from 8.4 to 1 to 9 to 1, and the carburetor's fuel-air burn rate has been boosted.

• The improved V-8 is the standard engine in 1985 in B350 vans and wagons with a 7,500-pound GVW rating, and is optional on B150 and B250 models. The Ram 50 Royal and all Power Ram 50 4x4 compacts now have a modified 2.6-liter four as the standard engine, plus a five-speed manual overdrive transmission.

New to the Chevrolet/GMC S-pickups and sports/utility vehicles for 1985 is a bigger, more powerful base engine. The 2.5-liter L4 develops 92 HP at 4,400 RPM and 134 foot pounds of torque at 2,800 pounds. A four-speed automatic transmission also is a new option in these vehicles.

In the full-size pickups, vans, sports/utility vehicles and Suburbans, the new "Vortec" 4.3-liter V-6 gasoline engine replaces the 4.1-liter in-line six as the standard power plant. It features swirl-port combustion chambers for improved mixing of fuel and air.

The GM compact window and panel vans, unlike their Chrysler rivals, are rear-wheel-drive vehicles, and the window models can accommodate up to eight adults.

The vans have a sliding door on the right side and swing-out rear doors which GM says provide a wider opening than the full-size vans.

• A 2.5-liter, fuel-injected four-cylinder engine is the standard engine and produces 90 HP. A 4.3-liter, 155-HP V-6 is optional. A four-speed manual is the base transmission, and a five-speed manual and four-speed automatic also are available.

GM claims that its small vans, depending on equipment, can tow up to 5,000 pounds, 3,000 more than the Chrysler and Toyota models. They have a wheelbase of 111 inches and an overall length of 176.8 inches.

For 1985, the downsized Jeep Cherokee and Wagoneer will have an optional 2.1-liter turbocharged diesel available in all states except California. It was developed by Renault and will be offered on all vehicles but base models.

Command-Trac, introduced last year as a part-time four-wheel-drive system incorporating "shift-on-the-fly" capability, will be standard on all Jeep models.

"Shift-on-the-fly" also has been incorporated for the first time in Jeep's Selec-Trac, the full-time 4x4 system.

New convenience features for 1985 include rocker/recliner front-bucket seats adapted from the Renault Alliance, popout rear-quarter window vents on the two-door Cherokee (spring availability), and a service-control monitor to check all vital fluid levels. □

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Chevrolet deal for Busler

Henry T. Busler, seated right, signs a new dealer agreement with Chevrolet for Hank Busler Chevrolet, Inc., Crescent City, Fla. Also seated is R. J. Bresnahan, Chevrolet's Jacksonville zone manager. Standing, from left, are: C. W. Dewitt, assistant zone manager; Jay Allen, district manager, and Dave Gibbs.

Would make 1984 a record year for profits

Big Four on target for $10 billion

By Michelle Krebs
Financial Editor

Domestic auto makers are well on their way to their most-profitable year ever.

Analysts are expecting the Big Four auto companies to make more than $10 billion this year.

Sales for the Big Four hit an alltime high of $35.45 billion in the third quarter, compared with last year's $31.48 billion, the previous record. Profits for the quarter amounted to $1.06 billion, slightly under last year's record $1.16 billion.

For the first nine months of 1984, however, the domestic companies set records for profits as well as sales.

Profits were $7.61 billion, up 93 percent from last year's $3.95 billion. Sales hit $119.34 billion, up 22.5 percent from last year's $97.5 billion, the former peak.

Ford Motor Co. and Chrysler Corp. set the pace by breaking all previous records for earnings and sales for the third quarter and the nine-month period.

Ford's earnings for the quarter were $379.7 million on sales of $11.84 billion. For the nine-month period, Ford's earnings amounted to nearly $2.2 billion on sales of $34.95 billion.

• Chrysler Corp. also set records for the quarter and first nine months. Its net income for the third quarter amounted to $261.6 million on sales of $4.1 billion. For the nine-month period, Chrysler's earnings were $1.77 billion on sales of $14.22 billion.

Even American Motors Corp. contributed with a third-quarter profit of $2.5 million on $1.01 billion in sales. AMC's profits for the first nine months of 1984 amounted to $12.3 million on sales of $3.15 billion.

Only General Motors' quarterly earnings were off from the previous year. The company said strikes in the U.S. and Europe were the reason.

Third-quarter earnings for GM were $416.8 million on sales of $18.54 billion. Earnings were down 43.43 percent from 1983's $736.9 million, but sales set a record, topping last year's $17.62 billion.

Despite the third-quarter slump in net income, GM set records for the nine-month period. Earnings for the period were $3.64 billion on sales of $63.0 billion.

GM is expected to earn about $5 billion for the year, though fourth quarter results may be off as well because of a 13-day strike by Canadian auto workers, which ended Oct. 29.

Ford is expected to make $2.9 billion and Chrysler should earn $2.4 billion.

AUTO MAKERS' SALES, PROFITS
(In millions)

THIRD QUARTER

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 1,010.0	$ 2.5	$ 775.9	($9.1)*
Chrysler Corp.	4,057.9	261.6	2,795.6	100.2
Ford Motor Co.	11,844.3	379.7	10,286.5	333.1
General Motors	18,542.6	416.8	17,619.3	736.9
INDUSTRY TOTAL	$35,454.8	$1,060.6	$31,477.3	$1,161.1

* Included sale of American Center, Southfield, Mi. Loss on continuing operations was $99.4 million.

NINE MONTHS

	1984 Sales	1984 Profit	1983 Sales	1983 Profit (Loss)
American Motors	$ 3,154.4	$ 12.3	$ 2,175.1	($154.1)
Chrysler Corp.	14,224.9	1,770.3	9,464.6	582.6
Ford Motor Co.	38,948.8	2,186.0	32,055.1	1,086.5
General Motors	63,012.3	3,639.6	53,763.3	2,433.4
TOTAL	$119,340.4	$7,608.2	$97,458.1	$3,948.4

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Ex-headache #2:
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Ex-headache #3:
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Japan's third-quarter sales slump; midgets fall 21 pct.

TOKYO.—In the third quarter, passenger-car sales in Japan slumped 13.55 percent from the same period in 1983. Sales amounted to 720,189 including 550-cc midgets, against 833,139 last year.

In those figures, it is the statistics for September that have caused concern. A Toyota spokesman said that his company had been surprised by the downturn, in view of the fact that Japan's economy still appears to be growing at about 4-percent per year.

At present, the increase in sales for the year is less than 2 percent, and the third-quarter trend must be reversed if this level is to hold for the full year.

It is also evident that the halcyon days of the 550-cc midgets are over, as far as passenger cars are concerned. After several years of strong growth, sales slumped drastically by 21 percent in the past quarter.

In September, passenger-car sales totaled 255,248, down 8.5 percent from the 279,067 recorded in the same month of 1983. The reason that more weight is attached to this slump than that in the previous months is that last year a change was made in legislation in Japan and it took effect July 1, 1983.

The interval before a mandatory inspection and overhaul on passenger cars is necessary, was increased from two to three years. This is a costly business, the fee ranging from about $300 for a small hatchback to more than $1,000 for a luxury car.

Therefore, sales hit record levels in July, 1983, and sales in August, 1983, were also high. The industry had expected sales to be lower in July and August of this year, but to pick up again in September, especially in the 1.5-2.0-liter class, which has been attracting buyers of smaller autos in the past year or so. But sales in both sectors slumped.

Toyota's September sales fell 4.4 percent to 102,240, whereas Nissan's sales fell 8.7 percent to 78,400. Mazda suffered a similar loss, while Honda sales were down 18 percent at 14,500 passenger cars. Mitsubishi sold 35 percent fewer cars than in the same period last year, at 11,650.

On the other hand, Daihatsu managed to increase sales by 3 percent to 4,920 units, and Subaru increased sales by 72 percent to 5,500, still gaining from the addition of a completely new range at the beginning of the year.

Dyatron names Rueve

BIRMINGHAM, Ala.—Charles E. Rueve has been named president and chief executive officer of Dyatron Corp. here. Dyatron is a computer services firm.

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Car-truck merger expected to aid VW in Brazil

FRANKFURT. — Volkswagenwerk expects further benefits from major efficiency measures in its Brazilian operations including a merger of its car and truck subsidiaries into VW do Brazil.

The truck subsidiary, Volkswagen Caminhoes, lost about $27 million last year, while VW do Brasil lost about $6 million.

In the merger, the German company retains an 80 percent interest, with 10 percent held by Kuwait and 10 percent by the Brazilian group, Monteiro Aranha. The truck business will be run as a separate division within the company.

VW cut prices in Brazil following a drastic decline in demand and now sees signs of a recovery in truck sales, with domestic and export deliveries during the first seven months of this year up 36 percent over last year.

But the car market remains in the doldrums, with deliveries in the first seven months of 1984 down almost 20 percent below last year.

VW is counting on a gradual increase in demand in the car market, with improved results in earnings.

PPG Industries offers replacement glass chart

PITTSBURGH. — The 1984 automotive replacement glass interchangeability reference chart is available from PPG Industries.

The chart provides designation numbers for windshields and tempered glass parts for 1984-model vehicles and corresponding numbers of interchangeable parts from previous years.

Bulk quantities are available by writing to PPG Industries, One PPG Place, 8 North, Pittsburgh, PA 15272.

IMPORT SALES BY MODEL

	September, 1984	September, 1983	9 Months, 1984	9 Months, 1983
Alfa Romeo	250	222	2,853	2,466
Audi	5,781	3,242	53,974	35,198
4000	483	1,067	9,781	9,089
4000d	.....	36	.....	914
4000S	1,011	.....	2,627	.....
4000S Quattro	345	.....	3,211	.....
5000S	3,241	1,623	31,111	14,593
5000S turbo gas	450	124	4,338	2,824
5000d/td	.....	51	.....	4,132
Quattro	6	6	55	235
Coupe	245	285	2,851	2,592
Tourist	.....	50	.....	819
BMW	5,463	5,408	51,757	43,141
318/320	1,796	3,379	23,372	24,931
325	1,622	.....	9,617	.....
528/533	1,201	1,411	10,936	12,205
633CSi	171	178	2,023	1,896
733	673	440	5,809	4,109
Chevrolet Sprint	1,215	.....	7,312	.....
Chrysler/Mitsubishi	8,370	8,270	63,280	76,819
Colt (Dodge/Plymouth)	6,314	6,645	47,026	54,478
Conquest/Sapporo/Challenger	462	1,554	5,676	22,267
Vista (Dodge/Plymouth)	1,594	71	10,578	74
Fiat	.....	223	316	5,055
Honda	26,674	27,247	280,821	292,853
Civic	9,645	12,435	99,494	107,743
Civic CRX	4,254	.....	31,625	.....
Accord	7,835	9,933	97,749	130,332
Prelude	4,940	4,879	51,953	27,447
I.A.I.	100	.....	1,366	.....
Isuzu	1,665	2,053	12,999	15,758
I-Mark	465	682	3,110	10,038
Impulse	1,200	1,371	9,889	5,720
Jaguar	1,166	1,276	12,669	11,242
XJ6	887	1,110	10,272	9,395
XJS	279	166	2,397	1,847
Lancia	.....	13	21	553
Maserati Bi-Turbo	185	0	818	0
Mazda	14,874	14,585	128,197	133,110
GLC	3,958	4,696	34,108	41,034
626	6,430	5,407	53,762	51,141
RX-7	4,486	4,482	40,327	40,935
Mercedes-Benz	5,710	5,342	54,577	53,471
190D	257	.....	4,220	.....
190E	1,966	.....	11,227	.....
240D	2	466	23	9,502
300D	1,189	1,677	11,747	14,272
300CD	85	179	1,118	1,500
300TD	168	202	1,751	2,034
300SD	748	1,663	10,193	14,146
380SE	550	.....	4,393	.....
500SEL	312	386	2,735	3,809
380SL/SLC	367	632	6,030	6,841
500SEC	66	137	1,140	1,367
Mitsubishi	3,763	2,894	28,690	23,199
Starion	412	427	4,875	4,480
Cordia	715	1,127	11,090	8,951
Tredia	1,011	1,340	11,100	9,768
Galant	679	.....	679	.....
Mirage	946	.....	946	.....
Nissan	33,767	39,951	367,029	411,202
Sentra	13,555	15,674	147,809	165,492
Pulsar	4,393	4,220	29,429	48,902
Stanza	3,944	4,696	34,351	51,514
Maxima	1,528	6,812	44,821	55,835
200SX	4,547	3,118	48,425	28,528
300ZX/280ZX	5,505	5,039	57,417	56,948
Hawaii	295	.....	.....	.....
Peugeot	1,635	1,125	14,527	10,990
Porsche	1,110	1,279	15,666	16,518
944	776	690	9,887	9,905
911SC	191	261	3,431	4,203
928	143	139	1,755	1,933
Renault	777	2,810	9,678	26,413
LeCar	.....	183	0	10,731
18i	235	991	2,436	4,940
Fuego	542	1,636	7,242	10,742
Saab	1,749	1,379	24,922	19,641
900	325	266	5,860	5,206
900S	363	236	7,136	4,953
Turbo	1,022	834	11,292	9,145
Tourist	39	43	634	337
Subaru	15,179	13,344	120,793	120,867
Toyota	34,805	24,882	413,781	407,511
Starlet	.....	164	259	5,749
Corolla	9,707	4,433	118,385	102,492
Tercel	7,442	6,570	75,430	114,506
Celica	5,076	6,647	65,872	92,924
Supra	2,262	884	22,530	19,640
Camry	5,483	3,051	67,842	35,031
Cressida	1,406	2,165	24,914	29,455
Land Cruiser	499	341	2,879	3,591
Van	1,380	26	25,729	26
4Runner SR5	561	.....	4,074	.....
Hawaii	488	401	5,866	4,097
Volkswagen	6,696	4,655	81,051	55,824
Rabbit Convertible	749	473	9,573	7,588
Jetta	1,525	1,016	29,151	14,409
Vanagon	1,141	681	14,656	10,587
Quantum	1,723	1,245	13,526	12,802
Scirocco	1,558	1,240	14,145	10,449
Volvo	6,171	5,935	80,870	69,723
DL	2,778	2,793	36,929	34,723
GL	1,432	884	21,666	12,099
GLT Turbo	508	1,193	7,675	10,671
GLE	.....	1	.....	210
DL/GL	367	329	3,596	3,850
Coupe	.....	.....	.....	12
760	181	496	3,306	5,437
760 TurboDiesel	275	180	2,607	1,665
760 GT	552	.....	3,820	.....
Tourist	78	59	1,271	1,026
TOTAL IMPORTS	177,105	166,331	1,827,967	1,805,581

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Domestic cars up 16 pct.; imports down 4 pct.

Registrations top year-ago month

Continued from Page 26

percent of either the domestic or the total market this year.

With the imports dropping four percentage points in market share, domestic small cars and luxury cars took advantage of the opportunity.

Luxury models were up to 8.30 percent in August from 4.97 percent last year. Standards dipped to 10.98 percent from 12.11 percent. Intermediates dropped to 23.75 percent from 26.18 percent. Compacts were up to 18.68 percent from 16.38 percent, and subcompacts gained two percentage points, climbing to 11.55 perecnt from 9.58 percent.

Excluding imports, August, 1984, registrations included intermediates with 32.42 percent of the total, compacts at 25.50 percent, subcompacts with 15.76 percent, standards at 14.99 percent and luxury models at 11.33 percent.

Twelve months earlier, intermediates had 37.82 percent, compacts had 23.66 percent, standards had 17.49 percent, subcompacts had 13.85 percent and luxuries had 7.18 percent.

• Registrations for the first eight months of the current calendar year were up 16.31 percent from the 1983 total, to 6,770,514 from 5,821,235. Compared with the same segment of 1982, the distance was even more dramatic: Up 34.55 percent, from 5,031,804.

Imports were up 0.23 percent in numbers for the first eight months but dropped 3.90 percentage points in penetration, to 24.38 percent from 28.28 percent. This year they totaled 1,650,289 compared with 1,646,463 in 1983.

Domestic registrations were up 22.65 percent from the preceding year, to 5,120,225 from 4,174,772. The domestics numbered only 3,534,482 through August of 1982.

GM and Ford both made substantial gains in market penetration for the first eight months of this year. GM was up 2.26 percentage points, to 45.69 percent from 43.43 percent. Ford climbed to 18.82 percent from 16.72 percent, a difference of 2.10 percentage points.

Chrysler slipped 0.14 percentage points in penetration, AMC was down 0.31 percentage points and miscellaneous domestics dropped out altogether.

Domestic makes moving up in penetration for the first eight months of the year included: Chrysler, Ford, Lincoln, Mercury, Chevrolet, Oldsmobile and Pontiac.

Plymouth and Dodge were down as were Buick, Cadillac and AMC.

NEW-CAR MARKET SHARES IN U. S.

	AUGUST					8 MONTHS				
	Regis., August, 1984	Percent Share of Market	Regis., August, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 8 Mos., 1984	Percent Share of Market	Regis., 8 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	128,336	15.07	115,306	14.91	+ 0.16	1,071,878	15.83	857,203	14.73	+ 1.10
Ford	102,110	11.99	84,572	10.94	+ 1.05	841,315	12.43	660,966	11.36	+ 1.07
Oldsmobile	85,795	10.07	77,894	10.07	.....	739,052	10.91	624,243	10.72	+ 0.19
Buick	79,111	9.29	68,854	8.91	+ 0.38	612,674	9.05	530,742	9.12	— 0.07
Pontiac	59,144	6.94	47,200	6.10	+ 0.84	467,190	6.90	333,045	5.69	+ 1.21
Mercury	43,356	5.09	35,312	4.56	+ 0.53	340,132	5.02	252,260	4.33	+ 0.69
Chrysler	27,804	3.27	21,189	2.74	+ 0.53	205,883	3.04	164,635	2.83	+ 0.21
Dodge	27,182	3.19	24,289	3.14	+ 0.05	237,218	3.50	205,313	3.52	— 0.02
Cadillac	26,275	3.09	23,746	3.07	+ 0.02	202,931	3.00	184,737	3.17	— 0.17
Plymouth	19,787	2.32	19,172	2.48	— 0.16	187,767	2.78	180,978	3.11	— 0.33
AMC	12,719	1.49	10,846	1.40	+ 0.09	121,427	1.79	122,181	2.10	— 0.31
Lincoln	12,311	1.45	6,932	0.90	+ 0.55	92,571	1.37	59,988	1.03	+ 0.34
GENERAL MOTORS	378,661	44.46	333,000	43.06	+ 1.40	3,093,725	45.69	2,527,970	43.43	+ 2.26
FORD MOTOR CO.	157,777	18.53	126,816	16.40	+ 2.13	1,274,018	18.82	973,214	16.72	+ 2.10
CHRYSLER CORP.	74,773	8.78	64,650	8.36	+ 0.42	630,858	9.32	550,926	9.46	— 0.14
AMC	12,719	1.49	10,846	1.40	+ 0.09	121,427	1.79	122,181	2.10	— 0.31
IMPORTS	227,758	26.74	238,012	30.78	— 4.04	1,650,289	24.38	1,646,463	28.28	— 3.90
MISC. DOMESTICS	27	0.00	38	0.00	.....	187	0.00	481	0.01	— 0.01
TOTAL	851,715		773,362			6,770,514		5,821,235		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 not available. Current District of Columbia and Louisiana delayed.

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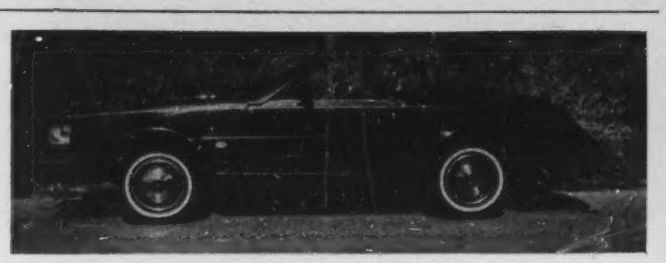

1985 Seville SL Roadster

American Custom Coachworks, Beverly Hills, Calif., will produce only about 100 of these Cadillac Seville SL roadsters for the 1985 model run. Dealers' suggested list price: $65,000.

Smith's view of labor pact: Partnership, non-inflationary

By Marjorie Sorge
Labor Editor

The new three-year agreement between the UAW and General Motors is a "partnership" and "non-inflationary," according to GM Chairman Roger B. Smith.

"This document—in so many of its provisions and paragraphs—emphasizes that the company, the union and our employes are partners in business," he told the Manegold Lecture Series at the University of Wisconsin in Milwaukee. "When the business is successful, our employes stand to gain. Our success is their success."

While the contract represents a teamwork approach, it also has the capability of being non-inflationary, he said, adding that few other agreements have accomplished that.

According to Smith, "If we can work with the union and our employes to increase our operational efficiency the way we think we can, this agreement should be non-inflationary."

It has been estimated that the new pact will improve GM's productivity by 5 percent in each of the three years.

The backbone of the new contract is the six-year, $1 billion Job Opportunity Bank—the job-security program. It provides workers laid off because of outsourcing, new technology, plant consolidations or productivity improvements with retraining for jobs either inside or outside the corporation.

"The program protects people, not positions," Smith said. "This means, of course, that some employes may have to move to different locations as they accept new assignments. It also means that the size of our workforce may go up or down, as necessary, to protect our competitive position. But the more operationally effective we become, the better chance we have of preserving jobs and creating new ones."

Smith admitted that both sides have had a "pretty narrow, provincial orientation in the past" with adversarial attitudes. But, he said, the worldwide competition has changed that.

"In our 1984 contract agreement with the UAW, we designed a document that is conceptually good," he said. "We feel confident of that. But its real test will be how well the parties join together to make it work."

Entries open for this year's DANDY awards

DETROIT. — The Newspaper Advertising Bureau is taking entries for its 12th Annual Auto Dealers Newspaper Display Advertising Competition.

The DANDY awards are given to honor the best automotive display advertising in daily newspapers during 1984. Entries close Nov. 21.

The NAB is looking for dealers' best ads from 1984, no matter where they run in the paper, covering any phase of the business from new and used cars to model cleanup and special promotions, said Val Corradi, the bureau's vice president for automotive sales.

DANDY awards will be given for the best campaign and single ads in three categories — dealer associations, individual dealers in markets served by daily papers with less than 100,000 circulation and individual dealers served by a newspaper with more than 100,000 circulation.

A special award will be offered for the best use of color in dealer or dealer association display advertising.

A second special award will go to the best campaign or single ad by a dealer trade association or multi-line group.

Ads or campaigns must have run in a daily or Sunday newspaper between Jan. 1 and Nov. 21, 1984.

The DANDY award winners will be announced Jan. 26, opening day of the NADA convention in San Francisco.

Entries may be addressed to DANDY Awards, Newspaper Advertising Bureau, 280 N. Woodward Ave., Birmingham, Mich. 48011.

Approval granted for joint R&D in tool industry

WASHINGTON. — A recent change in federal rules governing joint research and development frees the domestic machine tool industry to form a limited partnership for research activities, the Justice Department has announced.

The machine tool builders will establish an industry contractor that will arrange research and development work through universities, independent researchers, machine tool manufacturers and itself.

The contractor will be assisted by an advisory council composed of representatives from six to eight machine tool manufacturers, representatives from the automobile and aeronautics industries and possibly representatives from companies that supply materials used in manufacturing machine tools, such as steel.

Olds sales managers club formed

Oldsmobile dealerships in Southern California have formed an Olds Sales Manager's Club seeking to increase professionalism. More than 50 dealers, sales managers, fleet managers and zone personnel attended the first meeting, including, from left, Mark Thimmig, zone development manager; John Lennon, zone manager; Dave Roark, professional sales trainer, and Don Jensen, club chairman and general sales manager of Hansel Oldsmobile, Fullerton.

factories list auction dates

American Motors

Nov. 13—D-A Auto Auction, New Stanton, Conn.

Nov. 14—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 15—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Nov. 20—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 21—Southern Auto Auction, Warehouse Point, Conn., and Evansville Auto Auction, Evansville, Ind.

Nov. 22—Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Concord Auto Auction, Acton, Mass.

Nov. 27—D-A Auto Auction, New Stanton, Conn.

Nov. 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 29—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Nov. 30—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Nov. 13 — Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Los Angeles Dealer Auto Auction, Rosemead, Calif.

Nov. 14—Butler Auto Auction, Gibsonia, Pa.; Southern Auto Auction, Warehouse Point, Conn.; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

Nov. 15—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

Nov. 20—Hatfield Auto Auction, Hatfield, Pa.; Colorado Auto Auction, Commerce City, Colo.; Salt Lake Auto Auction, Salt Lake City, and Northway Exchange, Clifton Park, N. Y.

Nov. 21—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 27—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Southwest Auto Auction, Phoenix; Los Angeles Dealer Auto Auction, Rosemead, Calif., and South Seattle Auto Auction, Kent, Wash.

Nov. 28—Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago; Fredericksburg Auto Auction, Fredericksburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Nov. 30—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Nov. 15—Denver Auto Auction, Englewood, Colo.

Nov. 20—Aptco Auto Auction, Taylor, Mich.

Nov. 28—Northway Exchange, Clifton Park, N. Y.

General Motors

Nov. 13—South Seattle Auto Auction, Kent, Wash.

Nov. 14—Golden Gate Auto Auction, Fremont, Calif., and Clanton's Auto Auction, Darlington, S. C.

Nov. 15—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 28 — Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

November to date	$5,133
Month ago	$5,111
Year ago	$5,132

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER 1984	SEPTEMBER 1984
1984	$10,330	$9,894	$9,747
1983	7,465	7,471	7,364
1982	5,713	6,074	5,762
1981	4,786	4,474	5,020
1980	4,015	3,986	3,932
1979	3,287	3,204	3,237
1978	2,404	2,350	2,346
1977	1,814	1,847	2,213
Overall Average	$ 5,133	$4,984	$4,894

used-car auction directory

SOUTH CAROLINA

Rawls Auto Auction—Since 1938. Pick-up, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111, or 657-7244, Leesville, South Carolina.

SOUTH CAROLINA

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WASHINGTON

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FLORIDA

Florida Auto Auction Of Orlando

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"TRANSPORTATION ASSISTANCE" ON ALL PURCHASES

Up to $250.00 each, depending on the distance from the auction to the buying dealership. Payments made on Sale Day.

- **25—CHRYSLER EXECUTIVE VEHICLES—** *Loaded*
- **25—1984 MODEL HORIZONS, RELIANT** *two, four, and wagons, Grand Fury, RAM Pick-up and Vans, Fifth Avenue, Aries two and four, and wagons, and 600's*
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Court nixes EPA rescission of waiver for Petrocoal

WASHINGTON. — The U. S. Court of Appeals here has told the EPA that it must find another way if it wishes to rescind a waiver it granted for production of a methanol-blend gasoline known as Petrocoal.

In a one-page order, the court remanded the matter back to the agency where it has been a hot potato since EPA first granted the Petrocoal waiver to its maker, American Methyl Corp.

Petrocoal is a blend of methanol and gasoline in proportions as high as 9 percent methanol. Both U. S. and import auto companies objected to the waiver on the grounds that such a concentration of methanol was more corrosive than their fuel systems could handle and that its use would result in driveability problems in their vehicles.

Indeed, the court's decision overturns what is in effect the EPA's response to those objections.

The court's order (an opinion is to be announced) does not end the matter, however. The auto makers, through the MVMA, have their own suit pending that challenges the legality of the original waiver EPA granted for Petrocoal.

Name changed

NEW YORK. — American Pullman Coachbuilders, Inc., has a new name. The company is now known as APC Coachbuilders, Inc. Formed in 1979, the company is based in Brooklyn.

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Drop-ships preferred. Will pickup
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WANTED
"SS"
Monte Carlos
& Spectrums
1985
Top Dollar Paid
Call: Will Shifflett
or Mickey Moore
804-320-8000

TOYOTAS NEEDED
TOP DOLLAR PAID FOR
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1985 4 RUNNER
1985 CAMRY
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MULLER TOYOTA
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Runzheimer surveys managers

Fleets 'wait and see' on minivans

By Francis J. Gawronski

One-third of all corporate automotive fleets plan to add minivans in 1985, according to a minisurvey of 30 U.S. firms, conducted by Runzheimer Reports on Transportation, an industry newsletter published by Runzheimer International. (See first table.)

Thirty percent of the survey respondents said they currently have one or more minivans in their fleets. (See second table.) Of these, the Rochester (Wis.)-based management consulting firm said, the average number of minivans per fleet is 11, with a range between one and 24.

MINIVAN PLANS

Fleets planning to add minivans in 1985

All Fleets	Pct.
Yes	33
No	47
Don't Know	20
Fleets with minivans	
Yes	55
No	1
Don't Know	44
Fleets without minivans	
Yes	25
No	65
Don't Know	10

Those fleet managers who already have minivans in their fleets are most likely to add more next year, the report said. Over half — 55 percent — said "yes" to adding one or more in 1985.

Only 25 percent of those respondents who don't have minivans in their fleets are planning to obtain one or more in 1985, according to Runzheimer.

The Runzheimer newsletter cites the largest planned switch to minivans among the survey respondents, as that of a Midwestern electric firm. Administering a fleet exceeding 3,000 vehicles, including trucks, the fleet executive expects to eventually phase out most of the firm's full-size vans, totaling 400.

WAGONS AND VANS

Fleets with one or more station wagons, full-size vans or minivans

Type of Vehicle	Pct.*
Station Wagons	83
Full-size Vans	67
Minivans	30

*Total exceeds 100 percent due to multiple answers.

According to Runzheimer, the 1985 total minivan orders specified by respondents, both with and without minivans, suggest that testing is underway. Fleets have not yet moved to wholesale acceptance of this new vehicle category, the newsletter said.

Several of the "no plans to order" respondents are in a "wait-and-see" mode, as one fleet manager put it — waiting to see if minivans pass the utility and survival test, Runzheimer said.

Elsewhere, Jartran, Inc., Miami, has established a nationwide company account with General Tire & Rubber Co., Akron. Jartran, which has more than 2,000 independent dealers, spends in excess of $3 million dollars per year in tire purchases.

In addition to annual savings, this agreement will enable Jartran to use General Tire's road service and repair facilities, according to Julio Siberio, senior director of marketing for Jartran.

Lend Lease, Minneapolis, has reached an agreement with Ziebart Corp., Troy, Mich., for rust protection and other vehicle maintenance services for its fleet, according to Rich Johnson, manager of Ziebart's fleet services program.

Michael J. Phelan has been elected senior vice president of Associates Leasing, a division of Associates Commercial Corp., Chicago.

Phelan, who joined Associates in 1977, will continue to be responsible for directing the division's nationwide truck and trailer fleet leasing operations.

Ryder Systems, Inc., Miami, announced the election of Gordon J. Bingham as vice president of marketing. He was vice president - marketing service for Ryder System's Vehicle Leasing and Service Division.

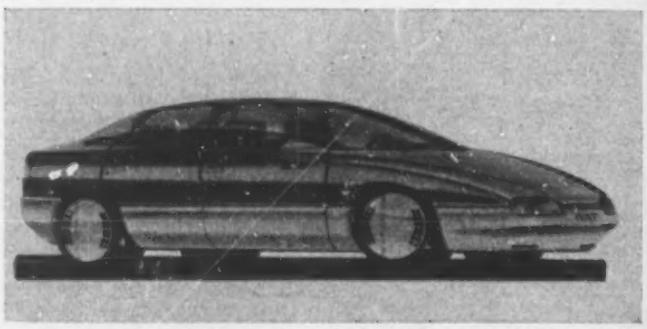
In his new position, Bingham will be responsible for directing marketing strategy formulation, research and analysis, and marketing support for various Ryder operation divisions.

Longer, higher Jaguar

RS Panels, Nuneaton, England produced this custom-built Jaguar XJ-12 limousine for the International Auto Show in Birmingham, England. The passenger compartment has been lengthened by 32 inches and headroom was increased by raising the roofline four inches. The four-passenger limo is trimmed with Connolly hide, Wilton carpet and lambswool rugs.

Luxury and agility

Aston Marin Tickford, Ltd., has transformed a Carbodies cab into a limousine. The Carbodies FX4 cab is stretched 16 inches, a tinted glass panel with sliding interior blind is fitted to the roof and the vehicle's finish is resprayed. Inside, a leather and walnut center console houses a radio/cassette player and color TV. The vehicle debuted at the International Auto Show.



Viewed in clay form

International Automotive Design, Sussex, England, exhibited a half-finished model of its concept car Arrival at the International Auto Show. The clay model weighed more than two tons. One half was finished and sprayed and the other half was raw clay, on which the firm's modelers worked during the show. The front-wheel-drive vehicle has a 2.4-liter, turbocharged power train.

Down to 290 from 305

U. S. makers offer fewer models for '85 season

Continued from Page 4

models and both are convertibles. Ragtops were added to the Alliance line. They are the first convertibles AMC has built since the '68 AMC Rebel.

Ford Motor's total dipped because of cuts in the Ford Mustang and Mercury Capri and Lynx lines. Honda now builds Accord two-doors in the U. S., and VW has one less Golf model than it had Rabbits.

GM's lineup shows the most changes. The 20-cars are the principal additions, and Pontiac Fiero will offer a new Fiero GT coupe. Buick has an extra wagon in the full-size class; there's a new top-line Oldsmobile Delta 88 sedan, and Cadillac now has a front-drive Fleetwood coupe.

The GM deletions were more extensive. The Pontiac and Oldsmobile X-cars are gone, and the model selections have been trimmed for the remaining nameplates in that class — Buick Skylark and Chevrolet Citation.

Also dropped were the rear-wheel-drive C-cars at Buick and Oldsmobile (Electra and Ninety-Eight) and the RWD Cadillac DeVilles. Production of those models ceased last spring to make way for their FWD replacements, but they were kept in the model count since they were still available in the showrooms.

When the FWD C-cars were introduced last April, they were called '85 models. They were included in the '84 tabulation because their production and sales figures were counted in the '84 model year.

Chevrolet dumped its Chevette Scooter models, and Buick eliminated four-door sedans from its Regal line.

For '85, the six domestic makers have added 30 models and dropped 45 for a net dip of 15.

• The AUTOMOTIVE NEWS model analysis includes all models the domestic manufacturers are pricing or merchandising individually. It does not include engine or transmission options.

Turbos are counted as models. It is felt that they have enough differences in trim, equipment and mechanicals to qualify for separate model designation.

The current 290 models consist of 106 four-door sedans, 133 two-doors, 13 convertibles and 38 four-door station wagons. (The two-door total includes hatchbacks, which some makers list as three-door models.)

The final count for '84 was 116 four-doors, 140 two-doors, 12 convertibles and 37 wagons.

By market class, the '85 list shows 66 subcompacts, 81 compacts, 75 intermediates, 31 standard-size cars and 37 luxury cars.

At the end of the '84 season, the 305 selections were comprised of 67 subcompacts, 82 compacts, 80 intermediates, 28 standard-size cars and 48 luxury cars.

Ford Division leads the domestic makes with 39 models for '85. Next in line are Pontiac, 38; Buick, 37; Oldsmobile, 29; Chevrolet, 25; Dodge, 25, and Mercury, 25.

Totals for other U. S. makes are: Plymouth, 14; Renault, 14; Chrysler, 13; Cadillac, 11; Lincoln, 10; Honda, 4; AMC, 3, and Volkswagen, 3.

For '84, Buick was tops with 43, followed by Ford at 42 and Pontiac at 40.

Ford Escort, with 12, and Pontiac Sunbird, with 11, are the leaders on the nameplate list for '85. There are eight models apiece for Buick Century, Renault Alliance, Dodge Aries and Plymouth Reliant and seven each for Mercury Lynx, Buick Skyhawk, Chevrolet Cavalier and Pontiac 6000.

1985 U. S. MODELS BY MARKET CLASS

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1985 Totals	(Final 1984 Totals)
SUBCOMPACTS**	21	38	2	5	66	(67)
Accord (Honda)	2	2	0	0	4	(2)
Alliance	3	3	2	0	8	(6)
Charger	0	3	0	0	3	(3)
Chevette	1	1	0	0	2	(4)
Daytona	0	3	0	0	3	(2)
Encore	2	4	0	0	6	(6)
Escort	4	5	0	3	12	(12)
EXP	0	3	0	0	3	(3)
Fiero	0	4	0	0	4	(3)
Golf	1	2	0	0	3	(0)
Horizon	2	0	0	0	2	(2)
Laser	0	2	0	0	2	(2)
Lynx	2	3	0	2	7	(11)
Omni	3	0	0	0	3	(3)
Pontiac 1000	1	1	0	0	2	(2)
Rabbit	0	0	0	0	0	(4)
Turismo	0	2	0	0	2	(2)
COMPACTS	23	36	7	15	81	(82)
Aries	3	3	0	2	8	(6)
Camaro	0	3	0	0	3	(3)
Capri	0	2	0	0	2	(3)
Cavalier	2	2	1	2	7	(7)
Cimarron	1	0	0	0	1	(1)
Eagle	1	0	0	2	3	(3)
Firebird	0	3	0	0	3	(3)
Firenza	2	2	0	2	6	(6)
LeBaron	1	1	3	1	6	(6)
Mustang	0	4	2	0	6	(10)
Reliant	3	3	0	2	8	(6)
Skyhawk	2	3	0	2	7	(7)
Sunbird	3	5	1	2	11	(11)
Tempo	3	3	0	0	6	(6)
Topaz	2	2	0	0	4	(4)
INTERMEDIATES	29	34	2	10	75	(80)
Bonneville	3	0	0	0	3	(3)
Calais	0	2	0	0	2	(0)
Caravelle	1	0	0	0	1	(0)
Celebrity	1	1	0	2	4	(4)
Century	3	3	0	2	8	(8)
Citation	1	1	0	0	2	(3)
Cougar	0	3	0	0	3	(3)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Dodge 600	1	1	2	0	4	(5)
Grand Am	0	2	0	0	2	(0)
Grand Prix	0	3	0	0	3	(3)
Lancer	2	0	0	0	2	(0)
LeBaron GTS	2	0	0	0	2	(0)
LTD	3	0	0	1	4	(3)
Marquis	2	0	0	2	4	(4)
Monte Carlo	0	2	0	0	2	(2)
New Yorker/E-Class	1	0	0	0	1	(2)
Omega	0	0	0	0	0	(4)
Phoenix	0	0	0	0	0	(5)
Pontiac 6000	3	2	0	2	7	(7)
Regal	0	3	0	0	3	(5)
Skylark	2	0	0	0	2	(5)
Somerset Regal	0	2	0	0	2	(0)
Thunderbird	0	4	0	0	4	(4)
STANDARD SIZE	15	8	0	8	31	(28)
Buick LeSabre	2	2	0	2	6	(4)
Chevrolet Impala-Caprice	2	1	0	1	4	(4)
Dodge Diplomat	2	0	0	0	2	(2)
Ford LTD Crown Victoria	1	1	0	2	4	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Oldsmobile Delta 88	3	2	0	1	6	(5)
Plymouth Gran Fury	1	0	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
LUXURY	18	17	2	0	37	(48)
Buick Electra (rear-wheel drive)	0	0	0	0	0	(5)
Buick Electra (front-wheel drive)	3	3	0	0	6	(6)
Cadillac (rear-wheel drive)	1	1	0	0	2	(4)
Cadillac (front-wheel drive)	2	2	0	0	4	(3)
Cadillac Limousine	1	0	0	0	1	(2)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
Chrysler Limousine	1	0	0	0	1	(2)
Continental	3	0	0	0	3	(3)
Corvette	0	1	0	0	1	(1)
Eldorado	0	1	1	0	2	(2)
Lincoln	3	0	0	0	3	(3)
Mark VII	0	4	0	0	4	(4)
Oldsmobile 98 (rear-wheel drive)	0	0	0	0	0	(3)
Oldsmobile 98 (front-wheel drive)	2	2	0	0	4	(4)
Riviera	0	2	1	0	3	(3)
Seville	1	0	0	0	1	(1)
Toronado	0	1	0	0	1	(1)
1985 TOTALS	106	133	13	38	290	
1984 TOTALS (end of model year)	116	140	12	37		(305)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—In the Subcompact listing, totals for Honda (Accord), Renault (Alliance and Encore) and Volkswagen (Golf) include only U. S.-built models.

1985 U. S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convert-ibles	4-Door Wagons	1985 Totals	(Final 1984 Totals)
AMERICAN MOTORS-RENAULT**	6	7	2	2	17	(15)
AMC Eagle	1	0	0	2	3	(3)
Renault Alliance	3	3	2	0	8	(6)
Renault Encore	2	4	0	0	6	(6)
CHRYSLER CORP.	24	18	5	5	52	(45)
Chrysler Fifth Avenue	1	0	0	0	1	(1)
New Yorker/E-Class	1	0	0	0	1	(2)
Limousine/Executive Sedan	1	0	0	0	1	(2)
Laser	0	2	0	0	2	(2)
LeBaron	1	1	3	1	6	(6)
LeBaron GTS	2	0	0	0	2	(0)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	3	3	0	2	8	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	3	0	0	3	(2)
Dodge 600	1	1	2	0	4	(5)
Lancer	2	0	0	0	2	(0)
Omni	3	0	0	0	3	(3)
Plymouth Gran Fury	1	0	0	0	1	(1)
Caravelle	1	0	0	0	1	(0)
Horizon	2	0	0	0	2	(2)
Reliant	3	3	0	2	8	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	25	36	2	11	74	(82)
Ford LTD Crown Victoria	1	1	0	2	4	(4)
Escort	4	5	0	3	12	(12)
EXP	0	3	0	0	3	(3)
LTD	3	0	0	1	4	(3)
Mustang	0	4	2	0	6	(10)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(4)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VII	0	4	0	0	4	(4)
Mercury Grand Marquis	2	2	0	1	5	(5)
Capri	0	2	0	0	2	(3)
Cougar	0	3	0	0	3	(3)
Lynx	2	3	0	2	7	(11)
Marquis	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
HONDA**	2	2	0	0	4	(2)
Accord	2	2	0	0	4	(2)
GENERAL MOTORS	48	68	4	20	140	(157)
Buick LeSabre	2	2	0	2	6	(4)
Electra (rear-wheel drive)	0	0	0	0	0	(5)
Electra (front-wheel drive)	3	3	0	0	6	(6)
Century	3	3	0	2	8	(8)
Regal	0	3	0	0	3	(5)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	0	0	0	2	(5)
Somerset Regal	0	2	0	0	2	(0)
Cadillac (rear-wheel drive)	1	1	0	0	2	(4)
Cadillac (front-wheel drive)	2	2	0	0	4	(3)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(2)
Limousine	1	0	0	0	1	(2)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(4)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(7)
Celebrity	1	1	0	2	4	(4)
Chevette	1	1	0	0	2	(4)
Citation	1	1	0	0	2	(3)
Corvette	0	1	0	0	1	(1)
Monte Carlo	0	2	0	0	2	(2)
Oldsmobile Delta 88	3	2	0	1	6	(5)
Olds 98 (rear-wheel drive)	0	0	0	0	0	(3)
Olds 98 (front-wheel drive)	2	2	0	0	4	(4)
Calais	0	2	0	0	2	(0)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Firenza	2	2	0	2	6	(6)
Omega	0	0	0	0	0	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	4	0	0	4	(3)
Firebird	0	3	0	0	3	(3)
Grand Am	0	2	0	0	2	(0)
Grand Prix	0	3	0	0	3	(3)
Phoenix	0	0	0	0	0	(5)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 6000	3	2	0	2	7	(7)
Sunbird	3	5	1	2	11	(11)
VOLKSWAGEN**	1	2	0	0	3	(4)
Golf	1	2	0	0	3	(0)
Rabbit	0	0	0	0	0	(4)
1985 TOTALS	106	133	13	38	290	
1984 TOTALS (end of model year)	116	140	12	37		(305)

*—Two-door total includes hatchbacks, which some makers list as three-door models.

**—Renault, Honda and Volkswagen totals include only U. S.-built models.

New deal in Baltimore

BALTIMORE. — Motor Coach Sales, Ltd., has been appointed a dealership for Lotus, Avanti, Bitter and Lamborghini. Scott I. Propper is the dealer.

obituaries

Walter M. Boomershine Sr.

MARIETTA, Ga. — Walter M. Boomershine Sr., 87, died here Oct. 21. Mr. Boomershine formed Boomershine Motor Co. in 1929 to sell Oakland cars. He later changed the name of the dealership to Boomershine Pontiac. Mr. Boomershine retired in 1975.

Sir William Duncan

LONDON. — Sir William Duncan, 61, chairman and chief executive of Rolls-Royce, Ltd., died here Nov. 5. Sir William had spent most of his business career with a British chemical firm before being named chairman-designate of Rolls-Royce in 1982. He was named chairman and chief executive in April, 1983.

Effects of Canadian strike overcome

Month posts modest car-sale gain

Continued from Page 6

cent, Buick was down 8.15 percent, Cadillac was down 5.37 percent and Oldsmobile dropped 23.92 percent on a year-to-year basis.

At American Motors, Renault domestic products were down 5.44 percent and AMC dropped 21.74 percent.

• The import total included several increases and at least three records for the month. Jaguar, up 34.49 percent, said its 1,517 sales were an October record. Mercedes-Benz was up 21.35 percent to a record 6,890 from 5,678, and Saab sales of 2,898 pushed its string of consecutive record months to 31.

Audi sales doubled, October to October; BMW was up 30.89 percent; Honda imports were up 8.96 percent; Peugeot was up 52.80 percent; Nissan was up 19.79 percent, and Toyota slipped 7.44 percent.

Intermediates claimed the largest segment of the U.S. market in October, 25.89 percent. Imports were next at 23.57 percent, followed by compacts at 16.43 percent, subcompacts at 13.54 percent, standards at 11.31 percent and luxury models at 9.26 percent.

Excluding imports, the breakout was: Intermediates at 33.88 percent, compacts at 21.49 percent, subcompacts at 17.71 percent, standards at 14.80 percent and luxury cars at 12.12 percent.

In the late-October reporting period, domestic new-car sales were up 3.28 percent, to 244,659 from 236,895 last year. It was the best total for the period in five years.

Ford was up 19.09 percent, Chrysler was up 18.47 percent and Honda was up 151.47 percent for the period, while GM dipped 7.17 percent, AMC was down 8.44 percent and VW plunged 41.54 percent.

GM sales accounted for 52.89 percent of the market, Ford had 27.23 percent, Chrysler had 13.87 percent, Honda had 2.62 percent, AMC had 2.56 percent and VW had 0.83 percent.

With nine selling days in the period both years, the daily rate was up 3.28 percent, to 27,184 from 26,322.

IMPORTED CAR SALES

	October, 1984	October, 1983	10 Months, 1984	10 Months, 1983
Alfa Romeo	235	185	3,088	3,651
Audi	6,020	3,017	59,994	37,928
BMW	5,971	4,562	57,728	47,703
Chevrolet Sprint	1,210	.....	8,522	.....
Conquest/Challenger	270	752	3,288	13,029
Plymouth Colt	3,951	3,307	26,079	28,842
Dodge Colt	4,716	3,510	29,614	32,453
Fiat	.....	.....	.....	4,489
Honda	35,177	32,285	315,998	297,807
I.A.I.	100†	.....	1,466	.....
Isuzu	1,638	1,505	14,637	17,263
Jaguar	1,517	1,128	14,186	12,370
Lancia	.....	.....	.....	513
Maserati Biturbo	140	.....	1,833	.....
Mazda	15,065	14,578	143,262	147,688
Mercedes-Benz	6,890	5,678	61,467	59,149
Mitsubishi	4,179	3,186	32,869	26,385
Nissan	42,059	35,112	409,088	446,314
Peugeot	1,745	1,142	16,272	12,132
Porsche	1,300†	1,566	16,966	18,084
Renault	710	2,313	10,388	28,726
Saab	2,898	1,970	27,820	21,611
Conquest/Sapporo	274	696	2,932	10,686
Subaru	12,090	12,045	132,883	132,912
Toyota	49,787	53,789	463,568	461,300
Vista	1,836	1,350	12,414	1,424
Volkswagen	5,850	5,671	86,901	61,495
Volvo	7,072	6,748	87,942	76,469
TOTAL	212,700	96,095	2,041,205	2,000,423

†—Estimate.

U. S. CAR SALES BY MARKETING UNITS

	October, 1984	October, 1983	10 Months, 1984	10 Months, 1983
Chevrolet	121,809	119,136	1,365,570	1,117,130
Ford	127,504	101,781	1,094,394	866,487
Oldsmobile	79,688	104,741	910,851	844,778
Buick	88,254	96,080	803,583	715,891
Toyota	49,787	53,789	463,568	461,300
Pontiac	56,685	58,677	601,666	449,760
Nissan	42,059	35,112	409,088	446,314
Mercury	50,400	39,983	449,352	340,813
Honda	48,460	37,504	428,457	335,424
Dodge	40,363	33,479	350,205	311,287
Plymouth	31,224	26,973	278,565	267,335
Cadillac	29,849	31,543	271,786	246,230
Chrysler/Imperial	30,351	25,101	277,579	219,928
AMC-Renault	14,802	17,657	175,469	187,135
Mazda	15,065	14,578	143,262	147,688
Volkswagen of America	16,080	17,430	149,172	188,074
Subaru	12,090	12,045	132,883	132,912
Lincoln	14,108	8,576	125,976	85,265
Volvo	7,072	6,748	87,942	76,469
Mercedes-Benz	6,890	5,678	61,467	59,149
BMW	5,971	4,562	57,728	47,703
Mitsubishi	4,179	3,186	32,869	26,385
Saab	2,898	1,970	27,820	21,611
Isuzu	1,638	1,505	14,637	17,263
Jaguar	1,517	1,128	14,186	12,370
Peugeot	1,745	1,142	16,272	12,132
Fiat	.....	.....	.....	5,002
Alfa Romeo	235	185	3,088	3,651
Maserati Biturbo	140	.....	1,833	.....
Porsche	1,300†	.....	2,410	.....
I.A.I.	100†	.....	1,466	.....
TOTAL	902,263	880,289	8,831,358	7,641,217

Chevrolet includes Sprint. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

†—Estimate.

GM reaffirms its position on fleet subsidy

Continued from Page 3

1965 U. S.-Canadian Automotive Trade Agreement is a prime example of successful industrial cooperation between two countries.

"The auto pact . . . has generated increased competition, production efficiencies, and high automotive employment in North America," he said.

"Like all such agreements, we need to make sure it fits the current competitive picture. But on a whole, it's done a good job for our countries. For our part, General Motors has great confidence in the Canadian automotive industry. In fact, Canada will continue to play an important role in GM's future."

• GM has announced plans to spend about $1 billion on a new truck program at the Oshawa (Ont.) plant that he said will include state-of-the-art technology in every operation.

McDonald also cited new investment at the St. Catharines (Ont.) foundry, where such technological advancements as computer vision robots have been installed. In addition, he said, the company has expanded its business with outside parts suppliers in Canada.

"As you know, we've also said GM of Canada is exploring the possibility of manufacturing a small passenger car designed by Suzuki in (Canada)," McDonald said. "These are only preliminary discussions and no such commitment has been made. But it illustrates our confidence in Canada and North America."

With a strong world economy and avoidance of another oil crisis, he told the Canadian dealers that new-vehicle sales may climb as high as 20 million annually in North America by the mid-1990s.

McDonald said the Japanese challenge should be met not with legislated quotas or local-content laws, but rather with a greater emphasis on customer satisfaction.

He termed the GM-Toyota joint venture and GM imports from Japanese and Korean affiliates "temporary measures." The ultimate solution to what he describes as built-in Japanese cost advantages is embodied in the corporation's clean-sheet Saturn small-car program, he said.

The Saturn Project, which will rely on new manufacturing techniques, has not been assigned a model year, but is due to come under the auspices of GM's Chevrolet-Pontiac-GM of Canada Group by the end of the year. McDonald said he recently drove the first Saturn prototype vehicle.

"The goal . . . is to discover or invent a cost-effective way to make high-quality cars here in North America," he said. "Saturn will become our answer to the problem."

DOMESTIC CAR SALES

	Oct. 2 to Oct. 31, 1984	Same Period, 1983	Oct., 1984	Same Month, 1983	Jan. 1 to Oct. 31, 1984	Same Period, 1983
Alliance	3,500	.....	7,285	8,112	87,968	109,463
Encore	2,367	.....	4,805	4,674	60,350	8,325
Total Renault	5,867	.....	12,090	12,786	148,318	117,788
Spirit	0	.....	0	84	0	4,189
Concord	0	.....	0	117	0	11,244
Eagle	400	.....	2,002	2,357	16,763	25,188
Total AMC	400	.....	2,002	2,558	16,763	40,621
AMERICAN MOTORS	6,267	6,894	14,092	15,344	165,081	158,409
Horizon	2,511	2,409	6,874	6,486	65,523	46,338
Turismo/TC3	1,463	1,284	3,796	3,701	40,730	31,119
Reliant	4,541	4,897	11,932	11,862	119,561	135,361
Caravelle	806	.....	2,249	.....	3,261	.....
Plymouth	454	100	1,260	282	14,420	14,322
Total Plymouth	9,775	8,690	26,111	22,331	243,495	227,140
Laser	1,586	1,157	4,137	2,686	46,038	3,611
LeBaron K	3,041	2,808	8,103	7,748	85,058	68,768
LeBaron GTS	48	.....	55	.....	55	.....
Cordoba	0	78	0	249	136	10,097
Fifth Avenue	4,013	1,417	11,428	3,575	77,116	64,593
E-Class	2,499	1,183	6,628	3,293	29,873	30,781
New Yorker E	0	2,756	0	7,527	39,303	40,902
Total Chrysler	11,187	9,399	30,351	25,078	277,579	218,752
Total Imperial	0	7	0	23	0	1,176
Omni	2,489	2,086	6,427	5,681	57,440	41,470
Charger/024	1,683	1,671	4,370	4,537	45,119	39,462
Daytona	1,401	838	3,550	2,062	38,187	2,864
Aries	4,273	3,339	11,406	9,134	94,943	101,132
Lancer	36	.....	37	.....	37	.....
Dodge 400/600	0	650	0	1,749	18,953	25,690
Diplomat	1,111	383	2,855	943	22,892	21,651
Mirada	0	70	0	225	282	4,186
Dodge 600 4-dr.	1,985	1,516	5,784	4,175	33,095	28,593
Total Dodge	12,978	10,553	34,429	28,506	310,948	265,048
CHRYSLER CORP.	33,940	28,649	90,891	75,938	832,022	712,116
EXP	1,303	245	3,370	543	25,434	18,141
Escort	12,353	10,600	34,759	27,375	295,350	275,090
Mustang/Mustang II	4,956	4,625	13,348	11,336	114,065	97,267
Tempo	8,776	8,319	24,192	23,077	214,757	94,063
Fairmont	0	.....	0	.....	0	37,521
Granada	0	.....	0	.....	0	3,751
Thunderbird	4,942	5,224	14,978	14,143	129,280	106,572
LTD	7,040	6,267	21,055	16,436	169,957	132,625
Crown Victoria	5,383	3,375	15,802	8,871	145,551	101,457
Ford Division	44,753	38,655	127,504	101,781	1,094,394	866,487
LN7	0	297	0	347	0	4,498
Lynx	2,468	2,411	6,904	6,630	56,611	68,641
Topaz	2,803	2,612	7,869	6,832	62,629	28,577
Zephyr	0	.....	0	.....	0	11,583
Cougar	0	.....	0	.....	0	906
XR-7	4,170	3,683	12,610	9,718	102,166	70,755
Capri	510	916	1,355	2,340	14,985	19,179
Marquis '83	2,941	2,490	8,504	6,634	89,432	53,677
Grand Marquis	4,212	2,646	13,158	7,482	123,529	82,997
Total Mercury	17,104	15,055	50,400	39,983	449,352	340,813
Continental	864	206	2,236	647	26,643	10,969
Lincoln	3,414	1,796	10,504	7,019	73,231	51,897
Mark VII	474	225	1,368	910	26,102	22,399
Total Lincoln	4,752	2,227	14,108	8,576	125,976	85,265
L-M Division	21,856	17,282	64,508	48,559	575,328	426,078
FORD MOTOR	66,609	55,937	192,012	150,340	1,669,722	1,292,565
Skyhawk	2,538	2,968	7,786	7,132	107,020	63,088
Skylark	3,960	3,462	10,517	10,682	89,919	87,220
Somerset Regal	2,438	.....	4,318	.....	4,384	.....
Century	9,228	7,188	22,002	20,207	183,485	123,225
Regal	5,546	9,010	14,277	25,486	162,566	203,429
LeSabre	6,527	6,020	16,740	16,167	138,958	128,177
Electra	2,710	3,362	6,299	9,445	72,796	67,651
Riviera	2,849	2,582	6,315	6,961	44,465	43,101
Total Buick	35,796	34,592	88,254	96,080	803,593	715,891
Cimarron	565	582	1,542	1,850	15,896	16,119
Seville	1,304	1,305	3,625	4,098	29,191	26,702
Cadillac	5,483	5,736	17,582	17,382	167,149	144,716
Eldorado	2,423	2,543	7,100	8,213	58,650	58,693
Total Cadillac	9,775	10,166	29,849	31,543	271,786	246,230
Chevette	3,334	4,792	9,805	13,924	145,567	148,104
Cavalier	8,466	9,278	27,671	25,857	324,401	210,247
Citation	2,633	2,223	7,257	6,323	82,064	80,123
Camaro	3,766	5,837	12,014	17,107	173,280	149,354
Celebrity	10,125	7,100	29,117	18,354	277,035	139,113
Malibu	0	576	0	2,425	881	83,672
Monte Carlo	2,747	3,778	7,702	10,946	104,193	85,359
Chevrolet	7,600	7,948	23,999	21,792	225,737	197,835
Corvette	1,107	961	3,034	2,408	23,791	23,323
Total Chevrolet	39,778	42,593	120,599	119,136	1,357,048	1,117,130
Firenza	1,360	1,155	4,861	3,827	53,920	38,149
Omega	192	925	788	3,423	33,183	43,835
Calais	1,621	.....	3,289	.....	3,318	.....
Cutlass/Ciera	5,588	6,867	15,310	22,827	208,657	155,225
Cutlass Supreme	6,683	11,100	20,838	36,601	267,067	279,949
Olds 88	6,514	6,187	20,556	20,686	225,353	194,316
Olds 98	3,003	3,876	9,644	12,772	84,248	99,569
Toronado	1,364	1,429	4,402	4,605	35,105	33,735
Total Oldsmobile	26,325	31,539	79,688	104,741	910,851	844,778
Fiero	2,322	2,579	6,486	7,059	85,615	9,074
1000	707	940	2,079	2,775	23,623	29,592
2000 Sunbird	2,570	2,707	8,548	7,278	109,462	72,568
Phoenix	202	495	703	1,625	12,448	21,508
Firebird	1,749	3,045	5,478	8,487	86,764	74,922
Grand Am	1,935	.....	4,825	.....	4,851	.....
6000	2,737	3,685	10,287	10,264	106,680	74,758
Bonneville	1,414	2,727	4,679	8,231	57,666	71,552
Grand Prix	1,837	2,726	5,912	8,604	63,599	76,973
Pontiac	2,241	1,587	7,688	4,354	50,954	18,813
Total Pontiac	17,714	20,491	56,685	58,677	601,666	449,760
GENERAL MOTORS	129,388	139,381	375,075	410,177	3,944,944	3,373,789
VOLKSWAGEN	2,035	3,481	4,210	7,176	65,931	70,856
HONDA	6,420	2,553	13,283	5,219	112,459	37,019
DOMESTIC TOTAL	244,659	236,895	695,563	664,194	6,790,153	5,640,794
IMPORT TOTAL	.....	.....	212,700	196,095	2,041,205	2,000,423
INDUSTRY TOTAL	.....	.....	902,263	860,289	8,831,358	7,641,217

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In wake of Reagan's reelection

Unions face at least 4 tough years

Continued from Page 5

tions on key issues facing the country."

The Democrats won two more Senate seats, one each in Iowa and Illinois, but lost at least 14 seats in the House. Some say those results are not as bad as many inside organized labor had feared.

"The average American does not realize he has loaned out his future," Yokich said. "There is a $200 billion deficit. There is no way to cut that without raising taxes and the Democrats understand that."

• Rumblings from the Reagan Administration seem to indicate that there is a plan to cut the deficit without raising taxes — a tax reform.

One observer said he expects that the tax reform, which will come in the next two years, will require corporations to pay more taxes, will close the loopholes for those who escape paying taxes and will provide an across-the-board flat income tax rate.

If the Reagan Administration is able to do those things, the Republicans could well attract even more unionized voters in 1988. Those changes in the tax structure agree with the philosophy of many unionized workers.

Mr. Reagan is also expected to stand tough on cuts in social programs, which the UAW has traditionally supported. But again, unions have lost a lot of political clout and do not have the public support they did a few years ago.

There is another problem. According to Yokich, the young people who are traditionally Democrats are no longer looking for social programs. Instead, they are strong on patriotism and the Reagan camp has built its campaign and administration on just that.

Many Americans relate social programs to abuses and will vote against candidates who want to increase those programs. The voters feel they are shelling out too much to help those who, they believe, should be helping themselves.

• But there is another factor. The young Americans have high social and economic expectations. Their voting habits could be altered if a war, severe depression or other traumatic socio-economic events dampen those expectations.

Now, those people are almost ready for the working world and they could be in for a shock. They will likely not move up the corporate ladder as quickly as they assumed. That ladder is already filled with baby boomers who have a long time before retirement.

If this happens, there will be a lot of very unhappy, dissatisfied young people who could begin to evolve from their conservative, "me" attitude into a liberal, "us" mode. There are those who think the '60s could return.

The more liberal attitudes could cut into the Republican strength, giving the Democrats and unions more clout. The unions hope they will become popular once again as those young people organize to get what they perceive as their fair share.

• Consequently, Yokich said, four more years of Mr. Reagan and his conservative attitudes could cause a resurgence of the Democratic Party.

One way for that to happen is for another period of class warfare to develop — this time not between the working and rich classes but between the younger, expectant class and the older, established class.

The question now is, can the UAW and other unions get in touch with the political leanings of the membership? Can they deliver the vote when they endorse a candidate? Can they afford to spend money that it takes to actively support candidates, given their dwindling membership?

"The (1984) election was a kick in the teeth to organized labor," said one observer. "Maybe it is not good to be the labor candidate."

The UAW disagrees. According to Bieber, Mr. Reagan won on personal popularity and "amazing political luck."

"The pendulum swings of American politics are very great," Bieber said. "We have survived the dark periods of the past, and we will survive and eventually prevail despite the temporary setback represented by the 1984 election."

We shall see.

GM shareholders to get dividend of Class E stock

DETROIT. — General Motors declared a fourth-quarter dividend of $1.25 per share as well as a stock dividend of one share of its new Class E common stock for every 20 shares of GM common stock.

The $1.25 cash dividend maintains the amount that has been paid for the past two quarters and is up from the $1 per share paid in the fourth quarter last year.

Cash will be paid in lieu of fractional shares for the stock dividend and will be based on the average market price of the Class E common stock during the first five trading days after the Dec. 10 payments. Checks will be mailed the week before Christmas. The Class E common was issued for the acquisition of Electronic Data Services Corp.

The EDS stock was off to a soaring start. When trading on the stock began Oct. 19, it opened at $36.50 per share. Within a week, it hit $47 a share, leaving GM and analysts baffled as they had predicted little trading in the stock. Their explanation was the stock was volatile since it was thinly traded.

GM also declared the first quarterly dividend of 9 cents per share on the new Class E common stock.

Directors OK purchase of 10 million Ford shares

DEARBORN. — Ford Motor Co.'s board of directors has authorized the purchase of up to 10 million shares of its stock.

Purchase of shares would be made from time to time depending on market conditions and would be used for various corporate purposes, said John Sagan, vice president-treasurer. Goldman, Sachs & Co. is the agent for Ford's purchases.

Status of probes listed by NHTSA

Continued from Page 5

1982-84 front-wheel-drive A-cars.

NHTSA also announced formal investigations into: Rear brakes on 1981-83 GM X-bodies with both manual and automatic transmissions; alleged failure of hatchback door support mechanisms on 1979-80 Plymouth Horizons and Dodge Omnis; the same alleged defect for 1979-80 Ford Mustangs and Mercury Capris; alleged lack of power brake assist on 1980 GM X-bodies, and alleged rear-brake lockup on 1979 Ford Mustangs and Mercury Capris.

'29 Mercedes-Benz returns to Vatican

Pope John Paul II receives a 1929 Mercedes-Benz Nuerburg sedan from Daimler-Benz Board of Management member Hans-Juergen Hinrichs. The car, built for Pope Pius XI, was returned to the Vatican following a 16-month restoration in the Daimler-Benz museum workshop in Stuttgart, West Germany.

After four quarterly increases

U.S. dealer census shows a decline

Continued from Page 3

1, 1983, when the '84 selling season began.

This compared with a loss of 80 in the '83 model year and was the first upturn in the 22 years that AUTOMOTIVE NEWS has compiled census numbers on a model-year basis.

Prior to '83, the model-year losses had been heavy for the last few sessions. The industry lost 1,267 domestic-car dealerships in the '82 model year, 758 in '81 and 1,643 in '80.

• The ups and downs of the '84 model year found advances of 164 outlets for Chrysler Corp. and 80 for Ford Motor and slips of 86 for AMC-Renault, 75 for GM and 14 for Volkswagen. Factoring in the change in the number of intercorporate duals resulted in a gain of 46 for the domestic industry.

Franchise totals grew during the model year for every make except AMC, Chevrolet and VW.

The greatest growth was achieved by the Chrysler Corp. makes with increases of 186 franchises for Dodge, 182 for Plymouth and 172 for Chrysler.

All three Ford Motor lines were also up: 84 for Mercury, 79 for Ford and 39 for Lincoln. At GM, Pontiac added 50 franchises; Oldsmobile, 35; Buick, 30, and Cadillac, 10.

Renault was up seven, but AMC was down 33. Elsewhere, Chevrolet was off 15 franchises for the model year, and VW was off 14.

Chrysler Corp. had 3,962 car dealers on Oct. 1, an increase of 164 over the 3,798 it had a year earlier. The upturn was about the same as the 169 outlets Chrysler added in the 1983 model year.

The corporation has increased its dealer total for eight consecutive quarters.

Franchise totals on Oct. 1 were: Chrysler, 2,996; Plymouth, 2,947, and Dodge car, 2,864.

In addition to its 3,962 car dealerships, Chrysler Corp. has seven that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor Co. posted a gain of 80 car dealerships in the '84 model year and has increased its total for six straight quarters. The Oct. 1 figure was 5,534, compared with 5,454 a year ago.

Franchise totals are: Ford, 4,705; Mercury, 2,721, and Lincoln, 1,569.

There are 112 dealerships that handle only Ford heavy-duty trucks. They are not included in the Ford Motor car-dealership total or in the Ford Division car-franchise total.

GM had 9,985 car dealerships as the '84 model year began, down from 10,060 a year earlier. The loss of 75 compares with a dip of 170 in the '83 model year and was GM's lightest since '78.

The 9,985 total is something of a reverse milestone for GM. It's the first time the count has been below 10,000 since it passed that figure on the way up many, many decades ago. The 10,000 mark probably was reached in the 1920s; GM had 17,000 dealers at the beginning of World War II.

The corporate total is still over 10,000 when GMC truck outlets are included. The overall figure, with GMC, is 10,605.

Car-franchise counts on Oct. 1 were: Chevrolet, 5,135; Oldsmobile, 3,195; Pontiac, 3,010; Buick, 2,970, and Cadillac, 1,605.

On Oct. 1, the AMC-Renault dealership total was 1,468, a decline of 86 from the 1,554 at the beginning of the '83 model year.

Franchise totals were 1,393 for AMC and 1,336 for Renault.

U. S. FRANCHISES

	Oct. 1, 1984	Oct. 1, 1983
AMERICAN MOTORS-RENAULT		
AMC	1,393	1,426
Renault	1,336	1,329
CHRYSLER CORP.		
Chrysler	2,996	2,824
Dodge	2,864	2,678
Plymouth	2,947	2,765
FORD MOTOR CO.		
Ford	4,705	4,626
Lincoln	1,569	1,530
Mercury	2,721	2,637
GENERAL MOTORS		
Buick	2,970	2,940
Cadillac	1,605	1,595
Chevrolet	5,135	5,150
Oldsmobile	3,195	3,160
Pontiac	3,010	2,960
VOLKSWAGEN	896	910

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About 1,260 outlets handle both makes.

AMC has about 740 duals with Big Three makes and about 90 percent of them also handle Renault. About half of the 72 AMC-VW combinations also have the Renault franchise.

Volkswagen had 896 dealers on Oct. 1, a dip of 14 for the '84 model year. VW has an estimated 150 duals with other makes of U. S. cars.

Ford and UAW sign tentative pact in Canada

Continued from Page 4

Consumer Price Index with 1981 as the base. It had been one cent for every 0.26 percentage-point rise on a 1969 base.

Of the $3.44 an hour COLA, $2.99 was added into the base rate initially. Another 20 cents an hour will be rolled in in each of the following two years for a total of $3.39 per hour.

There is a one-cent per hour COLA diversion per quarter back to the company in the first nine quarters and two cents in the next two quarters.

• The contract also provides an income security program which basically tracks the GM agreement and provides workers with 10 years' or more seniority with an additional 52 weeks of income benefits once they have exhausted their Supplemental Unemployment Benefits of 104 weeks. The program is funded at $20 million.

Workers at Ford will be getting more paid-time off than those at GM. Workers with less than 10 years' seniority will get 2½ paid absence allowance days per year. Those with 10-15 years' seniority will get five days. Workers at GM get 2½ days across the board. The workers can also opt to take the benefit in cash with the payment on the hourly base rate.

There are also increases in pensions and a prepaid legal services program. Ford's contribution to the SUB fund was increased, as were Sickness and Accident and Extended Disability Benefits.

In addition, the company will be penalized for excessive overtime.

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51-day inventory of domestic autos on Nov. 1

Car supply falls to 12-month low

Continued from Page 3

levels of standard-size cars built by everyone but GM. The sole reason is increased production. Sales of those cars have increased across the board compared with Oct. 1 levels and are two to four times the rate of Nov. 1, 1983. But production has increased even more.

Subcompacts accounted for 22.69 percent of new U. S.-car stocks on Nov. 1; compacts, for 25.12 percent; intermediates, for 27.52 percent; standard-size cars, for 15.75 percent, and luxury models, for 8.92 percent.

One month earlier, the shares were: Subcompact, 21.35 percent; compact, 25.23 percent; intermediate, 28.56 percent; standard, 15.49 percent, and luxury, 9.37 percent.

There was a 65-day supply of subcompacts on Nov. 1.

The subcompacts and their days' supplies were: Ohio-built Honda Accords, 7; Fiero, 47; VW, 47 (some of those were Golfs, which weren't yet on sale during October; the Nov. 1 supply of Rabbits was only 35 days); Escort, 61; Chevette, 64; Lynx, 66, and Charger, 73.

Also, Turismo, 76; Omni, 77; Pontiac 1000, 81; Alliance, 89; Horizon, 94; Encore, 96; Daytona, 100; EXP, 103, and Laser, 104.

There was a 59-day supply of compacts, broken out this way: Mustang, 45; Topaz, 45; Cavalier, 46; Cimarron, 53; Skyhawk, 57; Tempo, 58; Aries, 62; LeBaron, 62; 2000 Sunbird, 62; Firenza, 64; Reliant, 66; Firebird, 73; Eagle, 84; Camaro, 92, and Capri, 100.

• There was a 41-day supply of intermediates: Cutlass Ciera, 26; Cutlass Supreme, 26; Pontiac 6000, 26; Century, 29; Omega, 32; Celebrity, 34; Grand Am, 34; Regal, 35; Skylark, 37; Grand Prix, 39; Bonneville, 40; Monte Carlo, 43; Cougar, 45; LTD, 45; Marquis, 54; Somerset Regal, 58; Thunderbird, 58; Caravelle, 59; Dodge 600, 63; Phoenix, 63; New Yorker E and E-Class, 66; Citation, 22, and Calais, 93.

There was a 54-day supply of standard-size cars: Oldsmobile 88, 30; LeSabre, 39; Chevrolet, 51; Parisienne, 61; Grand Marquis, 74; Crown Victoria, 76; Diplomat, 89, and Gran Fury, 92.

There was a 37-day supply of luxury cars: Cadillac, 19; Electra, 22; Oldsmobile Ninety-Eight, 23; Riviera, 31; Lincoln, 39; Seville, 40; Eldorado, 44; Toronado, 48; Fifth Avenue, 55; Corvette, 60; Continental, 85, and Mark VII, 111.

NEW-CAR STOCKS

	Nov. 1, 1984	Oct. 1, 1984	Nov. 1, 1983
Alliance	89	82	86
Encore	96	91	65
Eagle	84	118	72
AMERICAN MOTORS..	91	89	77
Caravelle	59	85	....
Horizon	94	77	53
Reliant	66	70	56
Turismo/TC3	76	63	51
Plymouth	92	64	43
Plymouth Total	75	70	54
LeBaron	62	54	43
Laser	104	82	68
Fifth Avenue	55	68	49
N.Y. E/E-Class	66	59	47
Chrysler Total	67	64	48
Omni	77	73	53
Daytona	100	80	76
Charger/024	73	72	70
Aries	62	67	61
400/600	63	69	56
Diplomat	89	78	35
Dodge Total	73	72	60
CHRYSLER CORP.	72	68	54
EXP	103	96	72
Escort	61	61	51
Tempo	58	54	66
Mustang	45	54	57
Thunderbird	58	77	83
LTD	45	42	47
Crown Victoria	76	67	40
Ford Division	59	59	58
Lynx	66	72	65
Topaz	45	57	67
Cougar	45	55	74
Marquis	54	33	49
Grand Marquis	74	67	82
Capri	100	95	83
Total Mercury	58	57	60
Continental	85	70	60
Lincoln	39	55	27
Mark VII	111	76	129
Lincoln Total	53	62	40
FORD MOTOR	58	58	58
Skyhawk	57	43	29
Skylark	37	40	46
Century	29	36	36
Regal	35	42	32
Somerset Regal	58	....	....
LeSabre	39	46	29
Electra	22	24	29
Riviera	31	55	36
Buick Total	36	42	34
Cimarron	53	63	69
Eldorado	44	66	32
Cadillac	19	22	34
Seville	40	46	32
Cadillac Total	30	38	35
Chevette	64	43	79
Cavalier	46	36	46
Citation	74	101	83
Camaro	92	72	46
Celebrity	34	48	51
Monte Carlo	43	53	63
Chevrolet	51	71	51
Corvette	60	78	34
Chevrolet Total	52	54	54
Firenza	64	61	53
Cutlass Ciera	26	34	38
Omega	32	38	51
Cutlass Supreme	26	33	28
Calais	93	....	....
Olds 88	30	41	23
Olds 98	23	27	25
Toronado	48	65	41
Oldsmobile Total	33	41	31
Fiero	47	33	17
1000	81	69	81
2000 Sunbird	62	47	72
Phoenix	63	73	89
Firebird	73	56	58
6000	26	41	45
Bonneville	40	56	56
Grand Am	34	....	....
Grand Prix	39	60	54
Pontiac	61	91	56
Pontiac Total	49	56	53
GENERAL MOTORS....	42	48	42
VOLKSWAGEN	47	44	68
HONDA	7	1	22
Total Cars U. S.	51	54	48
SUBCOMPACT	65	58	59
COMPACT	59	53	55
INTERMEDIATE	41	50	47
STANDARD	54	62	36
LUXURY	37	46	47

Happy birthday, T-bird

The Ford Thunderbird celebrates its 30th anniversary today (Nov. 12). Ford designer William P. Boyer, above, was lead stylist on the original 1955 two-seater T-bird and had a hand in designing today's Thunderbirds, including the 30th Anniversary Edition.

AMC says Kenosha's future depends on labor costs

Continued from Page 5

other U. S. makers have a broad line of products.

AMC will enter the intermediate-size market in the 1988 model year when it begins building its new mid-size cars at a $587-million assembly plant in Brampton, Ont. AMC already has an older facility in Brampton which builds the Eagle. A company spokesman said the company plans to continue to run both operations.

AMC also will introduce a new pickup truck to its Toledo plant for the 1986 model year and will import the Espace van and the Alpine sports car from Renault, its marriage partner, also for the 1986 model year.

In addition, the AMC/Renault partnership builds Jeeps in Mexico City and has an engine plant in Toluca, Mexico. And Renault began building the Alliance in Ciudadsahagun, Mexico, last fall. Stampings are provided by the Kenosha operation. The Ciudadsahagun plant also builds the Renault R5 and 18i (known as the 18 in Mexico).

These new-product plans have led to speculation that AMC will close the Kenosha plant because of its non-competitiveness.

Besides paying higher wages, AMC says the plant is not competitive in work rules and has eight times more union stewards than the industry average. AMC has one steward for every 23 workers while Ford has one for every 193 and General Motors has one for every 169.

AMC has been asking the UAW to reduce the number of stewards and it reecntly told the local union that if it cut the number in half, everyone in the plant would get a 25-cent-an-hour raise. The union refused.

According to Kuzel, the higher ratio was an evolutionary process in which part-time stewards gradually became full-time stewards. And, he said, stewards at AMC take care of a lot of things supervisors take care of at the Big Three.

While some sources say AMC is pressuring the union to begin talks early in an effort to cut down on labor costs, a company spokesman said there are no plans to begin negotiating early. But, he said, the union does not have to wait until September to make moves to become more competitive.

• According to one source, the company is seeking more than $2 an hour in concessions from the workers, fewer job classifications and fewer stewards.

The knowledge of AMC's non-competitiveness at its Kenosha operation has scared civic leaders in the city. Cletus Willems, an attorney and head of the Greater Kenosha Development Corp., wrote an editorial for the local newspaper asking the union and the company to try and work out the problem.

He said it believes AMC is getting ready to pull out of Kenosha. AMC is the biggest employer in Wisconsin and the city.

A copy of that editorial was sent to local AMC officials as a courtesy and to check for errors, Willems confirmed.

He said he is organizing a task force to analyze the problems at the plant. The group will be made up of objective people in Kenosha who are not connected with either the company or the union.

The mayor of Kenosha, John Bilotti, is also concerned. He wrote a letter to AMC asking for a meeting with the director of operations at the Kenosha plant. That meeting was held last Wednesday (Nov. 7), the day the letter was received.

According to Willems, the problem must be worked out in a triumvirate made up of labor, government and the company.

AMC has already said it will phase out rear-wheel-drive axle production in Kenosha next year and that it will close the forging operations there. It also plans to transfer its warranty parts inspection department to Detroit.

Bertone, after Bricklin split, to name several 'importers'

NEW YORK.—Details on the Bertone effort to garner a portion of the U. S. sports-car market are emerging slowly, as the company structures its importing operation after parting with Malcolm Bricklin.

A spokesman for the Italian auto maker confirmed that Western International, Inc., a Houston-based company headed by Don Ross, was named "an importer," but there will be several other importers for other areas of the country.

Bertone decided to go with four to six regional importers, he said. He would not identify the other importers.

Bricklin's International Automobile Importers, Inc., had been the sole importer, and had several distributors.

There is reason to believe these distributors will become importers for Bertone, according to several sources. The Bertone spokesman refused to identify anyone involved in these transactions.

He did say the contracts have been signed.

The new system will allow the price of the Bertone sports car to be lowered, making the cars more competitive, he said.

The Bertone spokesman agreed with Bricklin's characterization of the parting as "friendly."

Bertone is hoping to increase sales of its car, although the spokesman would not project any figures.

Canadian firepower bolstered by Ford

WINDSOR, Ont. — Attacks against the competition take more subtle forms in this modern era, but Ford of Canada's casting plant here nevertheless was busy last week turning out cannons.

Twenty cast-iron cannons are being reproduced for a replica of the HMS Detroit Ford is helping to build. The Detroit was a British flagship during the War of 1812.

Nissan reports 15 pct. rise in 6-month income

TOKYO. — Nissan Motor Co., Ltd., reported a gain of more than 15.7-percent in income for the six months ended Sept. 30.

Nissan's net income amounted to 41.6 billion yen, or $173 million dollars at current exchange rates, compared with last year's 36.0 billion yen.

Net sales for the six months were up 7.9 percent at 1,816.5 billion yen, or $7.6 billion at current exchange rates, compared with last year's 1,683.7 billion yen.

Unit sales were off 2.2 percent. Passenger-car sales were down in Japan's home market but up in the export segment. The reverse was true of the commercial vehicles. Kit cars, vehicles with 50 percent Japanese content sent overseas for final assembly, were off 1.4 percent.

Cimarron up $357; equipment added

DETROIT. — Cadillac has added standard equipment to its Cimarron four-door sedan and has raised the price $357 for '85. The new sticker is $12,962.

Cadillac said the additional standard equipment is valued at $1,029. It consists of power windows, six-way power seat, power door locks, power antenna, power trunk-lid release, tilt steering wheel and cruise control.

Ford to pay extra dividend, its first since '73

DEARBORN. — Ford Motor Co. declared an extra dividend of 50 cents a share. The dividend is payable Jan. 3 to shareholders of record on Nov. 30.

The extra dividend payment is in addition to the regular 40-cent dividend to be paid on Dec. 1.

Ford Chairman Philip Caldwell and President Donald E. Petersen, who replaces Caldwell as chairman in February, said the one-time extra dividend payment is based on the company's unique circumstances during the last several years.

It is only the fourth extra dividend payment made since the company went public in 1955; the last was in 1973. The extra dividend increases total 1984 dividends to $2 a share.

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But production slips below year-ago month

October output highest since May

By Louise Kertesz
Detroit Reporter

October production of 707,130 cars was the best since May's 724,837 and 30.33 percent better than September's 542,585. But last month's total was off 1.53 percent from the year-ago month's 717,972.

Makers targeted completion of 177,569 cars last week, an increase of 18.20 percent over the previous week's 150,234, when General Motors plants were resuming operation after the Canadian strike.

Though estimates had been optimistic, the previous week's output was the third lowest since mid-July.

Last week's projected total of 177,569 was 12.22 percent better than the year-ago week's 158,-233.

Last week's estimated production was shared as follows: GM, 57.79 percent; Ford Motor Co., 21.40 percent; Chrysler Corp., 15.04 percent; American Motors, 2.70 percent; American Honda, 2.06 percent, and Volkswagen of America, 1.01 percent.

GM scheduled two overtime shifts Saturday (Nov. 10) at the following plants: Detroit, Flint (Buick G-Line), Framingham (Mass.), Lansing (Plant 1), Oklahoma City, Willow Run (Mich.) and Wilmington (Del.).

GM plants in Lansing (Plant 2) and Orion (Mich.) worked one shift Saturday.

American Honda's plant in Marysville, O., also worked Saturday.

DeLorean ad asks readers to chip in on defense fund

Former auto maker John Z. DeLorean is taking to the lecture circuit and appealing to the public through newspaper advertising to tell his story and raise funds for his defense.

A defense fund to help defray legal expenses has been established and a full-page ad asking for money ran in the Los Angeles Herald Examiner last week.

Under the banner: "It's a Horror Story!", the ad, which DeLorean, reportedly helped write, reiterates his position taken during the cocaine trial that the government is out to get DeLorean. DeLorean ultimately was acquitted of the drug charges.

The ad asks for money to help in DeLorean's defense in Detroit.

DeLorean Motor Co. has filed for Chapter 7 liquidation in Federal Bankruptcy Court in Detroit. At the same time, a federal grand jury in Detroit is investigating alleged criminal tax fraud and bankruptcy fraud, sources have said. Of particular interest is the disappearance of the nearly $18 million which was to be used for developing the DeLorean automobile.

Suzi Cozad, a publicist who also worked on the ad, said the ad campaign may go national, though no decision has been finalized.

The advertisement was sponsored by the American Civil Economic Liberties Assn., a group described as being similar to the American Civil Liberties Union except it is concerned with "economic liberty" rather than civil liberties.

Though no contract has been signed, DeLorean is the scheduled guest speaker at Schoolcraft College in the Detroit suburb of Livonia Nov. 27, according to Schoolcraft spokesman Pat Newman. DeLorean's topic will be FBI surveillance of business people.

Tickets for the lecture, designed to be a fundraiser for Schoolcraft College, range from $5.50 to $8. A $25-per-person reception and a $275-per-person dinner will follow his lecture.

DeLorean will receive $12,000 for his talk.

Bendix to phase out South Bend operation

SOUTH BEND.—The Bendix Chassis and Brake Components Division of Allied Corp. intends to phase out its automotive manufacturing operations here by the end of 1986.

South Bend will continue to be the unit's administrative, marketing, and engineering center. Products currently produced at South Bend will be produced in other Allied facilities or purchased outside.

October output highest of year for truck makers

Assembling 291,754 units in October, U. S. truck makers had their best month this year and their best October since 1978, when 364,473 trucks were built.

Last month's output was 23.23 percent better than September's 236,756 and 18.66 percent above the year-ago month's 245,866.

Makers slated completion of 68,118 trucks last week, the highest weekly total this year, topping the 66,834 units for the week ended June 23.

Targeted output last week was 7.43 percent better than the previous week's 63,407 and 17.62 percent higher than the year-ago week's 57,914.

Two overtime shifts were scheduled for Saturday (Nov. 10) at the following General Motors plants: Janesville (Wis.), Lordstown (O.), and Pontiac (No. 5 and 6). The Detroit plant is scheduled to work one shift Saturday.

Ford Motor Co.'s Michigan Truck plant in Wayne (Mich.) is also scheduled to work Saturday.

Year's top week puts Canada over 900,000-car mark

Canadian car production topped 900,000 last week, four weeks ahead of last year.

And despite the General Motors strike, Canadian truck makers recorded their best October ever, with completion of 65,485 units.

Canadian car makers again expected their best week of the year last week, targeting assembly of 25,402 units.

That record was up 17.58 percent from the previous week's 21,612, which fell short of the projected high because GM plants could not resume at full speed after the strike ended.

October car production of 81,-585 units was up 15.99 percent from September's 70,335 and a bit ahead of last October's 80,-716.

Last week's output of 17,067 trucks was up slightly (0.95 percent) from the previous week's 16,906 and 50.94 percent better than the year-ago week's 11,307.

Annual production of T-115s at Chrysler Corp.'s Windsor (Ont.) plant has topped 200,000. Last week's output of 2,040 Plymouth Voyagers, 2,055 Dodge Caravans and 605 Mini Ram Vans brought this year's total to 202,489.

U.S. CAR PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
AMERICAN MOTORS	4,800	5,570	4,290	11,835	169,257	167,942
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,570	4,290	11,835	165,186	167,942
Alliance	3,200	3,230	2,670	7,237	138,394	96,166
Encore	1,600	2,340	1,621	4,598	26,792	71,776
CHRYSLER CORP.	26,700	12,042	27,287	135,039	757,814	1,091,681
Plymouth Total	8,500	2,883	8,492	44,134	264,783	332,433
Horizon	3,600	.....	3,431	17,560	99,294	142,335
Reliant	3,300	2,743	3,391	19,112	160,571	153,322
Caravelle	1,200	91	1,221	5,123	4,568	17,927
Gran Fury	400	49	449	2,339	350	18,849
Chrysler Total	8,200	5,192	8,180	38,641	190,477	352,804
LeBaron	2,300	1,010	2,359	11,231	73,977	102,730
LeBaron GTS	900	.....	833	1,759	.....	2,985
Laser	1,500	1,257	1,445	7,386	13,769	62,800
New Yorker/E-Class	1,500	1,269	1,529	7,490	94,245	81,482
Fifth Avenue	2,000	1,656	2,014	10,775	8,486	102,807
Dodge Total	10,000	3,967	10,615	52,264	302,554	406,444
Omni	2,600	.....	2,778	14,307	108,585	130,441
Aries	2,800	2,215	3,561	18,258	121,858	125,456
Daytona	1,100	892	1,121	5,668	10,920	47,021
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,500	805	1,376	6,910	42,081	65,819
Lancer	700	.....	626	1,404	.....	2,340
Diplomat	1,300	55	1,153	5,717	632	35,367
FORD MOTOR	37,993	37,301	42,006	189,467	1,342,253	1,557,032
Ford Division	23,890	25,130	26,253	122,461	870,849	1,007,277
Escort	6,885	8,688	7,519	34,386	245,985	304,520
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,744	3,388	2,566	14,747	103,932	120,690
LTD	4,407	4,647	5,486	24,567	154,953	196,471
Thunderbird	3,210	3,473	3,231	14,836	166,742	130,435
Crown Victoria	1,968	1,429	2,178	8,951	82,331	74,045
EXP	1,091	17	1,093	5,406	1,407	36,773
Tempo	3,585	3,488	4,180	19,568	91,771	142,343
L-M Division	14,103	12,171	15,753	67,006	471,404	549,755
Mercury Total	10,567	10,135	11,667	49,690	381,378	402,525
Lynx	1,221	1,484	1,243	6,523	65,486	80,859
Capri	458	667	726	3,145	21,953	16,098
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,201	1,981	3,153	13,493	65,622	105,047
Cougar	2,648	3,067	2,707	12,355	111,441	100,534
Grand Marquis	1,580	2,134	2,016	8,273	82,169	80,755
LN7	.....	.....	.....	.....	290	.....
Topaz	1,459	802	1,828	5,901	25,816	39,232
Lincoln Total	3,536	2,036	4,086	17,316	90,026	147,230
Continental	642	368	747	3,162	10,383	32,184
Lincoln	2,504	511	2,898	12,319	54,734	91,814
Mark VI/VII	390	1,157	441	1,835	24,909	23,232
GENERAL MOTORS	102,616	98,623	72,190	351,453	3,452,090	3,840,947
Buick Total	25,768	21,208	17,697	92,150	779,519	862,090
Skylark	3,442	3,127	1,071	9,169	95,221	93,912
Skyhawk	2,732	2,453	2,640	7,870	64,666	118,141
Somerset Regal	2,125	.....	1,763	8,630	.....	17,159
Century	5,976	3,609	4,111	23,042	147,092	198,621
Regal	3,103	4,853	2,861	12,388	211,372	158,556
LeSabre/Electra (rwd)	4,883	5,881	2,674	18,473	215,776	179,942
Riviera	1,198	1,285	1,469	6,132	45,392	45,727
Electra (fwd)	2,309	.....	1,108	6,446	.....	50,032
Cadillac Total	8,063	7,386	6,087	27,225	269,097	285,110
Cimarron	356	514	217	172	17,960	13,995
Seville	767	729	987	4,217	30,518	33,746
Eldorado	1,560	1,399	1,773	7,193	84,428	66,394
Cadillac	1,920	4,744	1,502	5,408	156,191	100,503
DeVille (fwd)	3,460	.....	1,608	10,235	.....	70,472
Chevrolet Total	29,065	32,364	20,931	103,684	1,146,114	1,299,515
Chevette	2,747	4,101	2,643	12,861	180,747	156,374
Cavalier	8,902	7,377	6,919	25,019	266,331	354,354
Celebrity	5,281	5,992	2,931	25,427	146,086	249,604
Camaro	4,803	4,851	3,414	8,940	170,193	200,717
Citation	1,858	1,972	561	5,306	76,473	93,149
Malibu/El Camino	606	618	513	1,930	98,342	21,309
Monte Carlo	1,010	3,950	1,262	10,249	103,493	89,186
Chevrolet	2,898	2,785	1,656	10,265	80,605	104,939
Corvette	960	718	1,002	3,687	23,844	29,885
Oldsmobile Total	27,022	25,791	19,645	85,138	888,066	929,568
Omega	.....	2,014	.....	.....	46,800	29,289
Firenza	555	1,891	114	4,750	41,570	59,269
Cutlass Supreme	5,697	8,066	5,322	19,306	264,668	225,492
Cutlass Ciera	6,020	4,806	5,083	16,871	186,074	216,945
88/98 (rwd)	7,865	8,057	4,516	22,291	310,235	275,482
Olds 98 (fwd)	3,189	.....	1,452	8,646	.....	65,134
Calais	2,685	.....	2,083	6,799	.....	19,099
Toronado	900	957	1,075	4,475	36,719	38,858
Pontiac Total	12,698	11,874	7,860	43,256	369,294	464,664
Acadian†	.....	339	239	1,282	13,028	12,930
2000 Sunbird	2,800	3,114	2,422	8,679	97,167	123,216
1000	777	952	722	3,930	36,873	35,860
Firebird	2,577	2,992	1,778	4,710	87,290	94 313
Phoenix	.....	502	.....	.....	22,275	14,116
Grand Prix/Bonneville	.....	1,938	.....	.....	83,912	29,753
Parisienne	2,029	719	1,334	8,258	10,295	39,137
Fiero	2,400	1,318	.....	10,175	18,454	103,062
Grand Am	2,115	.....	1,365	6,219	.....	12,297
HONDA	3,660	1,676	2,950	14,220	43,632	119,675
VOLKSWAGEN	1,800	3,021	1,511	5,116	84,182	64,786
Total Cars, U. S.	177,569	158,233	150,234	707,130	5,849,228	6,842,073
Total Cars, Canada	25,402	22,989	21,612	81,585	833,378	909,281
N. American Cars	202,971	181,222	171,846	788,715	6,682,606	7,751,354
N. American Trucks	85,185	69,221	80,313	357,239	2,542,490	3,421,777
North American Cars and Trucks	288,156	250,443	252,159	1,145,954	9,225,096	11,173,131

†—All Acadians are built for sale in Canada. *—Estimated.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
AMERICAN MOTORS	610	727	609	1,463	25,178	19,299
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,041	7,052	11,000	47,728	233,837	382,585
GENERAL MOTORS	13,526	15,030	9,778	31,404	460,821	498,351
VOLVO	225	180	225	990	9,177	9,046
Total Cars, Canada	25,402	22,989	21,612	81,585	833,378	909,281

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
CHEVROLET	21,439	18,261	17,138	81,486	723,484	857,297
DODGE	5,400	3,840	4,621	21,952	124,826	183,448
FORD	24,966	22,182	26,028	119,943	805,500	1,040,327
GMC	7,993	6,341	6,959	28,487	228,524	281,864
INTERNATIONAL	1,570	1,228	1,577	6,844	44,513	65,987
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,700	3,636	3,806	17,275	89,104	162,157
NISSAN	2,000	1,376	2,228	10,937	11,276	85,158
AM GENERAL	50*	50*	50*	230*	2,180*	2,260
MISCELLANEOUS	1,000*	1,000*	1,000*	4,600*	43,600*	45,000
Total Trucks, U. S.	68,118	57,914	63,407	291,754	2,075,086	2,723,498

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 10, 1984	Week Ended Nov. 12, 1983	Week Ended Nov. 3, 1984	Oct. Total	Jan. 1 to Nov. 12, 1983	Jan. 1 to Nov. 10, 1984
CHRYSLER CORP.	6,940	.....	8,696	36,012	112,266	316,465
FORD MOTOR	3,664	3,111	3,289	14,877	123,324	134,697
GENERAL MOTORS	6,248	4,028	4,720	13,663	226,909	239,716
INTERNATIONAL	215	263	201	933	4,905	7,401
Total Trucks, Canada	17,067	11,307	16,906	65,485	467,404	698,279
N. American Trucks	85,185	69,221	80,313	357,239	2,542,490	3,421,777

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Automotive News

November 19, 1984

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Chevy by Isuzu

Spectrum bows

Spectrum, made by Isuzu in Japan and handled by Chevrolet dealers in 16 East Coast states and the District of Columbia, goes on sale this week. Spectrum is available as a two-door hatchback or the four-door notchback sedan shown here. Story, more pictures on Page 20.

U.C. rule to help buyers but won't burden dealers

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — The major thrust of the final used-car rule announced by the FTC is to disclose who pays for repairs after the sale, the dealer or the consumer.

The effective date is May, 1985 — almost exactly 10 years since the start of an industry-wide investigation to find out if used-car dealers used false and deceptive practices in advertising and promoting sales of cars, warranties and service contracts.

It is also about 9½ years after FTC first proposed a sticker that would inform buyers of such things as some history of a car's use and work done by a dealer costing more than $100. Eventually, a window sticker of "known defects" for dealer checkoff was proposed and this ignited widespread dealer opposition.

This absolutely final rule — after some tinkering by FTC for NADA to certify warranty responsibility — asks the Second Circuit Court to dismiss the case brought by NADA (August, 1981) when Wendell Miller, a Syracuse dealer was president of NADA. Since the controversial "known-defect" section is gone, dismissal is expected.

Next May, used cars sold by used-car dealers — both franchised new-car dealers selling used cars and independent dealers but not individual citizens — must contain a Buyers Guide on the side window with the following data:

1. A statement of the terms of any warranty offered.

2. A prominent statement of whether the dealer is selling the car "as is" and, if so, that the consumer must pay for repairs after the sale.

3. A warning that spoken promises are difficult to enforce, coupled with a suggestion to get all promises in writing and a statement advising the buyer to keep the window sticker for reference after the sale.

4. A suggestion that the consumer ask for an independent inspection of the car.

5. An identification on the back of the window sticker of the major mechanical and safety systems of the car, including a list of some major defects that may occur in used cars.

6. Information about the availability of any service contracts.

• The FTC vote — which was one commissioner short because of the Oct. 15 departure of former Chairman Michael Pertschuk—was three to one.

Frank E. McCarthy, NADA executive vice president, said, "NADA is encouraged that the final used-car rule provides consumers with useful information without imposing unreasonable burdens on dealers.

"The decision by the FTC to eliminate the previously pro-

Continued on Page 53, Col. 1

Trucks up slightly at 41½

Import-car supply holds at 24 days

By Kathleen Hamilton
Assistant Managing Editor

The supply of new imported cars at dealerships and ports held steady at 24 days on Nov. 1, although the actual stockpile rose to the highest level since Aug. 1, as Chevrolet began shipping the new Isuzu-built Spectrum to its East Coast dealers in anticipation of its mid-November launch.

There were 186,567 imported cars in inventory as November opened, compared with 179,171 a month earlier and 217,965 a year earlier. The new Spectrums accounted for roughly 3,500 of the Nov. 1 total; if they hadn't been included in the import-car total, the stockpile of all imported cars would have been equal to a 23-day supply.

The stockpile of cars has been in the same range — 23 to 25 days' worth — since June 1, with sales increasing and decreasing along with availability.

There was a 41½-day supply of imported trucks in inventory on Nov. 1, or 87,756 units. One month earlier, there was a 39-day supply, or 78,770 units; one year earlier, a 58-day supply, or 70,778 units.

Led by Toyota, import-truck sales shot up during the month, but shipments more than kept pace.

Some of the days-supply figures for cars bear explaining. For example, Honda, Nissan and Toyota numbers are quite similar to their Oct. 1 figures. But all three saw sales skyrocketing during October; to keep their days-supply levels steady, their shipments kept pace.

On the flip side of the coin, Subaru's sales fell by a third because of shortages; its inventory was nearly halved, too, resulting in only a one-day difference in supply.

Chrysler Corp.'s days-supply figures for its Mitsubishi-built cars fell dramatically because of sales increases.

During the month, the stockpile of all Japanese cars increased by only a few hundred units over and above the Spectrum increase. There was an 18-day supply of Japanese cars — 17 without Spectrum — compared with a 19-day supply a month earlier and a 24-day supply a year earlier.

The increase in Volkswagen's supply of imported cars was mainly attributable to a 50-percent increase in inventories for the launch of its new Jetta; however, its October cleanout-period sales were lower than those of the previous month, also adding to its inventory.

Porsche's inventory was esti-

Continued on Page 53, Col. 4

IMPORT STOCKS

	Nov. 1, 1984	Oct. 1, 1984	Nov. 1, 1983
Chevrolet Sprint	34	22	....
Chrysler	48	69	67
Honda	6	8	22
Isuzu	51	52	70
Mazda	23	17	24
Mitsubishi	15	17	55
Nissan	24	24	23
Subaru	11	14	34
Toyota	11	12	12
JAPANESE MODELS	18	19	24
Audi	48	40	50
BMW	51	58	58
Mercedes-Benz	18	22	26
Porsche**	30	29	31
Volkswagen	70	38	87
GERMAN MODELS	45	39	52
Alfa Romeo	126	59	114
IAI**	662	638	....
Jaguar	14	8	15
Maserati	44	40	....
Peugeot	59	49	53
Renault	256	217	119
Saab	25	41	31
Volvo	44	47	46
OTHER MODELS	55	58	56
TOTAL IMPORTED CARS	24	24	29
Chrysler	52	55	68
Isuzu	76	55	89
Mazda	16	14	26
Mitsubishi	27	40	75
Nissan*	47	44	67½
Toyota	41	40	52
TOTAL IMPORTED TRUCKS	41½	39	58
TOTAL IMPORTED VEHICLES	27	27	33

*Includes domestic-made trucks. **Estimated.

Eastern area eyed; decision expected in 6 months

Isuzu ponders U. S. truck plant

By Jake Kelderman
Washington Reporter

WASHINGTON. — U. S. auto makers, already facing stiff competition from the Japanese in the passenger-car market, are about to see that competition spread to their last stronghold, the light- and medium-truck market.

According to informed sources, Isuzu Motors, Ltd., will construct a truck plant in the Eastern U. S.

Isuzu, a truck-making powerhouse in Japan, began selling Class 3 commercial trucks in the U. S. in September through a U. S. subsidiary of its auto-distribution arm, and is slowly building a dealer network here.

Thus far, it has moved about 250 of its KS diesel-powered models which Isuzu says, unlike the domestic counterparts, are constructed as trucks rather than "modifications of van chassis."

Class 3 trucks are used primarily for in-city delivery purposes. Industry analysts predict that the in-city commercial-truck market will continue to grow steadily through the end of the decade.

• Jack Dawson, Isuzu Truck national sales manager, said Isuzu will sell more than 1,000 KS trucks in the U. S. in 1985, and that if it weren't for production constraints at the single home plant in Japan, it could sell even more.

"They can make only 100,000 there and it's always a fight for a bigger allotment," he said.

Sources say Isuzu has been studying the feasibility of putting up a truck plant in the U. S. for about two years and that it has narrowed the location to the Mid-Atlantic states, with a final decision due within six months.

Currently, Isuzu Truck of America has outlets in 18 states, primarily in the East, South and West.

Isuzu, which is 34.2 percent owned by General Motors, already supplies GM with a Class 6 medium truck, and sources indicate that Isuzu's move to build in the U. S. comes with the "encouragement" of that company.

Since January of this year, Isuzu has supplied GM with 2,350 Class 6 Chevrolet Tiltmaster and GMC Forward cabover-type trucks, about 350 more units than it had planned on for the whole year. By 1986, fully two years ahead of projections, Isuzu plans to supply as many as 5,000 units annually to the GM divisions.

breaking news

New-car sales increase forecast

ANN ARBOR, Mich.—U. S. auto sales will continue to climb for the next two years, peaking in mid-1986 and then leveling off, according to a new forecast released by the University of Michigan. U-M Economist Saul H. Hymans said lower interest will cause new-car sales to increase from an annual rate of 10.3 million this quarter to 10.6 million at the end of 1985 and to 10.8 million by mid-1986 and then remain at that rate for the balance of 1986.

Avanti convertible stickered at $45,900

SOUTH BEND. — The Avanti convertible will have a suggested retail price of $45,900 when it is publicly introduced Jan. 25. It will feature some body changes to update styling, according to Steven H. Blake, chief executive officer of Avanti Motor Corp. The new Avanti GT will follow in mid-1985 as an '86 model, Blake said.

See BREAKING NEWS, Page 8, Col. 1

NEWSPAPER

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Workers bemoan lack of contract

2nd shift to be added for Chrysler H-cars

By Marjorie Sorge
Labor Editor

STERLING HEIGHTS, Mich. — Chrysler Corp. has been making the Chrysler LeBaron GTS and the Dodge Lancer H-cars for about six weeks, but the workers at the assembly plant here are unhappy — they don't have a labor agreement.

There are currently about 2,000 hourly workers at the Sterling Heights plant working one shift. A second shift, which will employ about 1,700, will be added in the first quarter of 1985.

According to Chrysler Chairman Lee A. Iacocca, Chrysler plans to recall all its indefinitely laid-off workers in the Detroit area to fill the shift and then start hiring off the street for the first time in years.

At the official presentation of the new cars last week, Iacocca drove a Dodge Lancer ES while UAW Vice President Marc Stepp drove a LeBaron GTS through mist and flashing lights to a podium for their remarks.

During the preview, some of the UAW officials attending the ceremonies were introduced, and some workers booed. While both Iacocca and Stepp were met with standing ovations and cheers, the cheering was not as loud for Stepp.

Workers interviewed later said they were unhappy working without a contract. The major sticking point in the talks is the number of job classifications at the plant. Chrysler wants three skilled trades and three production classifications, which the UAW finds unacceptable. There are traditionally an average of 125 job classifications in an assembly plant.

• Talks have been held off and on since the summer of 1983 but have become more intense since the plant began operating in late September.

According to Robert Jensen, administrative assistant to Stepp, director of the UAW's Chrysler department, the union did not want to begin intense bargaining until the plant began operations and all the workers involved were working.

About two-thirds of the workers come from closed Chrysler plants and have been out of work in an assembly plant for the last five years, Jensen said.

"They are coming in cold, and haven't seen the changes in assembly plants," he said. "They have not been here to evolve with those changes."

In the past five years, assembly plants, and other automotive plants, have become increasingly more technical, requiring more skills and more duplication of jobs. The workforce at the new Sterling Heights plant received more than 900,000 man hours of training prior to the launch.

The second shift will also be trained. It will also allow Chrysler to call back all indefinitely laid-off workers in the Detroit area. There are currently about 3,000, of whom 500 are skilled trades people and will be needed for the second shift.

Chrysler estimates that only 900 to 1,100 of the remaining 2,500 are still available for the second shift. Jobs will also be offered to Chrysler workers laid off in other parts of the country, but the company does not expect many of those people to move. After all those avenues are exhausted, Chrysler will begin hiring from the street.

• The new Sterling Heights plant cost Chrysler $650 million to modernize. The company is leasing it with option to buy from Volkswagen.

Chrysler has spent $7.5 billion in new product development during the last five years and plans to boost that to $10 billion in the next five years, Iacocca said. All that investment will be in America, he said.

He told the workers attending the preview, "I want you to see what Chrysler Corp. is doing with its obscene profits." The UAW has referred to corporate profits as obscene.

Chrysler expects to make a record $2.5 billion this year.

Sterling Heights is building the new front-wheel-drive Chrysler LeBaron GTS and Dodge Lancer five-door sports sedans at a rate of 60 an hour. They are geared "to the baby boomers who once went nuts over the Mustang," Iacocca said.

Some are even referring to the models as the "yuppie car," he said.

The plant has 97 body-welding robots, 72 materials-handling robots and 162 lasers and laser cameras. The paint shop is so clean it could be rented out at night for surgery, Iacocca joked. He said the new technology allows the company to paint twice as many cars as it did five years ago with the same amount of paint.

By 1988, all Chrysler plants will look like this one, he said.

"This doesn't look like smokestack America because it's not," Iacocca said, pointing to the single smokestack above the Sterling Heights plant. "Notice that single stack. That is the future."

Stepp also praised the new plant and encouraged the workers to strive for quality.

"Make a car you can be proud to own and drive and others will be proud to own and drive," he said.

New Alfa wagon by Pininfarina

Alfa Romeo has added this front-wheel-drive station wagon, the Giardinetta, to its Alfa 33 line for 1985. The 1-5-liter engine is a new option. Pininfarina also produces a 4WD sedan and wagon for the 33 range.

B-W may sell share of Dutch CVT maker

By Richard Feast
European Editor

TURIN, Italy. — The belief that Borg-Warner is pulling its 24-percent stake out of the troubled Van Doorne Transmissie Co. throws further gloom on future production plans for the CVT automatic gearbox.

The wall of silence on the subject at the auto show here masked a period of intense activity behind the scenes by the shareholders.

An attempt by one of VDT's Dutch bankers, AMRO, to withdraw credit lines was resisted by VDT. It was followed shortly afterwards by moves by one of VDT's West German component suppliers to put the company in liquidation.

A Nov. 9 meeting of shareholders heard that efforts by the Dutch Department of Economic Affairs to solve the problems with a flying visit to Borg-Warner's U. S. headquarters had come to naught.

Borg-Warner is said to have offered its share for sale — not for the first time — at a price which made other shareholders blanch.

"Borg-Warner has offered its shares for sale, but the price is not being made public because we're in the midst of negotiating," according to a company spokesperson in Chicago.

VDT's financial and production difficulties have been described recently by Automotive News. In addition to Borg-Warner, its shares are now distributed to Fiat Auto (24 percent), the Dutch state (12.5 percent) and Volvo Car BV of Holland (39.5 percent). Volvo Car is owned 70 percent by minority holding.

Vittorio Ghidella, Fiat Auto managing director, said in Turin last week, "Borg-Warner is anxious to pull out. On the other hand, we are keen to press ahead. We don't intend to abandon this program."

The future direction of VDT was being discussed secretly last week. Among the options are for Fiat or Volvo (or both) to purchase Borg-Warner's stake. As well as being expensive, this course will still require additional working capital to turn VDT from a research organization to a production one.

Other outside possibilities must be for Ford Motor Co. and General Motors to take up a financial involvement in the Dutch company. Both are committed to producing various types of CVTs — Ford is to supply Fiat from its Bordeaux (France) factory — using key components from VDT. But neither Ford nor GM has so far put any money directly into VDT.

The original plan was for Ford and Fiat vehicles with CVT to go into production last summer, followed one year later by GM through its Strasbourg factory. All programs are now at least one year behind schedule.

NHTSA asks Ford for a truck recall

WASHINGTON. — NHTSA has sent a letter asking Ford to recall 1977-81 F-350 and E-350 trucks and vans with dual rear wheels because cone nits fail to hold dual rear wheel assemblies.

UAW to ask Chrysler to reopen labor pact

By Marjorie Sorge
Labor Editor

UAW officials met last week to plan strategy for seeking a reopening of the current Chrysler Corp.-UAW labor agreement, according to UAW Vice President Marc Stepp.

Stepp, director of the UAW's Chrysler Department, and UAW President Owen Bieber were scheduled to meet late last week to formulate strategy, and Stepp indicated that a letter asking the company to reopen the agreement would be sent soon. The contract expires Oct. 15, 1985.

The union will be "displeased" if the corporation refuses to reopen in light of the expected record profit of $2.5 billion for 1985, Stepp said.

"When the workers see that, they'll discuss it across the lunch table and I'm sure they will say, 'Why not me?'" he said. "The profits should be shared with the workers."

Chrysler Chairman Lee A. Iacocca said the current agreement will cost $1.2 billion before it expires and he is really not interested in reopening.

"Our contract, which runs out Oct. 15 (1985), is pretty good and we'd like to run it out until then," he said.

The UAW has been threatening to send a letter to Chrysler for about two months, but the reopening request was put on the back burner until new agreements were reached with General Motors and Ford and until similar negotiations were completed in Canada.

• The union wants to get Chrysler "back on pattern with Ford and GM and would like to have the contracts expire the same day with basically the same wages and benefits. The new Ford and GM contracts expire Sept. 14, 1987.

Chrysler workers currently

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60th year — No. 5049

AUTOMOTIVE NEWS (USPS 866-5401) is published weekly except combined the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

No decision on importing Renault R-25, Dedeurwaerder says

AMC to replace Eagle, move its assembly site

By Richard Johnson
Detroit Reporter

A replacement is coming for American Motors' aging four-wheel-drive passenger car, the Eagle, but not for at least three years, according to AMC President and Chief Executive Officer Jose Dedeurwaerder.

The company's next 4WD automobile will be built somewhere other than the small Canadian plant where the Eagle is assembled. The old plant in Brampton, Ont., is scheduled to be phased out when Eagle production is halted.

In an interview with Automotive News, Dedeurwaerder said styling has been completed for an intermediate model to be built at the new Brampton facility now under construction. The AMC president also said no decision has been made yet on whether to import the Renault R-25 sedan.

The demise of the Eagle has been expected for some time, but Dedeurwaerder insisted that it won't happen any time soon. The basic body style was introduced in 1969 as the 1970 AMC Hornet and was later used for the Spirit and Concord models.

"It is not the most modern styling in the world, as we know, but we are selling 20,000 Eagles a year and there is no reason for us to change our strategy on the Eagle," he said.

"Later on down the road, it is sure that we will stay in the 4WD passenger-car segment of the business. So, automatically, we will have a replacement, but we will give our dealers and our customers a valuable replacement."

• Dedeurwaerder said the Eagle enjoys a good reputation and is drawing a growing number of female customers who, he said, are looking for safety and se-

Continued on Page 50, Col. 3

More bad news for U. S. workers

Study eyes impact of auto layoffs

By Jake Kelderman
Washington Reporter

WASHINGTON.—A new study commissioned by the Commerce Department does not have good news for U. S. auto workers who have lost their jobs.

According to the study, those workers can expect to take as much as a 30-percent cut in real earnings; they stand a good chance (41 percent) of losing employer-paid health insurance, and they stand an even better chance (56 percent) of losing employer-paid pensions and life insurance.

"Life in the high-technology world of tomorrow will not necessarily be one of ease and contentment for everyone," said Boston College economist Barry Bluestone.

Bluestone and some colleagues are finishing work on a survey of Michigan auto workers and the impact auto industry layoffs have had on them.

The study is expected to be completed at the end of the year but preliminary results indicate that the retraining programs touted by the UAW and General Motors in their recent contract settlement will do little to cushion the impact of losing a job in the premier manufacturing segment of the U. S. economy.

Part of the problem lies in the fact that auto workers are paid as well as they are, Bluestone said, but "we've also found that retraining works for only a very small number of laid-off workers because skills are not necessarily transferable," he said.

Furthermore, jobs are not being created in the manufacturing segment to keep pace with those being lost in manufacturing, Bluestone said. In fact, the new jobs that have been created have been disproportionately in industries that pay lower wages and usually offer less adequate benefits, he said.

Bennett Harrison, an economist at the Massachusetts Institute of Technology, has found that employment of production workers in the U. S. has fallen by 7 percent in manufacturing since 1973, and that in the recovery of 1982-84 job growth in just wholesale and retailing was greater than the job growth in all of manufacturing, including high-tech.

In July of this year, the average manufacturing wage for production workers was $370 a week, Harrison said. In the service sector, the average weekly wage was $248. In other words, it takes 150 service jobs to make up in earnings from the loss of 100 typical manufacturing jobs, he said.

Displaced auto workers who have largely ended up in service-type jobs have tried to cope with this new reality by having spouses take jobs and/or taking on second jobs themselves, Bluestone said, but the frequent need to relocate, learn new skills and adjust lifestyles has taken its physical and emotional toll.

Bluestone recently participated in a debate on U. S. industrial policy on the lack thereof with Harrison; Charles Schultze, chairman of the Council of Economic Advisers in the Carter Administration, and Robert Lawrence, a senior fellow with the Brookings Institution.

Bluestone thinks the auto workers' plight is symptomatic of the possible fate of many workers in the manufacturing segment of the U. S. economy as those industries automate to try to stay competiitve.

Along with Harrison, Bluestone thinks the public must soon address the problem of what to do about those structural changes and the impact they have on economic growth and quality of life.

The UAW, which cooperated in the Boston College study, had no comment.

Mark VII dressed to the nines

Interior designer Rick Repko has created a series of six custom-designed, limited-edition Lincoln Continentals, Town Cars and Mark VIIs. They were introduced at the Hartford Civic Center by Moriarty Brothers Lincoln-Mercury-Mazda. Here, Repko displays a black on black Mark VII with all trim removed, graphic striping, six front driving lights and charcoal perforated leather interior with scarlet accents.

NHTSA program involves crashing 40 1985 models

WASHINGTON. — NHTSA plans to crash 40 '85 models as part of its New Car Assessment Program.

They will be crashed at 35 MPH into a fixed barrier—or at about one-third more force than that used for compliance with the occupant-protection standard.

But also, NHTSA will also use a different type of crash for 10 additional vehicles—to be selected from a list of 30—and use a moving barrier intended to better assess the role of vehicle weight and structure in protecting occupants. The moving barrier idea has been under development for at least 10 years.

Thus the Reagan Administration continues crashing cars and publicizing single-car crashes. The auto companies have raised questions about these crashes but they seem to have learned techniques that have improved their cars' responses.

The crash program was started in 1979 by then Safety Chief Joan Claybrook as a way to meet one requirement of a 1972 law that ordered comparison by makes and models for protecting occupants in crashes.

Federal agencies to use retreads

PEBBLE BEACH, Calif.—White House officials may be riding in limos using retreaded tires.

In an effort to help cut the waste in Federal spending, Congress has passed legislation requiring federal agencies to establish procurement guidelines for greater use of retreaded tires on Federal Government vehicles. According to the Tire Retread Information Bureau, buying retreads saves oil as well as money.

Early-month new-car sales suffer post-strike hangover

By Jenny L. King
Staff Writer

Early-November domestic new-car sales, still hampered by the September and October strikes against General Motors, slipped 10,000 units below their year-ago level.

The year-to-date total surpassed the number of cars delivered for the entire 1983 calendar year and was up 19.43 percent over year-to-date 1983 sales.

The Nov. 1-10 total was 188,775, down 4.72 percent from 198,126 last year. Year-to-date domestic sales numbered 6,978,928, up 19.43 percent from 5,843,480 a year earlier. Total sales in 1983 were 6,795,302.

GM, down 14.30 percent for the Nov. 1-10 period, left the competitive domestics with a deficit they couldn't fill, although Ford Motor Co. sales were up 8.35 percent and Chrysler reported an 18.37-percent increase.

GM dropped to 103,075 from 120,278 last year. Ford climbed to 51,988 from 47,982 and Chrysler was up to 25,168 from 21,263.

American Motors reported a sales estimate of 4,200 for early November, down 14.29 percent from 4,900 a year ago. Volkswagen plunged 61.79 percent, to 637 from 1,667, and Honda was up 82.07 percent, to 3,707 from 2,036.

GM's share of the early November domestic market slipped more than 6 percentage points, to 54.60 percent from 60.71 percent. Ford was up to 27.54 percent from 24.22 percent. Chrysler was up to 13.33 percent from 10.73 percent and Honda grew to 1.96 percent from 1.03 percent.

AMC's sales drop cost it a small slice of the market, the company dropping to 2.23 percent from 2.47 percent. VW skidded to its smallest penetration of the calendar year, to 0.34 percent from 0.84 percent last year.

All five GM makes missed their year-ago sales levels, with drops ranging from 1.11 percent for Pontiac to 33.38 percent for Cadillac. Buick was down 11.56 percent, Oldsmobile was down 15.02 percent and Chevrolet was down 15.90 percent.

Plymouth, strengthened by the addition of the intermediate front-drive Caravelle to its lineup, was up 26.65 percent. Chrysler sales were up 18.18 percent and Dodge was up 12.50 percent.

At Ford Motor Co., Ford was up 17.18 percent, Mercury was up 8.27 percent and Lincoln reported an impressive 46.89-percent sales increase.

American Motors' Renault sales dipped 5 percent and AMC was down 55.56 percent.

With nine selling days in the period this year and last, the daily rate was down 4.72 percent, to 20,975 from 22,014.

DOMESTIC SALES

	Nov. 1-10, 1984	Nov. 1-10, 1983
Renault Alliance/Encore	3,800†	4,000†
AMC	400†	900†
AMERICAN MOTORS	4,200†	4,900†
Chrysler	8,425	7,129
Plymouth	7,543	5,956
Dodge	9,200	8,178
CHRYSLER CORP.	25,168	21,263
Ford	34,043	32,429
Mercury	13,741	12,691
Lincoln	4,204	2,862
FORD MOTOR CO	51,988	47,982
Buick	18,954	21,432
Cadillac	7,438	11,165
Chevrolet	33,670	40,035
Oldsmobile	25,117	29,558
Pontiac	17,888	18,088
GENERAL MOTORS	103,075	120,278
VOLKSWAGEN	637	1,667
HONDA	3,707	2,036
U.S. INDUSTRY TOTAL	188,775	198,126

†—Estimate.

breaking news

Continued from Page 1

Peugeot Quasar to visit U. S. shows

TURIN. — The Peugeot Quasar, the wild mid-engined four-wheel-drive sports car first exhibited at the Paris Auto Show, is to make a tour of U. S. auto shows. Peugeot's Jean DeRampe says it will appear at Los Angeles, Jan. 5-13; New York, Jan. 26-Feb. 3, and Chicago, Feb. 9-17.

4WD Porsche 959 due next year

STUTTGART.—The Porsche 959—the first Porsche with four-wheel-drive—is scheduled to go into production next year with an anticipated price of $122,000. Porsche is expected to build at least 200 of the cars under homologation rules. The 959 is based on the Porsche 911, a design that is 17 years old.

Giugiaro to branch out from autos

TURIN.—Men's wear and accessories styled by Giugiaro will go on sale in Italy next spring under the Giugiaro Uomo name. Designs for women's clothes are expected to follow a bit later.

DeLorean appeal works

LOS ANGELES.—John Z. DeLorean's public appeal for help to defray his legal expenses, in the form of an ad in the Los Angeles Herald Examiner, was deemed successful enough to expand into a campaign. The ad agency has asked several major newspapers for low rates given non-profit organizations.

Chevrolet paying cash incentive on 2 truck engines

WARREN, Mich. — Chevrolet kicked off two new cash incentives, covering 6.2-liter diesel and 2.5-liter gasoline-engine truck models.

The "6.2 liter Diesel Days" program runs from Nov. 12 to Feb. 11 and covers '84/'85 pickups equipped with 6.2-liter diesel engines.

Dealers get $400 credit when they order the units and $300 when they retail them. Sales managers also get $50 per retail sale, and salespeople get $100 per retail sale.

The second program is called "Tech IV cash in." It covers the 2.5-liter engine which is standard on S-10 pickups and S-Blazers.

The program also runs from Nov. 12 to Feb. 11.

It pays dealers $200, sales managers $50 and salespersons $100 for every retail sale. Fleet orders qualify for the payments as well.

Cellular phones to be subject of dumping probe

WASHINGTON. — Cellular mobile telephones now available for use in motor vehicles in many U. S. cities, will be the subject of a U. S. International Trade Commission anti-dumping investigation.

The commission launched a preliminary investigation against the Japanese mobile phone industry this month in response to a petition from Motorola, Inc.

Motorola contends the Japanese are selling their cellular telephone equipment in the U. S. at less than fair market value, to the detriment of the American cellular telephone industry.

The preliminary investigation is to be completed by Dec. 20.

New model year off to fast start for second straight year

October sales up 36.7 pct. over '83

October retail sales of new trucks of all types in the U.S. were up dramatically over last year, getting the model year off to a rousing start for the second straight year.

Sales also were significantly higher this year in all three major market segments.

In the first month of the '85 model year, according to preliminary factory reports, franchised dealers and factory outlets retailed 365,022 vehicles, an increase of 36.7 percent over the year earlier 267,103 units.

Retailers moved 338,713 light trucks during the month, a gain of 35.6 percent over the year-earlier 249,812 units. Mediums were 58.4 percent higher, 6,093 versus 3,846. Heavies were up 50.4 percent, from 13,445 a year ago to 20,216.

Ten-month sales totaled 3,439,490 units, an increase of 34.8 percent over the previous year's 2,551,506. Again, there were sizeable gains in the three market areas.

Light-truck sales over the 10-month period were up 33.9 percent to 3,208,727 units, compared with 2,396,313 a year ago. Mediums totaled 50,362, a gain of 23.2 percent over last year's 40,868. Heavies were up 57.8 percent, from 114,325 in 1983 to 180,401.

• Sales of compact trucks in October totaled 148,111 units, up 67.3 percent from the 88,547 vehicles retailed in the first month of the '84 model year. They represented 40.6 percent of the month's industry sales.

In the January-October period, 1,434,478 new small trucks were sold, an increase of 55.8 percent over last year's 920,433. The compacts accounted for 41.7 percent of the total for the 10 months.

October sales of the domestic compacts were up 74.1 percent to 98,830 units, compared with 56,761 a year ago, and they represented 66.7 percent of the small-truck total. The imports were up 55 percent, from 31,786 in 1983 to 49,281.

Through October, the domestics accounted for 65.1 percent of the industry count with 933,820 sales, an increase of 76.8 percent over the 528,107 units retailed in the same period a year ago.

Ten-month sales of the im-

Continued on Page 36, Col. 1

Curcio to be keynoter at SAE truck meeting

DETROIT. — John B. Curcio, president, Mack Trucks, Inc., will be the keynote speaker at the 10th annual SAE Truck & Bus Meeting Dec. 3-6 at the Hyatt Regency Hotel in Dearborn.

He will speak on The Driving Force of Innovation at the opening session of the four-day program, whose theme will be Innovation Unlimited.

J. B. Curcio

More than 20 half-day sessions will be devoted to such topics as electronics, brakes, drivetrains and bus and light-truck operation. More than 45 exhibitors will display the latest technology for trucks and buses in the event's largest exposition ever.

The traditional Blue Ribbon Panel, set for Wednesday, Dec. 5, will feature four industry executives who will address the marketing of new and emerging truck technologies.

Edson P. Williams, Ford Motor Co. Truck Operations general manager, will be the panel moderator. He also is general chairman of the annual meeting.

The panelists will be Neil A. Springer, president, International Harvester Truck Group; George May, president, Gelco Leasing, representing motor-carriers operations; Ludvik Koci, Detroit Diesel Allison Division, general manager, representing components suppliers, and Joseph Campana, marketing vice president, Chrysler Corp., representing light-truck manufacturers.

• Philip Caldwell, chairman, Ford Motor Co., will be the principal speaker at the annual banquet Wednesday, Dec. 5, and Williams will be the toastmaster.

New to the program will be the Chief Engineers Panel, featuring six executives who will discuss the Engineers' Vision of the Future.

Panelists will be Daniel L. Rivard, light-duty product development manager, Ford Motor Co.; William B. Smyth, senior vice president, Freightliner Corp.; R. R. Treadway, chief engineer-commercial vehicles, GM Truck & Bus Group.

Also, Paul A. Turvill, general manager, PACCAR, Inc., Technical Center; Edward T. Mabley, heavy-truck product development manager, Ford Motor Co., Truck Operations, and Leslie Meacock, product engineering director, Mack Trucks, Inc.

ElDorado reports increase in sales, but profits are off

MINNEAPOLIS, Kans. — ElDorado Motor Corp. sales in the first fiscal quarter ended Sept. 30 totaled $12.7 million, up 13.4 percent from last year's opening quarter, according to Robert L. Stewart, president.

But he said chassis shortages during the period caused the firm to switch to a less profitable product mix. Thus, net earnings amounted to $174,000, down 33.8 percent from the year-ago $263,000.

Stewart noted that the chassis shortage is easing, and that the RV/small-bus industry expects the supply to return to normal in the first three months of 1985.

He added that ElDorado anticipates second-quarter results will exceed those in the first quarter. "Continued improvement throughout the year would lead to record fiscal 1985 sales and earnings," Stewart said.

Coachmen's Stout named chairman of RVIA's board

CHANTILLY, Va. — Gene Stout, executive vice president, Coachmen Industries, Inc., has been elected chairman of the Recreation Vehicle Industry Assn. He has been a director since 1982 and had served previously as first vice chairman.

Other new officers of RVIA's board are John Casey, president, Shurflo/Shurton, first vice chairman, and Don Cuzzocrea, president, Starcraft R.V., new second vice chairman.

Warren Jones, president, Hehr International, Inc., was re-elected treasurer, and Bill Doyle, president, Western Recreational Vehicles, Inc., is the new secretary.

These five officers, as well as the immediate past chairman, Norman Jacobson, vice president, Contempo Enterprises, and David J. Humphreys, RVIA president and general counsel, will serve as the Executive Committee for one year.

Stout, Casey and Doyle were among nine industry representatives elected or re-elected to RVIA's board earlier. Also re-elected were Dick Matz, marketing manager, Norcold, division of Stolle Corp.; George Jackson, chairman and director of marketing, Hydro Flame, and Al Yoder, executive vice president, Jayco, Inc.

Newly elected members are Scott Chapman, president, Bivouac Industries, Inc.; Stephen Decker, president, Skamper Corp., and Jack Cole, president, Lance Camper Mfg. Corp.

recreation on wheels

Fiesta Mini Camper called a first

The Fiesta Mini Camper is the first complete camper conversion of the compact Toyota Van, according to Vehicle Concepts Corp., Bristol, Ind. One of the main features is the pop-up top, which the converter said provides 6-foot, 1-inch headroom when raised.

Winnebago '84 sales, profits hit new highs

FOREST CITY, Ia. — Record earnings and sales have been reported by Winnebago Industries, Inc., for its fiscal 1984 year ended Aug. 25.

Net earnings for the year totaled $27,817,000, up 76.7 percent over net earnings of $15,737,000 in fiscal 1983. Sales amounted to $410,974,000, exceeding by 71.8 percent the record sales of $239,265,000 in fiscal 1983.

Net earnings for the fourth quarter were the highest for any in company history at $10,536,000. This was an increase of 61.6 percent over net earnings of $6,521,000 for the same period in fiscal 1983.

Fourth-quarter sales of $122,132,000 were 56.4 percent higher than last year's $78,070,000 in the same quarter.

According to Ronald E. Haugen, Winnebago president, the record sales can be attributed to continuing high retail demand for motor homes and favorable economic conditions.

"Also contributing to our record sales was excellent consumer acceptance of our line of front-wheel-drive vehicles achieving fuel efficiencies of 22 MPG and a new line of Elandan and Windcruiser motor homes brought to market in the spring of 1984," he added. Haugen said "another major factor was a new national retail finance plan which enables retail customers to obtain loans at interest rates of 1½ percentage points below normal rates and with terms as long as 12 years."

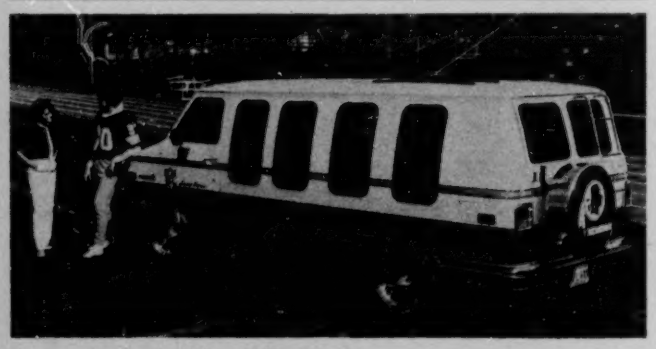
While the higher sales volume was primarily responsible for the improvement in earn-

Continued on Page 26, Col. 5

Sportscoach recalling 5,983 big motor homes

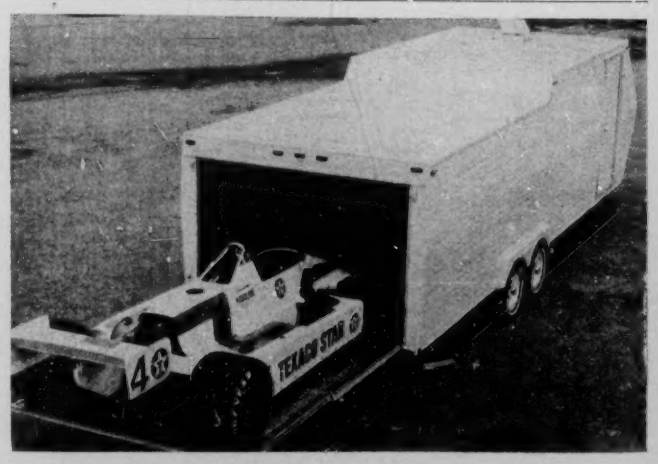
WASHINGTON. — Sportscoach Corp. of America, Middlebury, Ind., is recalling 5,983 1981-through-1984-model Class A motor homes to fix fasteners holding auxiliary fuel tanks.

NHTSA said it has one report of an accident in which the 45-gallon tank dislodged from the motor home and fractured. There have been no reports of injuries.



Vans designed for NFL fans

Geneva Luxury Motor Vans, Lake Geneva, Wis., has been named exclusive manufacturer of NFL "Fan Vans" by O'Neill Enterprises, Ltd., the licensee of NFL Properties, Inc. The vans are trimmed in the 28 NFL football teams' colors, logos and striping.



Auto racer's custom trailer

Lil' Cat, Inc., Elkhart, Ind., manufacturer of specialty and cargo trailers, produced this 24-foot custom trailer for Tom Sneva, Indianapolis 500 champion. Features include tapered front and rear roof, electric jack and winch, four leveling jackstands, full carpeting and a double-hinged fold-down door that serves as an entry ramp and display platform.

New model year off to fast start for second straight year

October sales up 36.7 pct. over '83

Continued from Page 16

ported small trucks were up 27.6 percent to 500,658 units, compared with 392,326 in the comparable period in 1983.

The number of unsold new trucks in retailers' hands at the end of the month was 31 percent higher than a year ago—748,472 versus 571,404 — and there were sizeable increases in the three market segments.

Light trucks were up 28.5 percent, from 536,433 units last year to 689,436. There were 13,456 mediums on hand on Nov. 1, a gain of 64.8 percent over the year-earlier 8,164. Heavies totaled 45,580 units, up 70 percent from last year's 26,807.

• Big Three truck dealers retailed 282,491 new vehicles in October, a gain of 21 percent over the year-ago 218,960. The 10-month total was up 28.7 percent to 2,645,086 units, compared with 2,055,172 in 1983.

During the month, Ford dealers sold 110,444 trucks, an increase of 21.8 percent over last year's 90,670. Through October, the count was 986,306 units, up 22.1 percent from the year-earlier 808,016.

Ford outsold Chevrolet by almost 12,000 units in October, boosting its 10-month lead to about 40,000.

Chevrolet dealers retailed 98,803 vehicles during the month, 20.3 percent higher than last year's 82,126. The total through October was 946,330, an increase of 17.2 percent over the year-ago 805,900 units.

Small vans accounted for almost 40 percent of the 45,746 trucks retailed by Dodge and Plymouth dealers in October, a gain of 94.4 percent over last year's 23,530. The 10-month count was up 96.8 percent, from 222,834 units last year to 438,549.

GMC dealers sold 27,498 vehicles during the month, up 21.5 percent from the year-ago 22,634. Through October, the total was 273,901, an increase of 25.4 percent over the 218,422 retailed in the like period last year.

• October sales of Jeep four-wheel-drive vehicles were 78.3 percent higher than last year, 14,382 versus 8,066. Dealers retailed 124,745 units through October, an increase of 103.9 percent over last year's 61,173.

Only two of the discontinued Volkswagen front-wheel-drive compact pickups were sold during the month, compared with 271 a year ago. The 10-month total was 389, versus 4,581 in the like period in 1983.

Sales of the non-captive Japanese distributors' trucks were significantly higher in October than a year ago.

Toyota dealers sold 19,936 compact vehicles during the month, a gain of 116.3 percent over last year's 9,215. The total through October was 215,629, up 53.2 percent from the 140,722 retailed in the like period a year ago.

Nissan/Datsun October sales were up 101.8 percent to 16,046 units, compared with 7,204 in the same month last year. Dealers retailed 170,077 units in the January-October period, up 46.8 percent from the year-earlier 115,891.

Included in the month's Nissan/Datsun total were 7,898 trucks assembled at the Tennessee plant. The 10-month count also included 78,118 of these vehicles.

Mazda compact-truck sales during the month were up 33.1 percent, from 7,204 a year ago to 9,586. The total through October was 100,647, an increase of 69.4 percent over the year-earlier 59,428.

Isuzu dealers retailed 3,897 new compact vehicles in October, an increase of 44.4 percent over the previous year's 2,699. The 10-month total was up 73.1 percent to 35,615 units, compared with 20,572 in the like period in 1983.

In October, 2,155 small trucks were retailed by Mitsubishi dealers, a gain of 129.7 percent over last year's 938 units. The total in the January-October period was up 92.7 percent, from 7,101 units a year ago to 13,686.

Big Three October, year-to-date sales

	October 1984	October 1983	year to date 1984	year to date 1983
Ford				
Vans	17,565	14,387	147,121	139,598
Club Wagon	3,325	2,463	26,801	24,329
Ranger	19,482	16,336	187,550	156,498
Courier	.....	.....	.....	5,657
Bronco	4,657	3,386	38,627	33,543
Bronco II	8,321	7,213	83,385	46,993
Pickups	52,485	44,021	458,904	368,505
Mediums	3,610	2,366	33,815	26,691
Heavies	999	498	10,103	6,202
Chevrolet				
Vans	12,867	11,672	136,341	117,476
Sportsvan	1,485	1,386	19,486	15,102
S-10	16,381	13,227	161,826	168,635
S-10 Blazer	13,344	10,099	118,503	82,019
LUV	.....	.....	.....	.....
El Camino	1,746	2,544	20,037	19,912
Blazer	3,929	2,227	39,912	24,327
Suburban	4,377	3,177	43,070	29,889
Pickups	43,104	36,742	390,539	335,101
Mediums	1,570	1,052	16,616	13,439
Chrysler				
Vans	5,648	6,104	61,111	61,343
Ram Wagon	2,733	3,208	34,128	30,809
Voyager	7,218	.....	66,178	.....
Caravan	7,551	.....	70,808	.....
Mini Ram Van	2,477	.....	16,945	.....
Ram 50	5,559	3,780	43,122	27,547
Other Plymouth Trucks	.....	229	378	6,912
Ramcharger	2,382	1,741	23,241	17,002
Rampage	622	881	8,843	9,056
Pickups	11,556	7,587	111,795	70,165
GMC				
Vans	3,650	3,256	39,822	39,422
S-15	3,529	3,281	37,531	34,180
S-15 Jimmy	3,219	2,349	28,572	16,173
Jimmy	592	512	7,174	5,780
Caballero	223	238	2,331	1,755
Suburbans	1,430	868	13,799	9,003
Pickups	10,622	10,193	103,049	86,660
P Models	632	362	5,009	3,443
Mediums	2,393	1,163	23,971	15,815
Heavies	1,208	412	12,643	6,191

Nissan Laurel offered with in-line or V-6 engine

To serve one market—purchaser GM Holden's—and appeal to another—buyers who remember the Prince Motors cars—the Nissan Laurel is offered with an in-line or a V-6 engine. The Skyline model will be introduced in 1985.

Nissan Laurel's two sixes serve marketing purposes

TOKYO. — Both in-line and V-6 engines of the same size are being offered in Nissan's rebodied Laurel, one of its two-liter passenger cars built principally for domestic sale.

The reasons: Recent agreements between competing manufacturers and the Skyline model to be introduced next year. Nissan will sell the in-line six-cylinder to General Motors Holden's in Australia beginning next year, and the V-6 engine will give Nissan a unique engine in the two-three liter class.

The Laurel and Skyline were produced by Prince Motors before the merger with Nissan and older buyers will remember the distinctive sporty image of the Prince cars of the 1960s.

In addition, Nissan will introduce a four-valve head for the new Skyline's in-line unit. One of the most popular Skyline models was offered with such an engine many years ago.

The new Laurel has a long flat hood, with a large upright grille, and overall lines are square, unlike the curved lines of the old model.

• Although the new car looks tall, there is hardly any more headroom than before, and once the sliding roof has been installed, headroom is distinctly limited.

One innovation is rack and pinion steering.

For performance, some Laurels are equipped with the turbocharged V-6 two-liter unit, which develops 170 BHP.

The new in-line six, claimed to be smooth and responsive, is cheaper to produce than the V-6.

Nissan has cut some corners in the design stage by following the design of the V-6 closely.

The new in-line engine is rated at 130 BHP (JIS) at 5,600 RPM, and maximum torque is 133 pounds-feet at 4,000 RPM. Although the power outputs of both engines are the same, the in-line develops a few more pounds-feet of torque. However, it is 15 pounds heavier than the V-6.

Nissan intends to sell 10,000 Laurels a month in Japan, an ambitious target, since the old model has been averaging 4,000 units a month.

Collector car auction slated for Nov. 24

NEWPORT BEACH, Calif. — More than 400 collector cars from every era and in every price category will be auctioned on Saturday, Nov. 24, and Sunday, Nov. 25, at the Newport Beach Marriott Hotel. Special exhibits of limited-production automobiles will also be featured.

The public preview is Friday, Nov. 23, from 1 p.m. to 7 p.m. On Saturday and Sunday, the gates will be open from 8:30 a.m. to 7 p.m. with the auction beginning at 10 a.m.

Calif. lawmakers slate hearings on fleet subsidies

SACRAMENTO.—The 1983-84 session of the California Legislature will adjourn at midnight Nov. 30 and the 1985-86 session will convene Dec. 3.

Before the start of the new session, the Senate Committee on Transportation will begin public hearings on legislation sponsored by California's automobile dealer associations which would prohibit auto manufacturers from selling vehicles to any person or fleet at a price lower than that at which they sell to their franchised dealers for resale to the public.

Prior to its final recess, the legislature adopted and Gov. George Deukmejian signed into law (effective July 1, 1985) a bill co-sponsored by auto dealers and the Western Vehicle Leasing Assn. which removes conflicts between state and federal law.

The new law will allow service contracts to be disclosed with the lease contract and also authorizes a conditional sales contract to disclose the dealer's and the state's smog certification fees as separate items below the total cash price for the vehicle.

Another new law, effective immediately, requires notice to a vehicle buyer whenever the manufacturer of a vehicle is different than the engine manufacturer. The notice may be by means of a label, window sticker, sales literature or sales contract.

Chrysler promotes Burkhart in St. Louis

ST. LOUIS. — John B. Burkart, manager of Chrysler Corp.'s Plant I here, has been promoted to direct the St. Louis Assembly Complex. He will continue as manager of Plant I.

As director of the St. Louis complex, Burkart succeeds Allen F. Scudder, who has retired after 27 years with Chrysler.

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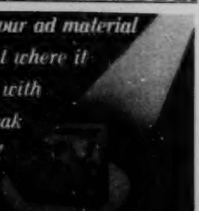
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factories list auction dates

American Motors

Nov. 20—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N. C.

Nov. 21—Southern Auto Auction, Warehouse Point, Conn., and Evansville Auto Auction, Evansville, Ind.

Nov. 22—Northstar Auto Auction, Shakopee, Minn.

Nov. 23—Concord Auto Auction, Acton, Mass.

Nov. 27—D-A Auto Auction, New Stanton, Conn.

Nov. 28—Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Nov. 29—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Todd Auto Auction, Telford, Pa.

Chrysler Corp.

Nov. 20—Hatfield Auto Auction, Hatfield, Pa.; Colorado Auto Auction, Commerce City, Colo.; Salt Lake Auto Auction, Salt Lake City, and Northway Exchange, Clifton Park, N. Y.

Nov. 21—Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Auto Auction, Plymouth, Minn.

Nov. 27—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Southwest Auto Auction, Phoenix; Los Angeles Dealer Auto Auction, Rosemead, Calif., and South Seattle Auto Auction, Kent, Wash.

Nov. 28—Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago; Fredericksburg Auto Auction, Fredericksburg, Va., and Golden Gate Auto Auction, Fremont, Calif.

Ford Motor Co.

Nov. 20—Aptco Auto Auction, Taylor, Mich.

Nov. 28—Northway Exchange, Clifton Park, N. Y.

General Motors

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 28 — Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago;

Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Used Car Sales
Auction Averages

November to date	$5,117
Month ago	$4,902
Year ago	$5,110

Model breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER 1984	SEPTEMBER 1984
1984.....	$10,142	$9,894	$9,747
1983.....	7,241	7,471	7,364
1982.....	5,750	6,074	5,762
1981.....	4,799	4,474	5,020
1980.....	3,972	3,986	3,932
1979.....	3,318	3,204	3,237
1978.....	2,446	2,350	2,346
1977.....	1,857	1,847	2,213
Overall Average	$ 5,117	$4,984	$4,894

Turbo boost for Pontiac Sunbird

Turbo boost is what's new with the '85 Pontiac Sunbird. The 1.8-liter, four-cylinder, overhead cam turbo engine with multi-port fuel injection turns 150 HP at 5,600 RPM with 150 pounds-feet of torque at 2,800 RPM.

Toyota has no new plans to build plant outside Japan

TOKYO.—When Hideo Kamio, Toyota vice president, was asked in Birmingham, England, recently about the possibility of Toyota following Nissan in building a plant in the UK, he gave newsmen the impression that a feasibility study was underway.

In actuality, he was referring to a theoretical situation when he said that a volume of around 100,000 units a year could be economic in the UK.

Within hours, Toyota Motor Corp. in Tokyo had announced that there was no truth in the news stories at all. "Toyota is not (currently) thinking of anything specific in that area," the company said.

Indeed, on the day the controversial statement was being made in Birmingham, Shoichiro Toyoda, in an exclusive interview with Automotive News, said that NUMMI, the joint venture with General Motors in the U. S., was the only major plant that Toyota would be involved in anywhere in the world in this decade.

The scale of operations will increase in some local assembly plants, but he indicated that Toyota still has no wish to manufacture outside Japan unless the cards are stacked in its favor, as they are in the NUMMI deal.

auction directory

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FLORIDA AUTO AUCTION

AMC opens training center

American Motors Sales Corp. has expanded its New York parts distribution center, the largest of 11 zone centers in the U. S., by adding a training center in Elmsfort, N. Y., for dealership service technicians. Participating in the opening of the center are, from left to right, Samuel L. Tucker, AMC New York zone manager; Craig Stahl, Stahl's, Inc., Derby, Conn., and George Tuchman, New York zone training instructor.

IMPORT REGISTRATION SHARES IN U. S.

	AUGUST					EIGHT MONTHS				
	Regis., August, 1984	Percent Share of Market	Regis., August, 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 8 Mos., 1984	Percent Share of Market	Regis., 8 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	51,311	22.53	55,378	23.27	— 0.74	329,138	19.88	372,278	22.61	— 2.73
Nissan	46,588	20.45	49,841	20.94	— 0.49	321,567	19.42	258,355	15.69	+ 3.80
Honda	44,806	19.67	36,301	15.25	+ 4.42	314,895	19.08	354,184	21.51	— 2.43
Mazda	15,582	6.84	15,156	6.37	+ 0.47	110,809	6.71	92,665	5.63	+ 1.08
VW	13,166	5.78	12,874	5.41	+ 0.37	105,384	6.39	114,309	6.94	— 0.55
Subaru	12,819	5.63	14,530	6.10	— 0.47	94,766	5.74	97,728	5.94	— 0.20
Volvo	7,925	3.48	8,419	3.54	— 0.06	67,815	4.11	62,961	3.82	+ 0.29
BMW	4,706	2.07	5,700	2.39	— 0.32	48,993	2.97	47,666	2.90	+ 0.07
Audi	4,677	2.05	4,790	2.01	+ 0.04	45,828	2.78	29,801	1.81	+ 0.97
Mercedes	4,028	1.77	6,778	2.85	— 1.08	45,542	2.76	37,153	2.26	+ 0.50
Others	22,150	9.73	28,245	11.87	— 2.14	166,552	10.09	179,363	10.89	— 0.80
TOTAL	227,758		238,012			1,650,289		1,646,463		
Share of U. S. Total		26.74		30.78	— 4.04		24.37		28.28	— 3.91

1984 New York and Oklahoma figures from manufacturers' sales records. Oklahoma, 1983, not available. Current District of Columbia and Louisiana delayed.

And August market share is down 4 points

Import registrations decline 4 pct.

By Jenny L. King
Staff Writer

Registrations of new imported cars dipped 4.31 percent in August compared with the same month a year earlier. The import share of the total U. S. market also was off, although its 26.74-percent share was the largest for any month so far this year.

R. L. Polk & Co. registrations information showed the August import total at 227,758, down 4.31 percent from 238,012 in 1983. Penetration dropped to 26.74 percent from 30.78 percent.

Of the 10 strongest imports, Honda had the most spectacular gain in market share August to August, up 4.42 percentage points to 19.67 percent from 15.25 percent of the import total. Mazda was up 0.47 percentage points; Volkswagen was up 0.37 percentage points, and Audi gained 0.04 percentage points.

In figuring its totals, Polk counts all Hondas and all VW products as imports.

Mercedes-Benz suffered the worst setback for the month, down 1.08 percentage points, to 1.77 percent from 2.85 percent. The company's U. S. new-car sales were damaged by a seven-week metalworkers' strike early in the summer.

Ten imports claimed 90.27 percent of the August market, up from 88.13 percent a year ago.

Import registrations for the first eight months of 1984 were up a scant 0.23 percent from the preceding year, to 1,650,289 from 1,646,463. Their market penetration skidded 3.91 percentage points, to 24.37 percent from 28.28 percent, as domestic sales continued to grow at a faster pace.

Again, it was Honda that enjoyed the greatest growth in penetration of the import market, up 3.80 percentage points, to 19.49 percent from 15.69 percent and moving into second place from third.

First-place Toyota dropped 2.73 percentage points and third-place Nissan was down 2.43 percentage points. Mazda dropped 0.55 percentage points and Subaru was down 0.20 percentage points.

The five major European imports were up from 1983 share of the market: VW gained 1.08 percentage points, Volvo was up 0.29 percentage points, Mercedes was up 0.07 percentage points, Audi was up 0.97 percentage points and BMW gained 0.50 percentage points.

Ten imports captured 89.91 percent of the market, up 0.80 percentage points from 89.11 percent a year ago.

• Japan was the source of 75.97 percent of this year's August imports, down from 76.47 percent 12 months earlier. German cars were a distant second, with 9.24 percent of the total. U. S.-built imports had 8.20 percent and Swedish cars represented 4.66 percent. "U. S.-built imports" is Polk's term for U. S.-built Hondas and Volkswagens.

Numbers of cars from the exporting countries included:

	August, 1984	August, 1983
Japan	173,022	182,016
W. Germany	21,050	25,056
United States	18,671	12,647
Sweden	10,623	11,007
France	2,761	4,982
Italy	805	731
Great Britain	801	1,434
Ireland	25	139
TOTAL	227,758	238,012

For the first eight months of 1984, Japanese penetration of the import market dropped sharply, to 71.36 percent from 77.16 percent last year. German-built cars were up to 12.81 percent from 10.25 percent and U. S.-built imports rose to 8.11 percent from 4.59 percent.

Import numbers and their countries of origin for January through August, 1984 vs. 1983 were as follows:

	8 Mos., 1984	8 Mos., 1983
Japan	1,177,952	1,270,404
W. Germany	211,341	168,772
United States	133,895	75,627
Sweden	90,502	81,041
France	20,916	32,923
Great Britain	11,111	10,225
Italy	4,304	6,863
Ireland	268	608
TOTAL	1,650,289	1,646,463

New imported trucks were up 31.17 percent in August, to 68,084 from 51,907 a year earlier. Totals from the major makers were:

	August, 1984	August, 1983
Toyota	29,310	19,042
Nissan	15,574	15,725
Mazda	10,345	6,797
Dodge Ram 50	4,634	3,440
Others	8,221	6,903
TOTAL	68,084	51,907

Imported truck registrations for the first eight months of 1984 were up 53.46 percent from the year-ago level, climbing to 476,240 from 310,345. The breakout:

	8 Mos., 1984	8 Mos., 1983
Toyota	180,705	109,037
Nissan	131,415	84,178
Mazda	75,531	43,269
Dodge Ram 50	29,089	18,797
Others	59,500	55,064
TOTAL	476,240	310,345

TOP CARS

U. S. registrations for eight months, 1984 vs. 1983. Numbers for New York State and Oklahoma, 1984, from sales records; Oklahoma, 1983, not available. Current District of Columbia and Louisiana registrations temporarily delayed.

1984 Position		Make	1983 Position
1—	1,071,878	Chevrolet	857,203— 1
2—	841,315	Ford	660,966— 2
3—	739,052	Oldsmobile	624,243— 3
4—	612,674	Buick	530,742— 4
5—	467,190	Pontiac	331,045— 8
6—	340,132	Mercury	252,260— 9
7—	328,138	Toyota	372,278— 5
8—	321,567	Honda	258,355— 6
9—	314,895	Nissan	354,184— 7
10—	237,218	Dodge	205,313—10
11—	205,883	Chrysler	164,635—13
12—	202,931	Cadillac	184,737—11
13—	187,767	Plymouth	180,978—12
14—	121,427	AMC	122,181—14
15—	110,809	VW	92,665—17
16—	105,384	Mazda	114,309—15
17—	94,766	Subaru	97,728—16
18—	92,571	Lincoln	59,988—19
19—	67,815	Volvo	62,961—18
20—	48,993	Mercedes	47,666—20
21—	45,828	Audi	29,801—22
22—	45,542	BMW	37,153—21
	166,552	Other Imports	179,363
	187	Misc. Dom.	481
	6,770,514	TOTAL	5,821,235

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

EIGHT MONTHS
1984 VS. 1983

	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.83	14.73	+1.10
Ford	12.43	11.36	+1.07
Oldsmobile	10.91	10.72	+0.19
Buick	9.05	9.12	−0.07
Pontiac	6.90	5.69	+1.21
Mercury	5.02	4.33	+0.69
Toyota	4.85	6.40	−1.55
Honda	4.75	4.44	+0.31
Nissan	4.65	6.08	−1.43
Dodge	3.50	3.52	−0.02
Chrysler	3.04	2.83	+0.21
Cadillac	3.00	3.17	−0.17
Plymouth	2.78	3.11	−0.33
AMC	1.79	2.10	−0.31
VW	1.64	1.59	+0.05
Mazda	1.56	1.96	−0.40
Subaru	1.40	1.68	−0.28
Lincoln	1.37	1.03	+0.34
Volvo	1.00	1.08	−0.08
Mercedes	0.72	0.82	−0.10
Audi	0.68	0.51	+0.17
BMW	0.67	0.64	+0.03
Other Imports	2.46	3.08	−0.62
Misc. Dom.	0.00	0.01	−0.01
TOTAL	6,770,514	5,821,235	

NHTSA corrosion test rule issued for semi-sealed bulbs

WASHINGTON.—NHTSA has issued a final rule on the corrosion test procedure for semi-sealed replaceable bulb lighting systems. Ford Motor Co. and other auto manufacturers interested in using contoured lighting systems worked with NHTSA to develop the final test.

A Ford spokesman said both the initial and replacement costs of semi-sealed lighting systems make the use of contoured or aerodynamic lamps more attractive to auto makers.

To replace a fully sealed aerodynamic headlamp assembly on certain vehicles could prove too expensive from a servicing standpoint, he said. Semi-sealed systems simply require a bulb change, rather than the complete replacement of the bulb, lens and reflector.

The corrosion test calls for the complete semi-sealed lighting assembly to be exposed to a salt spray or fog for 10 days. During the 24th hour of each day, the spray is turned off and the bulb may be removed. The bulb is then replaced and the spray reactivated for the next 23-hour period.

At the end of 240 hours, the device is to be tested for a drop in voltage reaching the bulb through the connector. The loss of protective coatings covering lamp components is also to be measured.

The NHTSA rule also will allow motorcycles to be equipped with semi-sealed lighting.

Denver experiment involves carless days for drivers

DENVER. — When it is winter in the Rockies, those majestic peaks are not always visible in this mile-high city and so Denver last week began a radical experiment in pollution-control technology, a carless day for every driver in the area.

Denver, unlike most metropolitan areas, has smog attacks in the winter rather than the summer, as cold air from the neighboring Rocky Mountains pours down on the city and traps rising warm air. The resulting haze often reduces visibility to as little as half a mile and puts residents in "unhealthy" air for two or three days per week during the winter.

Under the Clean Air Act, the city must reduce carbon monoxide emissions, one of the major sources of the "brown cloud," by 15 percent by 1987 if it is to keep from losing millions in federal aid for sewers and highways.

The carless day is one part of the pollution-reduction plan. The voluntary program — it could become mandatory if it does not work — is based on license-plate numbers and asks owners of vehicles with plates ending in 0 or 1 to leave their cars at home on Monday; those with plates ending in 2 or 3 to leave theirs home on Tuesday, and so on.

Tagged "No-drive," the program will last from November through January and is being launched with a $200,000 advertising campaign.

Norway exports more auto parts

OSLO. — Export of Norwegian-made automotive components is expected to exceed $117 million this year.

In the first six months, such exports ran 40 percent ahead of year-earlier volume.

Volvo and Saab in Sweden account for more than half of all Norwegian car components export. Norwegian parts are also purchased by Volkswagen, BMW and Daimler-Benz, making Germany the second largest such export market. Sales there have risen 27 percent this year.

Hine signs

SAN DIEGO.—John Hine Jr. is the new Pontiac-GMC dealer here.

And a Buyers Guide window sticker

Used-car rule: Help without burden

Continued from Page 1

posed ambiguous and confusing language regarding defect disclosure will make this rule much easier for both dealers and customers to understand.

"While we would have preferred to avoid the paperwork burden which this rule will place on dealers, we are pleased that the FTC decided to make its final rule reasonable."

Republican Commissioner Patricia P. Bailey said the final rule "without the known-defects provision, is little more than a consumer education campaign masquerading as significant, industrywide regulation."

She added: "The record in this proceeding portrays an industry fraught with dealer deception and insufficient consumer information regarding auto defects, both of which keep consumers at a substantial bargaining disadvantage in the used-car sales transaction."

Bailey said she feels the "known defects" disclosure "would have attacked these problems head on, increasing consumer awareness of total car costs . . ." but the final rule while, having educational value, "curiously avoids simply requiring dealers to share with consumers defect information they have obtained in the ordinary course of their business."

• The focus of the recent comment period was on a baseline study done for FTC's Bureau of Consumer Protection in 1979-80 to survey results of used-car sales in Wisconsin, which requires dealers to inspect used cars and to disclose known defects.

The Wisconsin attorney general and the attorneys general of Texas, Alaska, Michigan, New Mexico, Ohio, Hawaii, Maine and North Carolina plus Consumers Union and the Center for Auto Safety have questioned the study's validity.

The study's findings were supported, however, by various auto trade associations, NADA and several state dealer associations.

The study indicates "known defects" disclosure "simply does not work" because it shows "virtually no difference between the experience of used-car buyers in Wisconsin and the rest of the country . . ."

For example, only 3 percent of Wisconsin buyers were told of a problem by the dealer compared with 4 percent in the rest of the country.

While some opined this was because cars were in better shape in Wisconsin — perhaps because dealers fixed them because of expected consumer reaction — the study showed otherwise, said the FTC Bureau of Consumer Protection.

In fact, it showed the mechanical condition of cars sold in Wisconsin was worse and 65 percent of the state's used-car buyers made repairs during the survey period compared with 60 percent in the rest of the country.

The FTC bureau said "perhaps the most significant finding" of the study is that Wisconsin consumers are no more satisfied with their used cars—84 percent compared with 86 percent satisfied in the rest of the country and 12 percent in Wisconsin very dissatisfied compared with 5 percent in the rest of the country.

• Although questions of methodology were raised repeatedly both last July by two commissioners and often since by state attorneys general and consumer groups, there was never any real question of the study's findings being accepted — especially since the NADA suit had remanded the "known defects" issue to FTC which had little reason to resist either legally or philosophically.

NADA raised other questions about the watered-down proposal of last July and it won some and lost some.

NADA wanted to exclude demos, but the FTC's answer was no.

NADA wanted the "spoken promises" language entirely dropped, or if not, then changed to "can lead to misunderstanding." FTC said no, it is important that consumers know oral promises are not enforceable, especially for "as is" sales.

NADA wanted to be sure "as is" referred only to mechanical items. Answer: All right.

NADA was successful in getting changes in the "service contract" provision on grounds that there might be several service contracts available, some not handled by dealers themselves. NADA wanted — and got — general language telling buyers to ask for details.

NADA was rebuffed on minor changes — definition of consumer, size of label, inclusion of various systems that *may* have problems and permission to include options and accessories on the buyers label. But NADA won on using the Vehicle Identification Number instead of the ID and FTC will allow use of the dealer stock number as well.

• In response to NADA's complaint that posting a Spanish version of the sticker when the sale is conducted in Spanish would burden dealers, FTC said it would not since it applies only when the sale is being conducted in Spanish anyway.

Mercedes-Benz of North America, concerned about possible confusion where the dealer is selling a car which is still under the manufacturer's original warranty, won its point and FTC will allow additional use of that information.

The National Vehicle Leasing Assn. wanted specific exclusion of those who sell at auction or other non-retail settings.

FTC rejected this, noting that dealers are defined as those who have sold or offered for sale five or more used cars in the previous 12 months and the rule specifically excludes banks, financial institutions, a business selling a used vehicle to an employe, or lessors selling a leased vehicle to that vehicle's lessee or to an employe of the lessee.

The intention is a "retail sales environment" and instead of making exclusions in the rule, FTC prefers to grant exemptions when petitioned and only when necessary.

FTC also turned down changes suggested by Consumers Union for "known defect" disclosure — one that would have made clear that the dealer had no "legal obligation to inspect" and another section about allowing inspection by an independent mechanic — again saying the dealer had no "duty" to inspect.

Koepke Motors wins Volvo award

LAKEWOOD, O. — Robert J. Koepke, Koepke Motor Sales Co. here, has received the Dealer of Excellence award for "outstanding professional achievement and dedicated service to Volvo customers."

Robert J. Koepke

The dealership was cited for the accomplishments of its sales, service and parts departments. Each was judged as outstanding in its 1983 performance.

Koepke Motor Sales Co. has a staff of 32 people and has been a Volvo dealership since April, 1981.

College withdraws invitation to DeLorean

LIVONIA, Mich. — Schoolcraft College here has withdrawn its offer to have former auto maker John Z. DeLorean speak at a college fundraiser Nov. 27.

"We withdrew our offer for the date after waiting for the signed contract for over two weeks," said Schoolcraft spokesperson Pat Newman. "However, the offer is still open for a later date."

Golden day for James

An Oldsmobile rocket emblem sculptured in ice was part of the decorations for a reception honoring F. Bernie James, James Oldsmobile, Inc., Charleston, S. C., for his 50 years in the automobile business. Looking on is Larry B. James, left, who is general manager of the dealership. At right is Patrick J. Hayes, Oldsmobile's Charlotte zone manager.

25th Distinguished Achievement Award

L. T. Boswell Sr., center, retired founder of L. T. Boswell Ford in San Benito, Tex., receives the dealership's 25th Distinguished Achievement Award from Cliff Johnson, assistant sales manager of Ford's Houston district. Also pictured are, from left: S. P. Boswell and L. T. Boswell Jr., partners, and Robert Graziano, Houston district field manager. The award is given in recognition of progressive management, modern sales and service facilities, sound merchandising practices and high quality standards.

Imported-car inventory holds at 24-day supply

Continued from Page 1

mated by AUTOMOTIVE NEWS. With dealers selling Porsches from VWoA and others from the new Reno-based Porsche Cars North America, inventory totals were not available at presstime.

• Alfa Romeo's high days-supply figure was mostly the result of a sales drop. Jaguar's inventory — what little there was — was not yet affected by the seven-day walkout in Britain; its effect on inventories and sales is expected to show up in December.

Renault's import inventory became even more bloated as its sales rate fell. Saab increased its sales rate, resulting in a sharply lower days-supply figure.

As noted, Toyota's truck days-supply figure doesn't show that the importer more than kept pace with a sharply higher sales rate during the month.

The big change in Isuzu's truck numbers was caused by both decreased sales and increased shipments.

The imported-vehicle inventory stood at 274,323 units, or 27 days' worth. The unit total was the highest since July 1. On Oct. 1, the count was 257,941 — also a 27-day supply. On Nov. 1, 1983, it was 288,743, or 33 days' worth.

The Nov. 1 import-car inventory was split this way: 61.07 percent from Japan, 23.14 percent from Germany and 15.79 percent from other European countries.

One month earlier the split was 61.17 percent Japan, 22.23 percent Germany and 16.50 percent other European countries.

• The Japanese makes and their days' supplies were: Imported Honda, 6; Subaru, 11; Toyota, 11; Mitsubishi, 15; Mazda, 23; Nissan, 24; Chevrolet Sprint, 34, and Isuzu, 51. (Honda had a 7-day supply of domestic Accords; combined, its inventory was 6½ days.)

In addition, there was a 48-day supply of Mitsubishi-built Chrysler captive imports, broken out this way: Dodge Colt, 38; Plymouth Colt, 48; Dodge Vista, 56; Plymouth Vista, 57; Plymouth Conquest, 107, and Dodge Conquest, 120.

The German makes and their supplies: Mercedes-Benz, 18; Porsche, 30 (estimated); Audi, 48; BMW, 51, and VW imports, 70. (VW's domestic stockpile stood at 70 days; combined, it had a 60½-day supply.)

The other Europeans and their days' supplies were: Jaguar, 14; Saab, 25; Volvo, 44; Maserati, 44; Peugeot, 59; Alfa Romeo, 126; Renault, 256, and International Automobile Importers, 662.

The pickup inventories were: Mazda, 16 days; Mitsubishi, 27; Toyota, 41; Nissan (including both imports and domestics), 47; Chrysler captives, 52, and Isuzu, 76.

2 DeLorean prototypes to be sold at auction

NEWPORT BEACH, Calif. — Two original DeLorean DMC prototypes are among 400 collectible cars that will be auctioned here Nov. 24-25 at Rick Cole's Newport Beach Collector Car Auction.

The auction, with cars sold on a no-reserve / no-minimum-bid basis, will be held at the Marriott Hotel and Tennis Club.

Denver snowstorm spurs sales of 4WD vehicles

DENVER.—Denver's first major snowstorm of the season may have left some residents stranded in their driveways, but many took action to assure they would not be stuck again.

The Denver Big Wheels Dealers Assn. reported that four-wheel-drive Jeep and Eagle sales rose significantly in the five-day period following the storm, with 232 new 4WD units sold from Oct. 16-20. For the five days prior to the storm, 148 vehicles were sold.

Sales of used 4WD vehicles also jumped following the storm, with 96 units sold in the five days after the snowfall, compared with 73 for the same period before.

Denver's four Big Wheels include: Colorado AMC-Jeep-Renault; Bob Bundy AMC-Jeep-Renault; Broadway AMC-Jeep, Inc., and Osborn AMC-Jeep-Renault, Inc.

More than a month ahead of 1983

Auto production passes 7 million

By Louise Kertesz
Detroit Reporter

U.S. auto production topped seven million Friday (Nov. 16), a level that was not reached in 1983 until the final work week of the year.

This year's output of 7,006,676 cars was 16.49 percent ahead of the 6,014,942 completed last year at this time.

Makers targeted completion of 177,021 cars last week, 7.19 percent more than the previous week's 165,151 and up 3.68 percent from the year-ago week's 170,732.

Companies shared last week's estimated production as follows: General Motors, 55.87 percent; Ford Motor Co., 23.02 percent; Chrysler Corp., 15.59 percent; American Motors, 2.71 percent; American Honda, 1.74 percent, and Volkswagen of America, 1.07 percent.

GM's Pontiac Plant 8 reopened last Monday (Nov. 12). About 2,400 workers are being recalled to produce Oldsmobile Cutlass Supremes and Buick Regals. Pilot production is scheduled to start in December.

GM plants in Lansing (Oldsmobile Nos. 1 and 2) and Wentzville, Mo., were scheduled to work one overtime shift Saturday (Nov. 17).

GM plants scheduled to work two overtime shifts Saturday were: Doraville (Ga.), Fairfax (Kans.), Linden (N.J.), Oklahoma City and Wilmington (Del.).

Chrysler's St. Louis Plant No. 2 was also scheduled to work two overtime shifts Saturday.

Also working Saturday were Ford Motor plants in Edison, N.J., Kansas City and Wixom, Mich.

Chrysler plants scheduled to work two nine-hour shifts today and tomorrow (Nov. 19-20) are: Belvidere (Ill.), Newark (Del.) and St. Louis Nos. 1 and 2.

Chrysler's Jefferson plant (Detroit) is scheduled to work two 8½ hour shifts on those days.

UAW will urge Chrysler to reopen labor contract

Continued from Page 3

make about $1 an hour less than those at Ford and GM because of concessions granted to the company when it faced bankruptcy in the early 1980s. Those concessions were worth more than $1 billion.

The current contract covers about 60,000 workers in the U.S.

A similar reopening request was made by the Canadian UAW last July. UAW Vice President Robert White sent a letter to Chrysler Canada asking that the contract be reopened in light of the $1.5 billion profit Chrysler Corp. made in the first half of the year.

Chrysler Canada, with input from the U.S. parent, rejected the plan.

The Canadian UAW will now wait and see what is decided by the union in Detroit and will follow that lead, White said. But, he said, if the union asks Chrysler to reopen in the U.S., he will follow suit in Canada and request that both the local and national agreements be reopened.

Canadian law requires that all local agreements be settled before a national contract can be finalized.

There are about 10,000 UAW-represented workers at Chrysler Canada.

Ford workers ratify Canadian agreement

TORONTO. — UAW-represented workers at Ford of Canada last week ratified a new three-year contract by 82.7 percent. The new agreement will raise their wages from $13.08 an hour (Canadian, including cost-of-living adjustments) to about $15.60 an hour (Canadian) when the agreement expires.

The contract covers 14,250 Ford hourly workers.

Truck production slips from top week of year

Domestic truck makers targeted assembly of 65,099 trucks last week, down 7.22 percent from the previous week's record high for the year of 70,166.

That record was more than 2,000 units better than projected and 3,332 units up from the previous high set during the week ended June 23.

Last week's output was 11.28 percent more than the year-ago week's 58,499.

Year-to-date, 2,790,645 trucks have been completed, 30.83 percent more than the 2,133,000 assembled at this time last year.

General Motors' truck and bus assembly plant in Baltimore will stop production for three days this week due to what GM called "a shortage of quality parts."

Production is scheduled to resume next Monday (Nov. 26).

GM's plant in Detroit scheduled one overtime shift Saturday (Nov. 17). Its plant in Janesville, Wis., scheduled two overtime shifts Saturday.

Chrysler Corp.'s Warren (Mich.) plant also scheduled two overtime shifts Saturday.

Ford Motor Co.'s Louisville facility also worked Saturday.

Chrysler's Warren plant is scheduled to work two nine-hour shifts today and tomorrow (Nov. 19-20).

Canadian output climbs for week; 23,078 cars built

Canadian car production of 23,078 units registered a small gain last week (4.72 percent), since the previous week's expected 1984 high was not attained. That week's actual production was 22,038 cars.

Last week's total was 9.17 percent better than the year-ago week's 21,140.

Annual truck production passed the 700,000 mark last week, a level not reached last year when 560,864 trucks were built.

Last week's output of 17,031 trucks was 14.77 percent better than the previous week's 14,839 and 13.25 percent more than the year-ago week's 15,038.

Chrysler Corp.'s Windsor (Ont.) plant assembled 2,040 Plymouth Voyagers, 2,055 Dodge Caravans and 605 Mini Ram Vans last week, bringing the total T-115s completed this year to 206,204.

International Harvester lost three days' production because of a strike that began last Wednesday (Nov. 14).

General Motors closed its B Line in Oshawa, Ont., last week for changeover from the regular-size Chevrolet Caprice to the mid-size front-wheel-drive Pontiac 6000.

Production is scheduled to begin by the end of February, 1985.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 17, 1984	Same Week, Nov. 19 1983	Week Ended Nov. 10 1984	November to Date	Jan. 1, to Nov. 19 1983	Jan. 1, to Nov. 17, 1984
AMERICAN MOTORS	609	730	609	1,462	25,915	19,907
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	7,628	8,322	23,762	239,604	390,906
GENERAL MOTORS	11,249	12,602	12,883	28,043	475,180	508,957
VOLVO	180	180	224	494	9,357	9,225
Total Cars, Canada	23,078	21,140	22,038	53,761	854,421	928,995

TRUCK PRODUCTION IN U.S.†

	Week Ended Nov. 17, 1984	Same Week, Nov. 19 1983	Week Ended Nov. 10 1984	November to Date	Jan. 1, to Nov. 19 1983	Jan. 1, to Nov. 17, 1984
CHEVROLET	18,936	19,117	21,761	47,552	741,836	876,555
DODGE	5,500	4,000	5,562	12,910	128,866	189,110
FORD	24,875	22,118	25,682	60,968	827,913	1,065,918
GMC	7,214	6,215	7,862	17,860	234,732	288,947
INTERNATIONAL	1,574	1,231	1,573	3,778	45,752	67,564
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,320	3,771	9,043	92,440	165,978
NISSAN	2,200	1,448	2,905	5,996	12,952	88,263
AM GENERAL	50*	50*	50*	120	2,210*	2,310
MISCELLANEOUS	1,000*	1,000*	1,000*	2,400	44,600*	46,000
Total Trucks, U.S.	65,099	58,499	70,166	160,672	2,133,000	2,790,645

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 17, 1984	Same Week, Nov. 19 1983	Week Ended Nov. 10 1984	November to Date	Jan. 1 to Nov. 19 1983	Jan. 1, to Nov. 17, 1984
CHRYSLER CORP.	6,904	5,402	5,526	15,908	115,201	321,955
FORD MOTOR	3,664	3,361	2,915	7,895	126,025	137,612
GENERAL MOTORS	6,248	6,142	6,182	14,318	232,921	245,898
INTERNATIONAL	215	133	216	511	5,039	7,617
Total Trucks, Canada	17,031	15,038	14,839	38,632	479,186	713,082
N. American Trucks	82,130	73,537	85,005	199,304	2,612,186	3,503,727

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U.S. CAR PRODUCTION

	Week Ended Nov. 17, 1984	Same Week, Nov. 19 1983	Week Ended Nov. 10 1984	November to Date	Jan. 1, to Nov. 19 1983	Jan. 1, to Nov. 17, 1984
AMERICAN MOTORS	4,800	5,792	4,653	.....	174,827	172,595
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,792	4,653	11,169	170,756	172,595
Alliance	3,000	3,000	2,873	6,941	141,149	98,839
Encore	1,800	2,792	1,780	4,228	29,607	73,756
CHRYSLER CORP.	27,600	24,800	27,150	65,663	783,306	1,119,731
Plymouth Total	8,800	7,550	8,778	20,974	272,516	341,511
Horizon	3,500	2,700	3,484	8,356	101,994	145,719
Reliant	3,400	4,700	3,524	8,280	165,414	156,946
Caravelle	1,500	100	1,268	3,256	4,709	19,495
Gran Fury	400	50	502	1,082	399	19,351
Chrysler Total	8,300	8,400	8,134	19,707	199,269	361,038
LeBaron	2,300	1,800	2,318	5,562	75,687	105,048
LeBaron GTS	1,000	.....	966	2,299	.....	4,051
Laser	1,400	2,600	1,423	3,401	16,726	64,123
New Yorker/E-Class	1,400	1,800	1,432	3,444	96,014	82,814
Fifth Avenue	2,200	2,200	1,995	5,001	10,842	105,002
Dodge Total	10,500	8,850	10,238	24,982	311,521	417,182
Omni	2,700	3,100	2,744	6,555	111,685	133,285
Aries	2,800	3,700	2,820	7,044	125,373	128,276
Daytona	1,200	900	1,180	2,828	11,912	48,301
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,600	1,100	1,568	3,718	43,386	67,487
Lancer	800	.....	789	1,839	.....	3,229
Diplomat	1,400	50	1,137	2,998	687	36,604
FORD MOTOR	40,756	35,487	37,723	95,278	1,378,077	1,597,518
Ford Division	26,276	22,833	23,589	60,365	894,271	1,033,252
Escort	7,112	7,254	6,992	17,112	253,241	311,739
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,520	3,421	2,404	6,950	107,377	123,870
LTD	4,728	3,944	4,299	11,221	158,969	203,091
Thunderbird	2,772	3,554	3,229	7,293	170,361	133,226
Crown Victoria	2,207	1,433	1,976	5,054	83,770	76,260
EXP	1,098	366	1,094	2,629	1,407	37,874
Tempo	4,839	2,861	3,595	10,106	95,035	147,192
L-M Division	14,480	12,654	14,134	34,913	483,806	564,266
Mercury Total	10,327	10,234	10,632	25,624	391,479	412,917
Lynx	1,120	1,497	1,231	2,848	57,049	61,989
Capri	462	587	375	1,127	22,578	16,477
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,922	1,830	3,314	7,497	67,426	108,082
Cougar	3,073	2,861	2,692	6,845	114,379	103,651
Grand Marquis	1,602	2,153	1,570	3,978	84,323	82,347
LN7	.....	.....	.....	.....	290	.....
Topaz	1,148	1,306	1,450	3,329	26,833	40,371
Lincoln Total	4,153	2,420	3,502	9,289	92,327	151,349
Continental	748	467	638	1,685	10,811	32,928
Lincoln	2,942	599	2,480	6,581	55,313	94,732
Mark VI/VII	463	1,354	384	1,023	26,203	23,689
GENERAL MOTORS	98,905	100,458	90,336	218,118	3,546,701	3,927,572
Buick Total	23,337	20,090	24,248	54,663	799,193	883,907
Skylark	2,728	3,337	3,363	6,519	98,528	96,561
Skyhawk	1,703	2,497	1,819	4,578	67,119	118,931
Somerset Regal	2,125	.....	1,995	4,825	.....	19,154
Century	5,887	3,727	5,752	13,283	150,918	204,284
Regal	2,340	3,822	3,117	6,601	215,145	160,910
LeSabre/Electra (rwd)	5,218	5,121	5,013	11,301	220,520	165,290
Riviera	1,417	1,586	1,186	3,191	46,963	47,132
Electra (fwd)	1,919	.....	2,003	4,365	.....	51,645
Cadillac Total	8,146	6,916	7,612	18,193	276,105	292,805
Cimarron	340	530	112	539	18,374	14,091
Seville	904	774	767	2,066	31,272	34,650
Eldorado	1,842	1,479	1,557	4,108	65,884	68,233
Cadillac	1,600	4,133	1,473	3,674	160,575	101,656
DeVille (fwd)	3,460	.....	3,703	7,806	.....	74,175
Chevrolet Total	28,300	33,224	23,879	60,540	1,177,423	1,322,629
Chevette	2,742	4,356	2,832	6,631	184,637	159,201
Cavalier	8,326	7,728	4,204	15,298	272,902	357,982
Celebrity	5,181	6,300	5,330	11,683	152,302	254,834
Camaro	4,876	5,459	4,190	10,433	175,441	204,980
Citation	1,472	1,935	2,022	3,718	78,445	94,785
Malibu/El Camino	576	498	436	1,217	98,853	21,713
Monte Carlo	1,013	4,493	1,008	2,526	107,959	90,197
Chevrolet	3,154	1,680	2,843	6,659	82,322	108,038
Corvette	960	775	1,014	2,375	24,562	30,899
Oldsmobile Total	27,834	26,551	23,931	59,623	914,023	954,311
Omega	.....	1,733	.....	.....	50,634	29,289
Firenza	1,925	1,786	15	1,986	43,461	60,543
Cutlass Supreme	5,287	7,995	5,922	13,338	272,413	231,004
Cutlass Ciera	7,088	5,566	5,676	14,797	191,759	223,689
88/98 (rwd)	7,382	8,456	6,962	16,150	318,048	281,961
Olds 98 (fwd)	2,710	.....	2,774	6,065	.....	67,429
Calais	2,380	.....	1,684	4,897	.....	20,478
Toronado	1,062	1,015	898	2,390	37,708	39,918
Pontiac Total	11,288	13,677	10,666	25,099	379,957	473,920
Acadian†	.....	339	248	344	13,367	13,178
2000 Sunbird	2,642	4,363	1,712	5,323	100,218	124,770
1000	578	1,088	513	1,380	38,036	36,174
Firebird	2,600	3,298	1,981	5,292	90,546	96,317
Phoenix	.....	589	.....	.....	22,776	14,116
Grd. Prix/Bonneville	.....	1,966	.....	.....	85,563	29,733
Parisienne	2,398	472	2,083	5,015	10,654	41,589
Fiero	1,200	1,562	2,416	3,616	18,797	104,278
Grand Am	1,870	.....	1,713	4,129	.....	13,765
HONDA	3,060	1,853	3,617	7,857	45,308	122,692
VOLKSWAGEN	1,900	2,342	1,672	4,176	86,723	66,568
Total Cars, U.S.	177,021	170,732	165,151	391,092	6,014,942	7,006,676
Total Cars, Canada	23,078	21,140	22,038	53,761	854,421	928,995
N. American Cars	200,099	191,872	187,189	444,853	6,869,363	7,935,671
N. American Trucks	82,130	73,537	85,005	199,304	2,612,186	3,503,727
North American Cars and Trucks	282,229	265,409	272,194	644,157	9,481,549	11,439,398

†—All Acadians are built in Canada. *Estimated.

Automotive News

November 26, 1984

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Such an engine is years away, report says

Japanese push ceramics

By Geoff Sundstrom
Washington Reporter

WASHINGTON. — Use of ceramic components is increasing on Japanese automobiles, but completion of an all-ceramic engine certainly will not happen "within the decade," according to a report by the National Research Council's National Materials Advisory Board.

The report, High-Technology Ceramics in Japan, found "the Japanese do not appear to have a technical edge over the U. S. in the field of ceramics in general."

However, it did find an impressive Japanese effort underway to transform high-technology ceramics know-how into manufacturing processes and consumer goods.

Much of the basic research being relied on by the Japanese is of U. S. origin, but the Japanese are building on that largely academic understanding by producing products of use to a variety of industries, including auto manufacturing.

The Japanese strategy is to develop so-called "thin markets" for high-technology ceramics.

That strategy is being pursued by the Ministry of International Trade and Industry, the Japanese Fine Ceramics Assn. (an inter-industry association) and the MITI-budget-controlled Engineering Ceramics Assn. for High-Performance Ceramics.

The goal is to gain widely diffused practical experience with ceramics throughout the Japanese economy by finding products that can now be made of ceramics that might otherwise be made of more traditional materials.

• The idea seems to be that a working knowledge of ceramics — that could produce cost and technology breakthroughs — is worth whatever short-term disadvantages the material now holds for manufacturers.

A secondary gain is that these new material toeholds will help build acceptance of ceramics among consumers and familiarity among industrial users of components now made of plastics and metals.

Toyota Motor Corp. is now banking on the high-technology lure that fine ceramics seem to have for Japanese consumers. Toyota is heavily committed to ceramics research and applications and has used the ceramic content of Toyota vehicles as a selling point.

According to the report, Nissan, Honda and Isuzu are aggressively competing to find new uses for high-technology ceramics on their products, with Isuzu being committed to the introduction of at least one new ceramic engine component each year.

The report predicted that ceramic automobile components will be common on Japanese autos by 1990 and available on all Japanese makes by 1993.

• But most of those applications are expected to replace relatively small, low-value engine components — at least initially.

Again, the idea in the Japanese auto industry is to build experience and confidence, to

Continued on Page 8, Col. 4

breaking news

UAW and Chrysler hold informal talks

DETROIT.—The UAW and Chrysler Corp. have held informal talks on the possibility of reopening the current labor agreement, according to Thomas Miner, Chrysler labor relations vice president. The contract expires Oct. 15, 1985. There has been no formal request from the union to reopen the pact, but the UAW has indicated it will send a letter asking for early bargaining.

Chapman family sells Lotus shares

LONDON. — The British earthmoving-equipment maker JCB and a British merchant banking group, Schroeder Wagg, have purchased nearly all the Group Lotus shares held by the family of the late Colin Chapman.

Canadian UAW talks merger with Air Line union

TORONTO.—The 100,000-member Canadian UAW has begun merger talks with the 4,500-member Air Line Employees Assn. The Canadian UAW currently is part of the International UAW based in Detroit, but UAW Vice President Robert White has said there have to be changes if that relationship is to continue. He has advocated a Canadian Metalworkers Federation. Merger talks are also being held with two other unions with a combined membership of about 20,000. White would not identify the unions.

See BREAKING NEWS, Page 8, Col. 1

Rebound to follow late '84 slowdown

RV leaders see years of growth

By Jack Walsh
Truck & RV Editor

LOUISVILLE. — Recreational-vehicle sales have slowed somewhat in the second half of 1984, but industry leaders are confident of a rebound after the first of the year and steady growth for the remainder of the decade.

Optimism was high here at the start of the 22nd annual national RV show sponsored by the Recreation Vehicle Industry Assn. More than 1,000 of the latest models and thousands of RV parts and accessories are being displayed at the biggest show in six years.

Other RV and LV stories are on Pages 16 and E-1 to E-28 following Page 32.

Robert D. Burger, Chevrolet general manager, is looking for an upturn in RV sales in the first quarter of 1985 and said Chevrolet expects its RV business next year to hit record levels for the third consecutive year.

"Generally, RV sales are slow during the fourth quarter, the quarter in which a number of trade shows take place," he said. "These shows usually generate sales that show up during the first and second quarters of the following year."

Thomas H. Corson, chairman, Coachmen Industries, Inc., thinks sales will be up in 1985, but at a slower rate than this year.

"We look for a 5 to 10 percent growth in units, a contin-

Continued on Page 63, Col. 1

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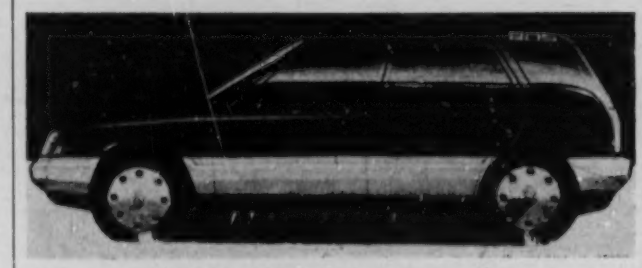
Fresh at Turin

A Ford reply to Fiero?

Maya idea car was displayed at the Turin Motor Show by ItalDesign. Ital's Giorgetto Giugiaro said the Maya is a result of a "stimulus from Ford." In Turin, it was viewed as a positive Ford response to the Pontiac Fiero and the coming mid-engined Toyota.

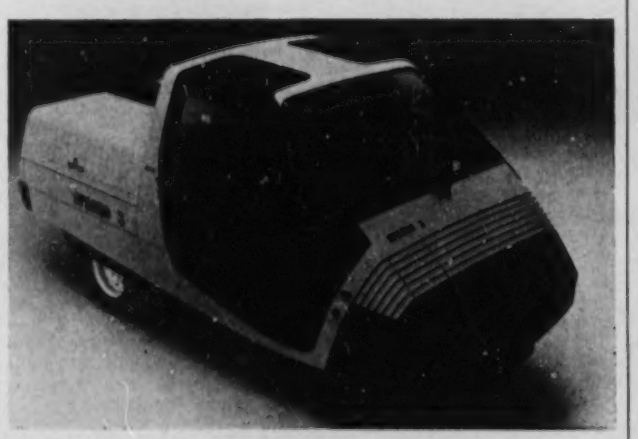


A Peugeot idea by Pininfarina

Station wagon version of Peugeot 205 is a product of Pininfarina imagination. The vehicle was displayed at the Turin Motor Show, but there are no plans for production.

Lancia Thema ready to roll

Turbocharged Lancia Thema was a new Fiat entry at the Turin Motor Show. The car had been previously announced, but is now going into production.



Close to the minimum

Maggiora Spazio 3 idea concept vehicle based on the Piaggio three-wheeled utility vehicle widely used in Italy. It was on display at the Turin Motor Show.

More show pictures on Page 3.

AMC to discuss timetable in January

China to get a Jeep replacement

By Richard Johnson
Detroit Reporter

American Motors and its Chinese partner are due to set a timetable in January for introduction of a replacement for the BJ212 four-wheel-drive currently being assembled at Beijing.

Passenger-car production plans for the Far East are also scheduled to be addressed at a meeting of the Beijing Corp. board of directors, according to Jose Dedeurwaerder, AMC president and chief executive officer.

Beijing Jeep, a joint venture of AMC and the Chinese Government, is currently assembling a four-door, five passenger 4x4 based on a Russian design of the 1950s. At the same time, the joint venture has been laying plans for the next generation BJ213 that is expected to be marketed in China and throughout the Far East within three years.

"We've decided to upgrade the product we are building in China, which is a very old product," said Dedeurwaerder in an interview with AUTOMOTIVE NEWS. "Our final position on the timing to launch the vehicle will be taken in January with the board of directors of Beijing Jeep Corp."

The AMC president said the partnership is also working to develop a network of Chinese suppliers for BJ213 components.

• "In China, the integration is not going to a supplier and telling him to develop a part," he said. "If you want parts, you first develop the means and the tools and then you have a part."

The BJ213 will be built around the Jeep CJ platform, although AMC officials have said it will be an entirely different vehicle. AMC engineers began working on the project last summer, and Chinese representatives have visited the corporation's Southfield (Mich.) headquarters to review progress.

"We have a very good relationship with the Chinese people," said Dedeurwaerder. "There are Chinese engineers in Detroit who are in training programs in our company. What has surprised us most is that they are more in a hurry than we were initially."

Plans have called for production of about 20,000 BJ212 vehicles this year for the Chinese domestic market and about twice that many in 1985.

Dedeurwaerder said plans are also being formulated for possible passenger-car production at Beijing, probably based on a Renault Alliance platform.

"At the same meeting, we will finalize that, too — on the preproduction — to see what they are really looking for," he said. "If we do something, it will be on a type of Alliance, Renault 9 platform. We are working with our partner Renault to have the right product to put in China.

• "It is very difficult to take cars that are at the technical level we are putting in cars today and put them in China," Dedeurwaerder said.

"For example, you have to revise the suspension because the roads are not very good. You have to revise the engine because there is no need to have an injected engine and things like that. You have to handle the technical portion of the business differently."

The future course of passenger-car development is expected to be set at the upcoming Beijing Jeep board meeting.

"We are looking at it and we can probably give you a fairly good position after the end of January," said Dedeurwaerder. "It is very interesting to us."

In September, AMC said it has invested $16 million in the Chinese project, including $8 million in technology. By reinvesting profits, AMC will eventually hold 49 percent ownership. Its current stake in the operation is 31.3 percent.

GM employes upset by transfer to EDS

By Marjorie Sorge
Labor Editor

White-collar employes who will be transferred to Electronic Data Systems Corp. Jan. 1 have begun signing petitions requesting that the UAW become their bargaining agent.

Beginning Jan. 1, about 7,000 data processing workers in the U. S. will be transferred to EDS, which is now a wholly owned subsidiary of GM. Many workers however, are concerned about changes in wage and benefit structures and job security and have shown an interest in joining the UAW.

According to a union source, signing petitions is the first step in organizing. The UAW has made a full economic commitment to the organizing drive, he said, and will try to call an election as soon as possible.

However, according to one union official close to the drive, it is unlikely that an election could be held by the Jan. 1 transfer date.

EDS and GM, while indicating that there will be some changes in benefits, maintain that in the long run the bottom line will be basically the same.

• The data processing workers are angry about the transfer because they had no voice in the decision, said one source. Other salaried workers share that anxiety, fearing that GM will acquire other companies in its move to diversify and transfer workers in other areas, he said.

"The whole problem is psychological," the source said. "Many people who come to work for GM expect to do so from the cradle to the grave."

The data processing white-collar workers' interest in organizing became apparent a few weeks ago when about 400 people in the Detroit, Flint and Saginaw areas attended an organizing meeting.

If the union is elected as the bargaining agent, the bargaining unit would be part of the UAW's office workers' section.

GM has long fought against any organizing of white-collar workers and plans to continue that position, a spokesman said.

Audi 4000 prices up $620 to $710

TROY, Mich.—U. S. prices of Audi 4000 and GT Coupe models have been increased $620 to $710 for '85.

The 4000-S four-door sedan is $13,950, up $710; the 4000-S Quattro four-wheel-drive four-door sedan is $17,450, up $620, and the GT Coupe is $15,250, up $665.

The '85 prices of the Audi 5000-S sedan and wagon and the 5000-S Turbo sedan were announced earlier. They are up $620 to $1,070.

GM donates $1 million to ITI building campaign

ANN ARBOR, Mich. — General Motors has donated $1 million to the Industrial Technology Institute Building Campaign.

ITI was established to provide businesses with basic engineering research and development assistance to support automated manufacturing technologies and to collaborate on joint ventures with industrial partners.

DeLorean cancels second lecture to college group

DETROIT. — Former auto maker John Z. DeLorean has canceled a second university lecture, originally scheduled for this week.

DeLorean, acquitted last summer of conspiracy to distribute cocaine, was to be the guest speaker at Butler University in Indianapolis, Nov. 28, but a spokesperson for the Student Assembly, the sponsor of the lecture, said DeLorean has backed out of the engagement.

A lecture had been set for the night before at Schoolcraft College in Livonia, Mich., but was canceled when DeLorean failed to sign a contract.

He was to receive $12,000 for each lecture.

Other universities reportedly were negotiating to have DeLorean address students. His topic at Schoolcraft and Butler was to have been FBI surveillance of business people.

The Schoolcraft College lecture would have been DeLorean's first public appearance since the drug trial.

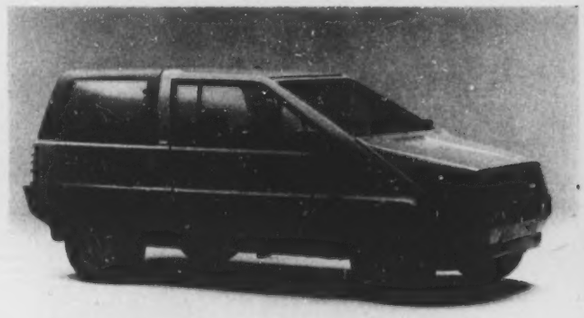
More from Turin

Magnum with 4 to go

Rayton Fissore Magnum station wagon boasts four-wheel drive for maximum traction. Exhibited at the Turin Motor Show, it is said to be ready for immediate production.

New face for an aging shape

Innocenti 650 makes do with a body that gives away its descent from the British Mini. But styling from windshield forward gives a more contemporary look. It was displayed at the Turin Motor Show.



4WD in mini-size

Maggiora Gobi 4WD, designed by Paulo Martin, was presented for the first time at the Turin Motor Show. It is based on the Fiat Panda.

Slick new wagon from Fiat

New entry from Fiat, displayed at the Turin Motor Show, is this Regata Weekend 100-S station wagon. The little charmer is based on the Fiat Regata sedan.

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60th year — No. 5050

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

RV prospects called good for rest of decade

By Jack Walsh
Truck & RV Editor

In spite of the current slowdown in recreational-vehicle sales, 1984 will be a good year for the industry, and both chassis manufacturers and RV leaders are looking for an upturn early in 1985, and continued growth throughout the decade.

This year hasn't been as good as some expected, but in the opinion of Thomas H. Corson, chairman, Coachmen Industries, Inc., it's been one that could be the envy of many businessmen.

"The year will wind up . . . with retail sales approximately 10 percent ahead of last year," he said. "The vast majority of business people in America would be pleased to participate in an industry that enjoyed a 10 percent growth."

He noted, however, that the industry had expected a gain of from 25 to 28 percent during the year, and added:

"This optimistic expectation was probably not totally justified, but it might have materialized had we not had generally poor climate during the spring, four increases in prime interest rates and some concern over Lebanon and Persian Gulf developments at the height of the prime selling season."

• For 1985, Corson sees continued growth, but at a slower rate than this year, with prospects of a "reasonably good business environment for our industry over the foreseeable future."

"We look for a 5 to 10 percent growth in units (in 1985), a continued slow trend toward motorized and a 5 percent inflation factor," he said. "This should develop a 15 to 20 percent increase in dollar voume for the industry."

Robert D. Burger, Chevrolet general manager, said RV sales should start turning up after the first of the year.

"Generally, RV sales are slow during the fourth quarter, the quarter in which a number of trade shows take place," he observed. "These shows usually generate sales that show up during the first and second quarters of the following year."

He noted that the RV indus-

Continued on Page 26, Col. 3

Isuzu heavy makes U. S. debut

Although there are no plans to market it in the U. S. at this time, this Class 8 Isuzu tractor was part of the display by Isuzu Truck of America, Inc., at the recent Truck '84 show in Las Vegas. Isuzu Truck has introduced a Class 3 diesel straight truck in the U. S., and demonstrated the vehicle to dealers prior to the show.

Mack earnings, sales boom in third quarter

ALLENTOWN, Pa. — Third-quarter sales and earnings were significantly higher than those in the same period a year ago, according to Mack Trucks, Inc.

Net income for the three months ended Sept. 30 amounted to approximately $24.2 million, the company said, compared with $39,000 a year ago.

A spokesman said earnings benefited from a $9.3 million reversal of deferred tax liability related to the untaxed income of Mack's DISC (Domestic International Sales Corp.) subsidiary, and included a tax benefit of $789,000 from loss carry forwards.

Net sales for the quarter totaled about $500.8 million, an increase of 67 percent over the previous year's $300.1 million.

The spokesman said deliveries of Class 8 trucks during the three-month period were 94 percent higher than a year ago, while shipments of Class 6 and 7 Mid-Liner vehicles were up 47 percent.

Parts and service sales increased 23 percent over the year-earlier period, he added.

For the first nine months, net income amounted to approximately $55.8 million, the spokesman said, compared with a net loss of $30.5 million in the like period a year ago.

He added that net income for the January - September period included approximately $22.4 million of tax benefits related to the DISC subsidiary and the utilization of tax loss carry forwards.

Nine-month net sales amounted to approximately $1.5 billion, an increase of 75 percent over the $859.5 million reported in the comparable period a year ago.

IH will produce lighter Paystar for tough service

CHICAGO. — The Paystar F-5070 Weight Watcher, a lightweight severe-service heavy truck, will go into production in January in its Canadian plant in Chatham, Ont., according to International Harvester's Truck Group.

Thomas Dougherty, marketing vice president, said the Weight Watcher "offers severe-service customers weight savings without sacrificing the muscle they need to get the job done.

"With some versions weighing as low as 13,950 pounds," he added, "this model still gives users the durability they expect from the Paystar line. Its sloping hood helps give it unmatched visibility from the roomiest cab in its class."

Dougherty noted a number of major design refinements in the Weight Watcher model:

An improved premium aluminum cab with new sealer adhesives that he said increase cab strength up to eight times, and a reinforced roof panel.

A heavy-duty Donaldson air cleaner installed under the hood.

Improved battery box and surge-tank mountings.

All steel crossmembers and gussets for increased reliability.

A standard 27-inch integral front-frame extension and Cummins L10 engines in both 240 and 270-HP versions.

Collins wins contract

HUTCHINSON, Kans. — Collins Industries here announced federal government contracts calling for purchase of 22 of its ambulances and two terminal trucks, valued altogether at approximately $660,000.

New Paystar is a 'weight watcher'

The Weight Watcher is what International Harvester calls its new lightweight, severe-service truck. Some versions of the Paystar F-5070 weigh as little as 13,950 pounds yet still provide superb durability, according to Harvester.

truck industry news

Truck tallies soar to nine-month high of nearly 3 million

Nine-month registrations of new trucks of all types in the U. S. were the highest in industry history, topping the previous mark set in 1978 by slightly more than 11,000 units.

Through September, according to R. L. Polk & Co. statistics,

Table on Page 40.

2,994,962 trucks were registered, 11,115 more than the nine-month total of 2,983,847 six years ago, and 40.8 percent greater than last year's 2,127,031 units.

September tallies also set a record for the month. The total was 357,465 units, 6.8 percent higher than the 334,731 registered in the same month in 1978 and an increase of 43.5 percent over last year's 249,084.

Registrations through September were up sharply over last year in the three major market segments and all weight groups. Only light trucks, however, topped the nine-month count six years ago, and this year's total hit an alltime high.

In the January-September period, 2,811,378 light trucks were registered, an increase of 40.5 percent over the year-ago 2,000,637 and 3.4 percent greater than the previous high of 2,718,690 established six years ago.

Medium trucks through September were up 20.2 percent to 41,836 units, compared with 34,810 last year. But they were down 65.3 percent from the 121,983 units registered in the like period in 1978.

The heavy-truck total for the nine months was 54.8 percent higher than a year ago, 141,748 versus 91,584, and only one percent off the 1978 count of 143,174 units. The nine-month high of 161,388 heavies was set in 1979.

Group 1 registrations through September were up 42.5 percent over last year, from 1,133,409 units in 1983 to 1,615,086. They were 93.2 percent higher than the 836,036 tallied six years ago,

Continued on Page 44, Col. 1

HD registrations for nine months rise 54.8 percent

Registrations of new heavy trucks in the U. S. during the first nine months of 1984 totaled 141,748 units, according to R. L. Polk & Co. statistics, an increase of 54.8 percent over the year-ago 91,584 units.

In September, 19,169 vehicles were registered, a gain of 45.12

Continued on Page 44, Col. 5

U. S. TRUCK REGISTRATIONS

NINE MONTHS, 1984 VS. 1983★

Make	9 mos., 1984	Percent Share of '84 market	9 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
Ford	859,520	28.70	670,317	31.52	+ 2.82
Chevrolet	818,635	27.33	643,479	30.25	− 2.92
Dodge	310,223	10.36	184,451	8.67	+ 1.69
GMC	225,904	7.54	179,947	8.46	− 0.92
Jeep	104,652	3.49	48,921	2.30	+ 1.19
Plymouth	57,896	1.93	6,597	0.31	+ 1.62
International	47,912	1.60	36,562	1.72	− 0.12
Mack	17,955	0.60	11,138	0.52	+ 0.08
Freightliner	11,470	0.38	7,622	0.36	+ 0.02
Kenworth	10,147	0.34	4,973	0.23	+ 0.11
Peterbilt	9,123	0.31	5,322	0.25	+ 0.06
White	4,796	0.16	1,659	0.08	+ 0.08
Mercedes	1,692	0.06	2,077	0.10	− 0.04
Volvo	1,385	0.05	1,133	0.05	.....
Autocar	946	0.03	658	0.03	.....
Western Star	476	0.02	228	0.01	+ 0.01
Miscellaneous	512,230	17.10	321,947	15.14	+ 1.96
TOTALS	2,994,962	100.00	2,127,031	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; Utah, September, 1984, delayed; no registrations for Oklahoma, 1983; Kentucky and New Mexico, September, 1983.
*Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

NINE MONTHS, 1984 VS. 1983★

Make	9 mos., 1984	Percent Share of '84 market	9 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-'83
International	32,151	22.68	22,120	24.15	− 1.47
Ford	27,916	19.69	19,348	21.13	− 1.44
GMC	18,946	13.37	11,844	12.93	+ 0.43
Mack	15,407	10.87	9,524	10.40	+ 0.47
Freightliner	11,470	8.09	7,622	8.32	− 0.22
Kenworth	10,147	7.16	4,973	5.43	+ 1.73
Peterbilt	9,123	6.44	5,322	5.81	+ 0.63
Chevrolet	7,325	5.17	5,609	6.12	− 0.95
White	4,796	3.38	1,569	1.81	+ 1.57
Volvo	1,385	0.98	1,133	1.24	− 0.26
Autocar	946	0.67	658	0.72	− 0.05
Mercedes-Benz	661	0.47	721	0.79	− 0.32
Western Star	476	0.33	228	0.25	+ 0.08
Miscellaneous	999	0.70	823	0.90	− 0.20
TOTALS	141,748	100.00	91,584	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; Utah, September, 1984, delayed; no registrations for Oklahoma, 1983; Kentucky and New Mexico, September, 1983.

Toyota reduces output forecast to 3.37 million

TOKYO.—Toyota, which was set to increase output this year, is now expecting to exceed last year's figure only by a very small margin.

Shoichiro Toyoda, Toyota president, told AUTOMOTIVE NEWS in Tokyo that when domestic sales were increasing in the early half of the year, the schedule for the second half of the year was increased.

In recent months, though, sales have fallen in Japan, so Toyota has revised its forecast back to the earlier level.

Last year, Toyota produced 3.27 million vehicles, and initially it forecast output of 3.37 million for this year. Later, this was increased to more than 3.4 million, but that level is now considered unattainable.

Scarritt is silver

Frank Scarritt Jr., left, Scarritt Lincoln-Mercury, Inc., St. Petersburg, Fla., receives a 25-year-dealer plaque from Ronald N. Ford, assistant sales manager of Lincoln-Mercury's Jacksonville district.

Less-developed countries seen taking larger share

Steel-producing outlook charted

Even the Japanese are not immune to long-range trends now taking shape in world steel markets.

A recent study indicates Japan faces a future of reduced steel-making capacity and production as less-developed countries tap into the business.

"The recent past has fundamentally altered expectations, attitudes, policies, and even the forecasts of the world industry," says John Jacobson, director of Chase Econometrics' Steel Services. "Steel executives now long for the days when they devoted their attention to planning for the impending world steel shortages. Of course, since 1979, steel producers in the U.S., Western Europe and even Japan have had to address their attention to cutting back on facilities, personnel, and raw materials requirements rather than deciding where to build a new steel plant.

"We believe the reductions in steel operations undertaken thus far are necessary but not sufficient to get the level of steel supply into line with expected levels of steel demand." Jacobson says.

"It will take a further reduction of 15-20 million tonnes of U.S. steelmaking capacity between now and 1986 to get the U.S. capacity utilization rate up to 80 percent. The European Economic Community will also have to slash steelmaking capacity by 35-40 million tonnes between now and 1986 to achieve a capacity utilization rate in the 75 percent range.

"Additionally, it is now clear that Japan will also reduce steelmaking by 5-10 million tonnes between now and 1986 just to achieve a 70 percent utilization rate," says Jacobson.

"At the other end of the spectrum, less developed countries will add nearly 20 million tonnes between 1983 and 1986 and more than 30 million tonnes by 1990, Jacobson says.

• "The primary element of any steel shortage scenario has been a forecast for strong growth in steel demand," Jacobson says. "As late as mid-1980 some analysts placed a 70 percent probability on a non-Socialist world steel shortage by 1984 based on a 2.0-2.5 percent annual growth in demand. Unfortunately, apparent steel consumption declined an average 3.6 percent between 1980 and 1983 in the non-Socialist world. We continue to believe there is little or no chance of a general steel shortage."

Effective planning in the steel industry of the 1980s will require constant attention to economic, trade, technology and market developments on a worldwide basis," adds Jacobson. "Among the vital issues to watch are the U. S. budget deficit, fluctuations in interest rates, government trade sanctions, increased use of continuous casting, growth in direct-reduced iron technology, product downsizing and material substitution."

The following tables summarize Chase Econometric's current estimates of apparent steel consumption growth and steelmaking capacity.

Apparent Steel Consumption

(Average Annual Growth—%)

	1980-1985	1985-1990	1990-1995
EEC	−3.4%	2.7%	1.3%
Japan	−1.7	2.6	1.0
USA	0.0	1.4	0.7
Advanced industrial countries	−1.4	2.1	1.2
Less developed countries	1.0	6.1	5.3
Non-Socialist world	−0.8	3.2	2.4
Centrally planned economies	0.7	1.6	2.0
World	−0.3	2.8	2.3

Crude Steelmaking Capacity

(Million Tonnes)

	Advanced Industrial Countries	Less Developed Countries
1979	617	80
1980	598	81
1981	591	82
1982	581	88
1983	560	90
1984	536	96
1985	513	106
1990	508	150

Missouri dealer elected to state treasurer's post

ST. LOUIS. — Wendell Bailey, a Willow Springs auto dealer and the Republican candidate for state treasurer, triumphed in a close race with Democrat Thomas A. Villa, majority leader of the Missouri House.

Bailey, 44, is a former Congressman and served eight years in the Missouri House. He is head of a Pontiac-GMC-AMC/Jeep/Renault dealership.

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Runzheimer studies fleet ownership-operating costs

Stick shift called $206 cheaper

By Francis J. Gawronski

It costs less to own and operate a fleet car with a manual transmission than a car equipped with an automatic, according to Runzheimer International, the management consulting firm based in Rochester, Wis.

The total average annual costs differ by $205 for manual vs. automatic transmission (see table). The figure came from a cost analysis of selected compact and subcompact 1984 models released by the research firm's newsletter, Runzheimer Reports on Transportation.

Runzheimer's transportation analysts selected four models and evaluated them on the basis of variable costs such as gasoline, oil, tires and maintenance; and fixed costs which include licensing, depreciation, financing, taxes and insurance.

Runzheimer said all costs were based on a three-year/60,000-mile tradein cycle.

Average annual operating cost savings with manual transmission were said to be considerable—$113 per year, mostly due to the increased per mile gasoline savings.

Average annual ownership cost savings realized by choosing a manual transmission rather than an automatic amount to $93, the survey found, mostly due to the higher purchase price of cars equipped with the automatic.

• In sum, Runzheimer noted, a fleet can save $206 per year by maneuvering with manual transmissions. Over a three-year cycle, the total saved amounts to $618 for a single car. Multiply that savings by a mere 50 cars and a fleet budget can cut costs up to $30,900, the firm said.

Runzheimer said the model showing the greatest cost difference is the American Motors Encore S with manual transmission which costs $355 less to own and operate at $3,485 per year than with the automatic transmission model which costs $3,840 (see table).

The Runzheimer newsletter concluded that in addition to shifting convenience and purchasing tradition, cost alsc should be a factor when weighing manual transmission against automatic transmission.

Of course, noted Runzheimer editors, for those who don't know how to shift a manual transmission, cost may be no object.

Elsewhere, David R. Parker has joined Ryder System, Inc., Miami, as senior executive vice president and chief operating officer—business service group. He previously was executive vice president and sector executive for packaging for American Can Co.

AVERAGE ANNUAL TRANSMISSION COSTS

Automatic vs. manual

Transmission	Average Annual Costs: Operating	Ownership	Total	Cost Comparison
Automatic	$1,323	$2,547	$3,870	+ $206
Manual	1,210	2,454	3,664	

Averages based on cars itemized in Table 2 and specified basis.

PROJECTED AVERAGE ANNUAL COSTS

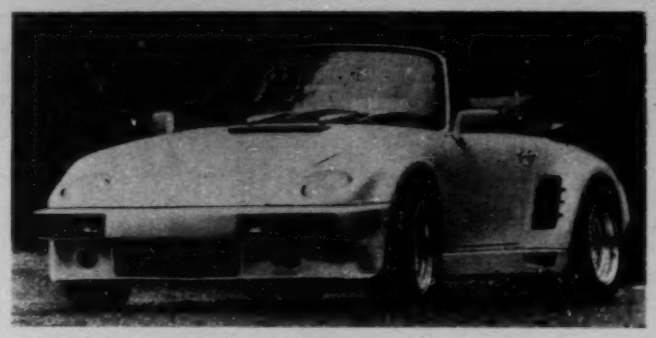
Automatic vs. manual transmission

Make	Transmission	Average Annual Costs: Operating	Ownership	Total	Cost Comparison
Ford Tempo,	Automatic	$1,520	$2,659	$4,179	+ $157
	Manual	1,440	2,582	4,022	
Plymouth Reliant,	Automatic	1,240	2,677	3,917	+ $180
	Manual	1,150	2,587	3,737	
AMC Encore S,	Automatic	1,380	2,460	3,840	+ $355
	Manual	1,150	2,335	3,485	
Chevrolet Cavalier,	Automatic	1,150	2,390	3,540	+ $128
	Manual	1,100	2,312	3,412	

Basis: Except for the transmission distinction, all cars are similarly equipped, including PS, PB, AC, tinted glass, AM radio. Ownership expenses include licensing, depreciation based on a vehicle retention cycle of 3 years/60,000 miles, financing, taxes and insurance. Operating expenses include oil, maintenance, tires and fuel.

Note: Costs vary among geographic locations so these average figures should be used only as a guide.

Source: Runzheimer, Rochester, Wis.



Fiber Designs imports Rinspeed parts

Fiber Designs, Brea, Calif., manufacturer of Kaminari styling and performance accessories, is importing Rinspeed styling components into the U. S. The components are for Porsche, Mercedes-Benz and Lamborghini models.

Volvo prices up $235-$770; Lambda Sond is standard

ROCKLEIGH, N. J. — Volvo North America Corp. has increased prices of its U.S. models $235 to $770 for '85. The Lambda Sond emission control system is included in the '85 prices; it was $137 and $158 extra on various '84 models.

Prices of the '85s range from $12,940 for the DL four-door sedan to $23,060 for the 760 Turbo four-door sedan with automatic transmission.

New for '85 are the 740 four-door sedans. The 740 GLE is $16,845 and the 740 Turbo is $19,045. Automatic transmission is $395 extra on the GLE and $435 extra on the Turbo.

In the DL series, the four-door sedan is $12,940 (up $630) and the wagon is $13,415 (up $680). In the GL line, the sedan is $15,985 and the wagon is $16,515. The hikes are $555 on the sedan and $530 on the wagon.

After November, air conditioning will be installed on all DL models at an additional price of $890.

Turbo models had the smallest increases. The sedan is $18,420 (up $260) and the wagon is $18,950 (up $235).

The top-line 760 series starts at $21,485 for the GLE automatic. It's up $260.

The 760 Turbo prices are $22,625 with manual transmission (up $725) and $23,060 with automatic (up $770). The 760 turbodiesel will continue to be built as an '84 model through December. The price stays at $22,470. All 760 models are four-door sedans.

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November 26, 1984

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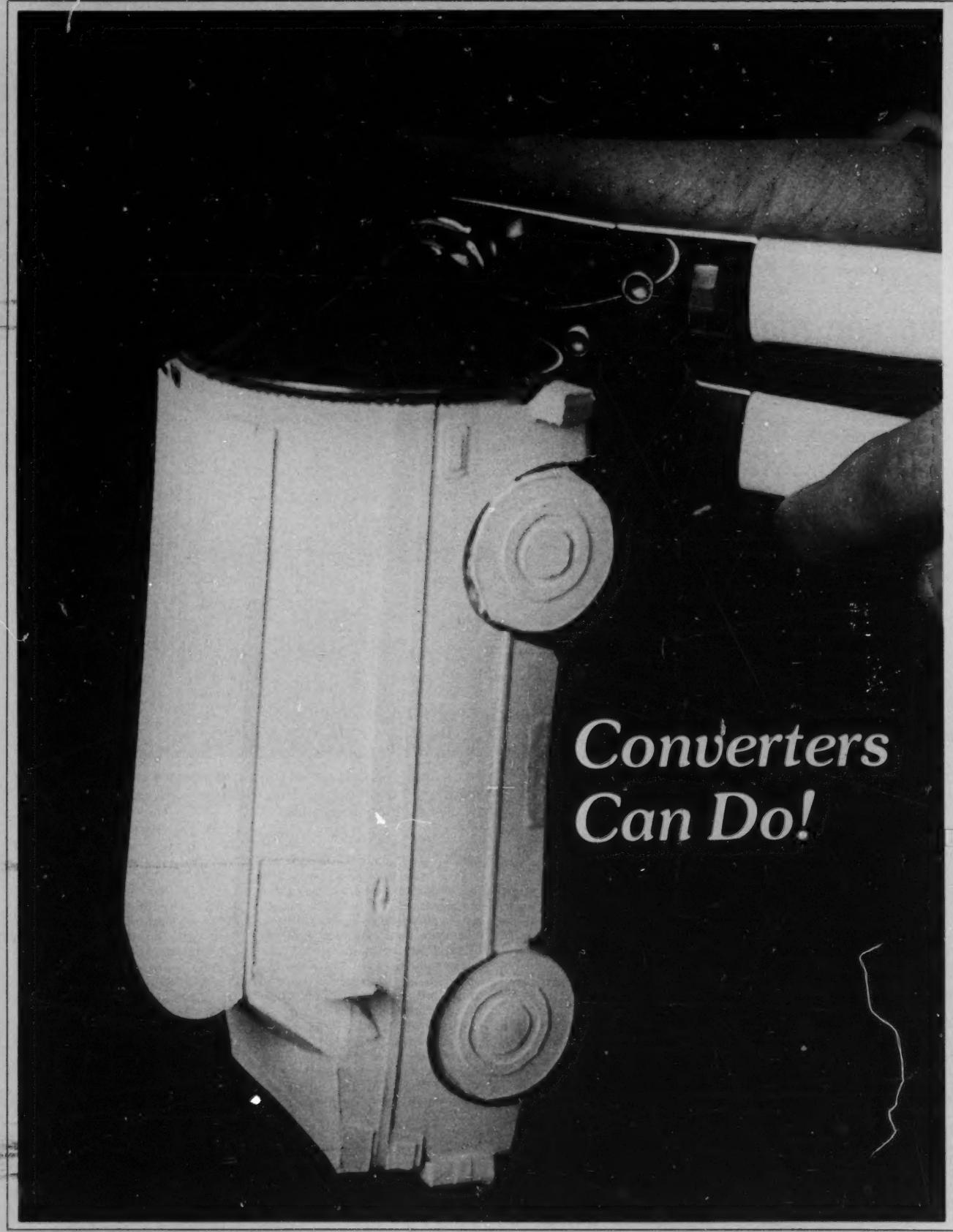


Cover design by Jeff Dworin. Photo by Joe Wilssens.

Market will keep poppin'

Firms bullish about '85, survey indicates

By Al Fleming
Industry Editor

How are van conversion manufacturers doing this year? Just fine, thanks. And 1985 will be another "can do" year for the industry.

That's indicated by an AUTOMOTIVE NEWS survey of U. S. van conversion companies nationwide.

Conducted in late October and early November, the up-to-the-minute poll of the nation's van modifiers detects an optimistic mood that, it's projected, will be translated into an industry sales increase of 33 percent in the coming calendar year.

The survey drew responses from van conversion companies in 23 states: Alabama, California, Colorado, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Missouri, New Jersey, New York, North Carolina, Ohio, South Dakota, Texas, Utah, Washington and Wisconsin.

The study examined such factors as past, current and projected shipments by van converters, company profiles, types and brands of vehicles converted, and price information.

When asked about their estimated shipments of conversion vans to dealers in 1984, 75 percent said they will be higher than in 1983. Looking toward the coming year, 73 percent predicted even more shipments than this year.

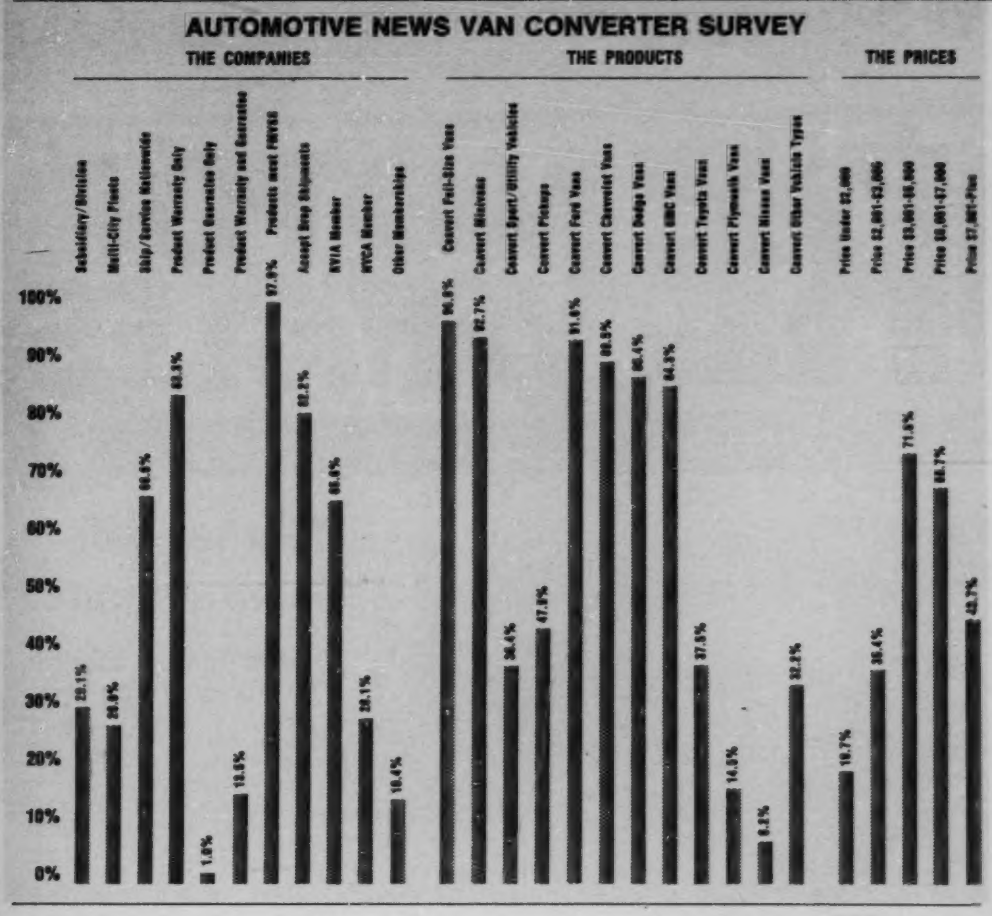
Based on data provided by the survey, AUTOMOTIVE NEWS projects that the median-size converter firm in the U. S. will sell 750 van jobs in 1984 compared to 543 in 1983, and 1,000 units in 1985. Those are increases of 38 percent this year and 33 percent next year.

The survey responses further indicate the relative youthfulness of the business. The average founding date of companies responding was 1975.

The survey also noted that 29 percent of the van conversion firms are divisions or subsidiaries of larger companies, and 26 percent have production facilities in more than one city.

Moreover, 66 percent of the companies ship and service their products nationwide, even though 66 percent are headquartered in just four

Continued on Page E-2



Smaller cars make van market bigger

Starcraft's Cuzzocrea: 'Continual downsizing of cars can only help'

By Jack Walsh
Truck & RV Editor

Van conversions have been on a roll since the start of the downsizing of automobiles to comply with the federal government's tough fuel-economy requirements, and industry leaders see even rosier prospects in the years ahead.

There has been some softening in the conversion market since August, but for the most part it's considered a seasonal lull with an upturn likely after the first of the year.

There also is speculation that buyers may be waiting to see what converters will do with the General Motors and Ford minivans and how they will be priced in comparison with conventional units, many of which are not within reach of less-affluent prospects.

The GM minis — Chevrolet Astro and GMC Safari — will not be available in volume until the first quarter of 1985, while Ford Aerostar won't go into production until May.

"Van conversions currently are off about 10 percent," said John F. Sillick, Chevrolet special vehicles manager. "A lot of people, I think, are waiting on our M-vans (the minis). We should see an upturn in the market after the first of the year."

• James E. Lynch, special vehicle sales manager, Chrysler Corp. truck operations, sees no cause for alarm in the current market pause.

"This isn't the prime selling season for the van conversion," he said. "It's a personalized vehicle, bought generally in the spring and early summer. There should be a very strong comeback between February and May."

He added that van converters "are doing much better today in the way they do business. In the last two years, they've become much more professional in selling, customer service and followup. Their marketing strategies have improved vastly."

Dave Tarrant, Ford Division special vehicles sales manager, reported an increase in sales of van conversions in October after a lull in August and September, and said he looks for a good year in 1985.

"Van converters, however, will be facing much stiffer competition in the years ahead," he said. "Product quality and service excellence will be vital to their success."

The outlook is excellent for both the long and short term, according to executives of leading van-conversion firms.

"We are here for the long haul," commented Scott T. Chapman, president, Bivouac Automative Corp., Vandalia, Mich.

Bivouac's Chapman projects minivans will 'double our business in the next decade.'

"The van conversion industry over the last 20 years has grown and will continue to grow into a stronger force in the marketplace as long as we keep the integrity in our product," he said.

"We must strive to build this integrity with our suppliers, dealers and eventual customers."

Chapman noted that "there are far too many converters in the van conversion business today that are not committed to product integrity.

"However, we project that there will be fewer of these companies remaining in business, mainly because of their inability to meet the demands of high technology required by the motor companies and their ultimate consumers.

"Proof of this lies in the fact that we are currently experiencing our third shakeout within the last 15 years," he added.

Don Cuzzocrea, president, Starcraft Co., Topeka, Ind., said "the outlook for 1985 and balance of the decade is favorable for the high-quality luxury van.

"This type of vehicle has now established a solid market foothold with the upper middle class in the U.S. and Canada," he added. "The continual downsizing of autos can only help the van-conversion market, since people are not being downsized.

• "The only way that more than four people can be transported in comfortable luxury is in a van or motor home," Cuzzocrea said. "Motor homes will continue to sell well, but the true replacement for the no-longer-available full-size car is the van conversion."

Roland Doane, general manager, Universal Motor Coach, Sturgis, Mich., said "we see a very positive future for ourselves and our industry in general.

"We are beginning to implement a unique marketing and sales philosophy," he added. "This philosophy is targeted toward better communications and service with and for our dealer organization and a quality product packed with value for the consumer."

Both manufacturers and converters expect the minivans to provide plus business.

"We see this (the minivan segment) as another opportunity to fill a void in the marketplace," said Bivouac's Chapman. "Our projections are that this new product will double our business in the next decade.

"We will do this by developing a conversion that is unique in the industry both in design and function," he continued. "To date, our industry hasn't filled that void; however, the years ahead will give us the opportunity to experiment and find the proper package that meets that end."

Starcraft's Cuzzocrea noted that the minivan "will capture a large share of the automotive market, but it remains to be seen whether the conversion market will provide the bulk of the sales.

"Early indications are that total prices of the minis will be much more sensitive than with the full-size models," he said. "This reflects the differing income levels of the buyers. Also, although more roomy than automobiles, minivans simply lack the space of the full-size units."

Although there will be a market for the converted minis, Cuzzocrea added, "the opinion here is that full-size luxury vans will be the focus of the conversion industry.

"The successful companies," he said, "will be the ones with an unblemished record of delivering innovative, high-quality, attractive units in a variety of price ranges."

Future product changes, in Cuzzocrea's opinion, will be directed at making the converted van "more automotive and less truck or RV.

"The buyer of the late '80s will want every option available on his car to be available on his van," he said. "To that same end, we would like to see the chassis manufacturers increase engine performance and braking requirements."

Survey

Continued from Page E-1

states — California, Indiana, Michigan and Texas.

Although it may seem paradoxical, not all van converters convert all kinds of vans. Of those surveyed, 96 percent said they work on conventionally sized vans, 92 percent turn out minivan conversions, 47 percent do pickup truck alterations, 37 percent handle sport-utility vehicles and 32 percent are involved in miscellaneous products including limousines, motorhomes, medium-size trucks, buses, campers, funeral coaches, passenger cars and vehicles for the handicapped.

The most popular van conversion nameplate, by a slight margin, is Ford, with 91 percent of the conversion companies handling that line. It is followed by Chevrolet (89 percent), Dodge (85 percent), GMC (84 percent), Toyota (37 percent), Plymouth (37 percent) and Nissan (6 percent).

It is significant that the converter group is adhering to government vehicle safety mandates by and large. Of those queried, 97 percent said their products meet Federal Motor Vehicle Safety Standards (FMVSS).

The fact that less than 3 percent of survey respondents said their van conversions do not meet FMVSS regulations also can be attributable to van conversion safety programs inaugurated by industry associations (story Page E-19).

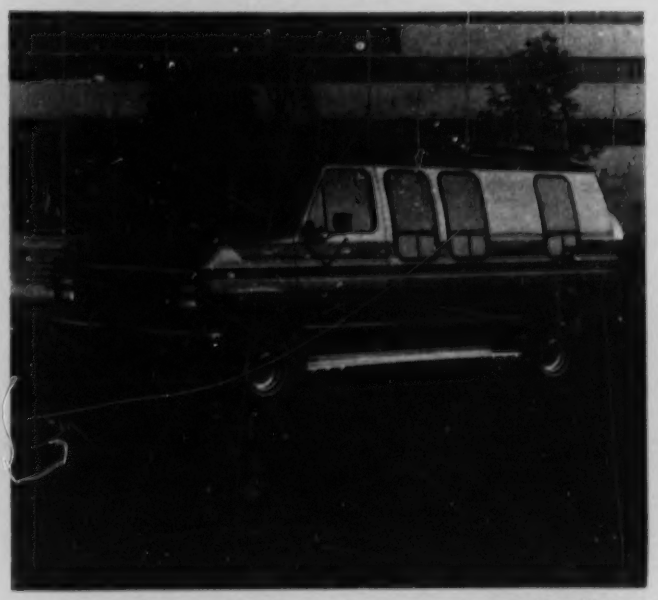
The survey responses also showed that 96 percent of van converters provide warranties with their products, 14 percent provide guarantees and 13 percent offer both a warranty and guarantee.

Regarding conversion cost, of the companies surveyed, 19 percent said they offer conversion packages to dealers (not including chassis price) for less than $2,000; 35 percent sell packages in the $2,001-$3,000 category; 71 percent $3,001-$5,000; 68 percent $5,001-$7,000; and 43 percent $7,001 and up.

Most (84 percent) of the companies said they accept drop shipments of vehicles.

It is estimated that about 20 percent of conversion vans are drop-shipped. Some converters offer special incentives—discounts on the conversion package, cash, trips or other prizes—to get dealers to have their vans drop-shipped to the converter (story Page E-16).

Despite the volatile character of the van conversion market, there is evidence of companies uniting in a common industry bond: 65 percent said they are members of the Recreation Vehicle Industry Assn., 28 percent claimed affiliation with the National Van Conversion Assn., Inc., and 10 percent are members of other state and local motor-vehicle related organizations.



More than 91 percent of van converters surveyed said they handle Ford products. This full-size Ford van conversion is by Sands Industries Inc.

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NINE MONTHS, 1984 VS. 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Sept. '84	.....	.....	.....	.....	.....	.....	.....	133	133
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	86	86
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	946	946
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	658	658
CHEVROLET	Sept. '84	46,345	40,888	2,528	.....	23	1,145	1,106	91	92,126
	Sept. '83	39,710	26,625	2,613	.....	31	608	835	47	70,469
	Year to Date '84	415,664	363,063	27,231	.....	178	5,174	6,831	494	818,635
	Year to Date '83	350,591	269,402	13,508	.....	206	4,163	5,257	352	643,479
(Memo Units) #	Sept. '84	30,523	16,877	.....	.....	.....	.....	.....	.....	47,400
	Sept. '83	25,418	10,836	.....	.....	.....	.....	.....	.....	36,254
	Year to Date '84	284,106	149,690	.....	.....	.....	.....	.....	.....	433,796
	Year to Date '83	235,739	112,323	.....	.....	.....	.....	.....	.....	348,062
DODGE	Sept. '84	26,037	11,150	.....	.....	.....	.....	.....	.....	37,187
	Sept. '83	12,637	7,194	.....	.....	.....	.....	.....	.....	19,831
	Year to Date '84	207,540	102,683	.....	.....	.....	.....	.....	.....	310,223
	Year to Date '83	110,843	73,608	.....	.....	.....	.....	.....	.....	184,451
(Memo Units) #	Sept. '84	19,081	6,819	.....	.....	.....	.....	.....	.....	25,900
	Sept. '83	8,103	5,545	.....	.....	.....	.....	.....	.....	13,648
	Year to Date '84	149,828	64,518	.....	.....	.....	.....	.....	.....	214,346
	Year to Date '83	70,252	53,953	.....	.....	.....	.....	.....	.....	124,205
FORD	Sept. '84	28,125	66,003	.....	.....	.....	1,185	2,291	1,074	98,578
	Sept. '83	28,086	44,657	.....	.....	.....	1,119	1,803	643	76,308
	Year to Date '84	242,193	580,044	.....	.....	.....	9,367	19,126	8,790	859,520
	Year to Date '83	245,725	397,363	.....	.....	.....	7,881	13,797	5,551	670,317
(Memo Units) #	Sept. '84	28,059	20,226	.....	.....	.....	.....	.....	.....	48,285
	Sept. '83	22,179	16,705	.....	.....	.....	.....	.....	.....	38,884
	Year to Date '84	238,375	186,763	.....	.....	.....	.....	.....	.....	425,138
	Year to Date '83	189,122	152,609	.....	.....	.....	.....	.....	.....	341,731
FREIGHTLINER	Sept. '84	.....	.....	.....	.....	.....	.....	.....	1,701	1,701
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	1,194	1,194
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	11,470	11,470
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	7,622	7,622
GMC	Sept. '84	11,470	10,585	222	.....	505	1,024	1,121	1,370	26,297
	Sept. '83	8,128	8,133	115	.....	55	925	689	1,023	19,068
	Year to Date '84	98,348	100,229	1,201	.....	2,418	4,762	9,594	9,352	225,904
	Year to Date '83	78,087	84,672	453	.....	234	4,657	6,557	5,287	179,947
(Memo Units) #	Sept. '84	6,767	4,234	.....	.....	.....	.....	.....	.....	11,001
	Sept. '83	4,543	3,589	.....	.....	.....	.....	.....	.....	8,132
	Year to Date '84	60,470	37,443	.....	.....	.....	.....	.....	.....	97,913
	Year to Date '83	47,243	35,387	.....	.....	.....	.....	.....	.....	82,630
INTERNATIONAL	Sept. '84	.....	.....	.....	.....	.....	2,927	1,287	2,795	7,009
	Sept. '83	.....	.....	.....	.....	.....	2,268	987	1,976	5,231
	Year to Date '84	.....	.....	.....	.....	.....	15,761	10,947	21,204	47,912
	Year to Date '83	.....	.....	.....	.....	.....	14,442	8,266	13,854	36,562
JEEP	Sept. '84	11,598	1,973	.....	.....	.....	.....	.....	.....	13,571
	Sept. '83	3,652	1,856	.....	.....	.....	.....	.....	.....	5,508
	Year to Date '84	89,278	15,374	.....	.....	.....	.....	.....	.....	104,652
	Year to Date '83	29,827	19,094	.....	.....	.....	.....	.....	.....	48,921
(Memo Units) #	Sept. '84	11,598	1,745	.....	.....	.....	.....	.....	.....	13,343
	Sept. '83	3,652	1,608	.....	.....	.....	.....	.....	.....	5,260
	Year to Date '84	89,278	12,871	.....	.....	.....	.....	.....	.....	102,149
	Year to Date '83	29,827	16,136	.....	.....	.....	.....	.....	.....	45,963
KENWORTH	Sept. '84	.....	.....	.....	.....	.....	.....	.....	1,531	1,531
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	851	851
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	10,147	10,147
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	4,973	4,973
MACK	Sept. '84	.....	.....	.....	.....	.....	339	132	2,346	2,817
	Sept. '83	.....	.....	.....	.....	.....	221	83	1,270	1,574
	Year to Date '84	.....	.....	.....	.....	.....	2,548	526	14,881	17,955
	Year to Date '83	.....	.....	.....	.....	.....	1,614	740	8,784	11,138
MERCEDES-BENZ	Sept. '84	.....	.....	.....	.....	.....	169	136	.....	305
	Sept. '83	.....	.....	.....	.....	.....	203	105	.....	308
	Year to Date '84	.....	.....	.....	.....	.....	1,031	661	.....	1,692
	Year to Date '83	.....	.....	.....	.....	.....	1,356	721	.....	2,077
PETERBILT	Sept. '84	.....	.....	.....	.....	.....	.....	.....	1,021	1,021
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	1,051	1,051
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	9,123	9,123
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	5,322	5,322
PLYMOUTH	Sept. '84	6,570	7	.....	.....	.....	.....	.....	.....	6,577
	Sept. '83	199	167	.....	.....	.....	.....	.....	.....	366
	Year to Date '84	57,783	113	.....	.....	.....	.....	.....	.....	57,896
	Year to Date '83	3,478	3,119	.....	.....	.....	.....	.....	.....	6,597
VOLVO	Sept. '84	.....	.....	.....	.....	.....	.....	127	51	178
	Sept. '83	.....	.....	.....	.....	.....	.....	94	66	160
	Year to Date '84	.....	.....	.....	.....	.....	.....	986	419	1,385
	Year to Date '83	.....	.....	.....	.....	.....	.....	690	443	1,133
WESTERN STAR	Sept. '84	.....	.....	.....	.....	.....	.....	.....	131	131
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	31	31
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	476	476
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	228	228
WHITE	Sept. '84	.....	.....	.....	.....	.....	.....	.....	550	550
	Sept. '83	.....	.....	.....	.....	.....	.....	.....	277	277
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,796	4,796
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,659	1,659
MISCELLANEOUS*	Sept. '84	66,324	1,023	42	69	3	17	48	127	67,653
	Sept. '83	45,892	749	.....	36	1	.....	19	74	46,771
	Year to Date '84	504,280	6,152	202	524	3	70	149	849	512,230
	Year to Date '83	314,858	6,007	2	250	7	.....	184	639	321,947
TOTALS	Sept. '84	196,469	131,629	2,792	69	531	6,806	6,248	12,921	357,465
	Sept. '83	138,304	89,381	2,728	36	87	5,344	4,615	8,589	249,084
	Year to Date '84	1,615,086	1,167,658	28,634	524	2,599	38,713	48,801	92,947	2,994,962
	Year to Date '83	1,133,409	853,265	13,963	250	447	34,113	36,212	55,372	2,127,031

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; Utah, September, 1984, delayed; no registrations for Oklahoma, 1983; Kentucky and New Mexico, September, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

9-month total tops 1978 by more than 11,000 units

Truck registrations hit new high

Continued from Page 16

reflecting the surge in popularity of the compact trucks.

There also has been a significant change in Group 2 tallies since 1978. While this year's nine-month total of 1,167,658 was 36.8 percent higher than the year-ago 853,265, the count was 36.8 percent lower than the 1,847,299 units registered in 1978.

Group 3 tallies this year were more than double last year's, 28,634 versus 13,963. But they were 19 percent below the 35,355 vehicles registered in the like period six years ago.

Group 4 tallies through September totaled 524 units, up 109.6 percent over last year's 250, and 95.1 percent below the 10,679 vehicles registered six years ago.

The Group 5 count this year was higher than both the 1983 and 1978 totals. Through September, 2,599 units were tallied, compared with only 447 a year ago and 2,299 in 1978.

The increase in dieselization of Group 6 trucks has caused a big shift in registrations in this weight class since 1978.

The nine-month count was 38,713, down 64.5 percent from the 109,005 units tallied in 1978, but was up 13.5 percent from last year's 34,113 units.

Group 7 is the benefactor in the switch from gasoline power to the heavier diesel in Group 6 trucks.

Through September, the total was 48,801, a gain of 34.8 percent over last year's 36,212 and 72.7 percent higher than the 28,252 registered six years ago.

Nine-month Group 8 trucks were up dramatically from a year ago, but down from the like period in 1978.

The total this year was 92,947 units, 67.9 percent higher than the year-ago 55,372, but 19.1 percent below the 114,922 heavies registered in the same period six years ago.

For outstanding service performance

Harlan A. Haywood, second from right, Eastern regional sales manager for AMC/Jeep/Renault presents the American Motors Performance Masters Award for outstanding service performance for the Eastern region, for the first quarter of 1984, to Tom Leaman, district three (Allentown-Bethlehem-Eastern Pennsylvania area) service manager. Bernie J. Critelli, right, Philadelphia zone manager, and Marvin S. Johnson, left, zone parts and service manager, join them.

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Fruehauf reports record sales, net in third quarter

DETROIT. — Fruehauf Corp. reported the highest third-quarter sales and net earnings in its history, according to Robert D. Rowan, chairman.

Net earnings for the quarter ended Sept. 30 totaled $21.4 million, an increase of 262 percent over last year's $5.9 million. Sales of $704 million were up 25 percent over the $563 million reported in the comparable quarter of 1983.

Sales of the trailer operations during the third quarter were more than 40 percent higher than the comparable quarter of 1983, Rowan said, and automotive operations also continued strong, with sales 13 percent higher than the third quarter of 1983.

Net earnings for the first nine months totaled $62.7 million on sales of $2.1 billion. This compares with a net loss of $10.6 million on sales of $1.5 billion for the first nine months of 1983.

Fruehauf Finance Co. reported net earnings of $5.4 million during the third quarter, up 35 percent from $4 million in the same quarter last year. Finance revenue totaled $22.5 million, a gain of 26.4 percent over last year's $17.8 million. Nine-month net earnings were $14.9 million, up 22.1 percent from the $12.2 million recorded in the same period in 1983.

Rowan indicated Fruehauf looks for continued strong performance in the near future.

"Our 1984 sales and operating earnings will be the highest in Fruehauf's history, and net earnings have an excellent chance of approximating the $88.7 million record set in 1979, which included $4 million of foreign exchange translation gains," he said.

Performance engine for Honda CR-X

Honda's CR-X is offered in Japan with a four-valve 135-HP engine, the most powerful 1.6-liter built there. Targeting racing enthusiasts (Honda had a Formula 2 champion this year), the company is also offering the Civic hatchback with the twin-cam engine.

Honda Civic, CR-X to have four-valve engine in Japan

TOKYO. — Hoping to cash in on its success in Formula 2 racing in Europe, Honda has added a four-valve engine for its Civic hatchback and CR-X.

The engine is designed to closely resemble the Formula 2's and has a pair of curved cam covers, as on a racer.

The power output of 135 BHP —high for Honda—makes it the most powerful 1.6-liter engine built in Japan.

With a bore and stroke of 75 x 90 mm, compared with 74 x 86 mm for the 1.5-liter, the 1.6 liter-engine does not start off in the conventional short-stroke mold for a high-performance unit. But it does retain the lightweight aluminum cylinder block of the smaller unit.

There is a toothed belt drive to the twin OHC, which does not actuate the valves directly. Instead, the cams bear on short finger rockers, which Honda claims results in a very compact cylinder head. The arrangement also allows screw tappet adjusters to be used.

An unusual feature is that the camshafts are cast hollow, so they are light and good lubrication of the rockers can be provided.

Honda's PGM-FI system, now with tuned-length inlet ports, is used, and there is no CVCC chamber, since fuel consumption is irrelevant.

It all adds up to 135 BHP (JIS) at 6,500 RPM, with maximum torque of 110 pounds-feet at 5,000 RPM. Clearly, the engine will give the Civic and the smaller CR-X amazing performance.

In Japan, the Toyota Corolla twin cam coupe will be the CR-X's main competitor. It develops 130 BHP (JIS), but is 140 pounds heavier.

Honda has also unveiled a four-wheel drive version of the Civic five-door Shuttle.

However, 4WD is not always engaged, as on the Audi Quattro, but only when a button on the instrument panel is pressed, as in the Subaru and Mitsubishi systems.

Honda has introduced these models in an attempt to boost sales of the Civic range, now running at about 70 percent of schedule, or 8,000 a month. The company has increased the overall sales target for the Civic to 12,500, which includes 2,000 twin OHC models and 500 4WD Shuttles.

The CR-X, despite its success in the U.S., has also failed to catch on in Japan. The monthly schedule for the smaller car has been downgraded by 500 to 1,500 a month, of which 900 are expected to be twin-cam models.

HD registrations for nine months rise 54.5 percent

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percent over the 13,204 tallied in the same month last year.

Registrations of Group 7 trucks through the first nine months totaled 48,801, up 34.76 percent over the 36,212 in the year-earlier period.

The Group 8 count through September was 92,947, an increase of 67.96 percent over last year's 55,372.

International continued to lead Ford in heavy-truck registrations with a nine-month total of 32,151 units, compared with 27,916 for runnerup Ford.

In September, International increased its lead over Ford by more than 700 units.

International also was No. 1 in Group 8 registrations with 21,204 tallies through September, whie Ford was the Group 7 leader with 19,126 units.

Dealership aide accused of theft

EASTON, Pa. — Howard Alpaugh, an employe of Young Volkswagen - Mazda - Dodge in suburban Palmer Township, was accused of stealing more than $80,000 in cash and checks from the new-car dealership and was arraigned in district court.

He was charged with theft by failure to make required disposition of funds. Alpaugh was supposed to deposit the money and checks in several area banks.

Alpaugh was arrested by State Police in Honesdale, Pa., for allegedly driving under the influence of liquor. After making a routine background check on Alpaugh, state police discovered that local police had a warrant for his arrest. He allegedly told police he threw the checks out of the car and spent most of the cash.

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Sales rise 6 pct.

Honda quarter profits up 30 pct.

TOKYO. — Honda Motor Co., Ltd., reported a 30 percent increase in profits during the second quarter on only slightly higher sales.

Net income for the quarter ended Aug. 31 was 29,505 million yen, or $122 million at current exchange rates, compared with 22,774 million yen in last year's second quarter.

Sales were 677,172 million yen, or $2.8 billion, up 6 percent from last year's 640,312 million yen. Of the total sales, $2.0 billion, or 72 percent, came from exports with the rest from Honda's home market in Japan.

Total unit automobile sales for the quarter were up 7 percent to 313,000 units. Of the total, 211,000 were sold overseas, up 13 percent from last year, while unit sales in Japan were off 6 percent. Automobile sales in currency were 398,630 million yen, or $1.6 billion, up 13 percent from last year's second quarter.

• For the first half of the fiscal year, net income was 58,088 million yen, or $240 million, up 34 percent from last year's 43,424 million yen.

First-half sales were 1,346,381 million yen, or $5.6 billion, up 12 percent from last year.

Automobile sales rose 13 percent to 623,000 units in the first half, with overseas sales increasing 21 percent to 425,000 units and sales in Japan dropping 1 percent. In currency, auto sales were 791,864 million yen, or $3,273 million, up 23 percent.

Automobiles sales for the quarter and half represented 59 percent of Honda's total sales.

Honda said improved earnings were due to increased sales of automobiles and power products, though motorcycle sales remain down from last year, as well as to reduced interest expense and increased interest income.

Quality work earns award

Harold A. Poling, with plaque, executive vice president, Ford North American Automotive Operations, presents Uniroyal, Inc., Opelika, Ala., with Ford's Q1 Preferred Quality Award at a luncheon in Dearborn. Representing Uniroyal are, from left: Claude H. Allard, corporate vice president, automotive worldwide; Don Votaw, director quality assurance, and Lindsay Wylie, vice president, automotive sales. Uniroyal's Opelika plant produces tires for Ford vehicles.

Ford backs effort to find machine-to-machine language

By Roger Rowand
Engineering Editor

The future of factory automation has become even brighter with Ford Motor Co.'s strong endorsement of industry efforts to create a common machine-to-machine language called Manufacturing Automation Protocol (MAP).

A protocol is a method of coding and transmitting information.

MAP will provide standardized communications among computers and programmable devices from a variety of suppliers, Ford said.

General Motors has been the leader in the auto industry in efforts to spur the evolution of MAP. It has had a task force on the project since 1980. Chrysler Corp. has been supporting MAP efforts.

With Ford's endorsement, MAP becomes a more certain force in the automation trade.

"For our plants to evolve toward factories of the future, we must link the many stand-alone devices and pools of information into fully integrated systems with communications networks," said Paul F. Guy, director of Ford's Engineering and Systems Office.

"The standardization potential represented by MAP is a breakthrough in data communications," said S. I. Gilman, executive director of Ford's Information Resources Management Office.

"We are encouraging our vendors or potential vendors of intelligent devices, software, machine tools and other systems components to incorporate MAP standards in their products. Their actions can accelerate the realization of multivendor, computer-integrated manufacturing facilities," Gilman said.

Ford said MAP will, among other things, allow wider choice in suppliers due to communication compatibility. Also, its use will shorten lead time in designing and implementing integrated manufacturing systems.

"Ford engineers will be able to concentrate on selecting the best equipment for a given application, regardless of vendor, without concern over its ability to communicate with other elements of the manufacturing system," Guy said.

The Ford men said a high procurement priority in evaluating manufacturing systems for use in Ford plants will be the compatability of these systems and their computer-controllers or monitored components with MAP specifications.

Ford asks its suppliers to join in push for quality

DEARBORN. — Ford Motor Co.'s North American Automotive Operations has asked its suppliers to join its push for quality.

"It's not enough for quality to be Job One at Ford — it also must be Job One with our suppliers," said Clinton D. Lauer, executive director of NAAO production purchasing.

"We recognize that our suppliers already have come a long way in improving their quality," Lauer said.

"In fact, Ford's 57-percent average quality improvement for cars and trucks versus 1980 vehicles could not have been achieved without high-quality parts from the 2,300 supplier locations doing business with NAAO."

A key element in quality improvement is the application of statistical analysis to the development and maintenance of proper manufacturing techniques.

This system focuses on defect prevention, rather than detection. It increases quality and productivity by minimizing redundant testing, inspection, product rework and materials scrappage, according to Lauer.

Ford and the American Supplier Institute have conducted 160 seminars in statistical methods over the last 3½ years for more than 7,500 supplier personnel. Many others have learned about statistical methods through universities, consultants and internal training programs.

In order to give suppliers a quality benchmark to shoot for, in August, 1981, Ford launched a program to encourage suppliers to meet Ford's quality standards. Suppliers who meet this benchmark receive Ford's Q1 Preferred Quality Award.

"To qualify for the award," Lauer said, "a supplier must have an excellent Ford quality rating and an effective quality assurance system that includes the use of statistical techniques.

"In return, Ford gives the supplier preferred sourcing recognition. He is trusted with responsibility for his own quality, rather than having Ford check on it. And when he receives a major contract, he participates in the early planning stages of the vehicle program of which he is a part," Lauer said.

Recently, 50 additional supplier locations earned the Q1 Award. Harold A. Poling, executive vice president of Ford's North American Automotive Operations, saluted the new recipients at an awards luncheon.

factories list auction dates

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General Motors

Nov. 27—Florida Auto Auction of Orlando, Ocoee, Fla., and Ohio Auto Auction, Inc., Grove City, O.

Nov. 28—Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 29—Atlanta Auto Auction, Red Oak, Ga.; Clanton's Auto Auction, Darlington, S.C.; Arena Auto Auction, Chicago; Nov. 29—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Denver Auto Auction, Englewood, Colo.

Dec. 5—Hatfield Auto Auction, Hatfield, Pa.; Minneapolis Auto Auction, Plymouth, Minn.; Salt Lake Auto Auction, Salt Lake City, and Omaha Auto Auction, Omaha.

Dec. 6—Nashville Auto Auction, Nashville, and Indianapolis Auto Auction, Indianapolis.

Dec. 11—Southern Auto Auction, East Windsor, Conn.

Dec. 12—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darling, S. C.

Dec. 13—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Butler Auto Auction, Gibsonia, Pa.

Dec. 18—Aptco Auto Auction, Taylor, Mich.

Dec. 24—166 Auto Auction, Springfield, Mo.

Used Car Sales
Auction Averages

November to date	$5,118
Month ago	$4,984
Year ago	$5,050

Model Breakdown
Auction Averages

	NOVEMBER TO DATE	OCTOBER 1984	SEPTEMBER 1984
1984	$3,920	$3,894	$3,747
1983	7,849	7,671	7,264
1982	5,849	5,874	5,752
1981	4,777	4,474	5,020
1980	3,927	3,998	3,932
1979	3,259	3,264	3,237
1978	2,415	2,350	2,348
1977	1,924	1,847	2,213
Overall Average	$5,118	$4,984	$4,894

Thieves take $135,000 from Nissan Mexicana

CUERNAVACA, Mexico. — The Nissan Mexicana assembly plant, on the outskirts of Cuernavaca in the Civac industrial zone, was assaulted by eight thieves armed with machine guns and heavy automatics.

They got away with 27 million pesos ($135,000) of the biweekly payroll.

Using false beards and mustaches as disguises, the eight worked swiftly and professionally.

Security police were overcome and the thieves headed for the paymaster's office, where the payroll had been prepared for distribution.

A Maverick and a Fairmont station wagon parked in front of the plant, were the getaway cars.

Police said the bandits were "professionals." Telephone lines were cut and the entire operation took no more than three minutes.

A wave of robberies has hit Mexico in the past year including banks, business firms and supermarkets. This was the first assembly plant to be robbed.

Depreciation rules proposed for autos used in business

WASHINGTON. — The Internal Revenue Service has proposed temporary regulations governing the tax depreciation of business-use automobiles, as specified under the newly enacted Tax Reform Act of 1984.

The IRS rules reflect those written into a House Senate compromise limiting the amount of business-vehicle depreciation to no more than $4,000 in the first year and $6,000 in subsequent years.

The new guidelines allow depreciation only on the percentage of the vehicle used for business with a business-use test of more than 50 percent before any accelerated depreciation can be taken.

Vehicle-use claims must be supported by a detailed log of how the vehicle was used during the tax year, according to the proposed regulations. The 50-percent test must also be met before qualifying for any portion of a one-time-only investment tax credit of $1,000.

On vehicles that are used less than 50 percent for business, owners will still be allowed to take a straight line depreciation, but will be denied the more rapid depreciation allowed under the modified accelerated cost recovery system.

NADA, the American International Automobile Dealers Assn. and HVMA have all said they are analyzing the IRS regulations and will pass their findings on to members as soon as they are completed.

IRS is asking for comments on some portions of the rules, including which types of vehicles should be excluded from the regulations, how business versus personal use should be measured and how tax withholding should be handled for employes who are provided with vehicles as part of their compensation.

The possibility of a public hearing on these matters was raised in the IRS notice.

Bernson reaches 20

ARLINGTON, Mass. — Robert S. Bernson, Alewife Motors, Inc., here, has been honored for 20 years as a Volvo dealer.

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ITA seeks to overcome subsidy

Mexican auto glass may cost more

WASHINGTON.—Automotive glass made in Mexico is going to cost U.S. car makers more money if a preliminary countervailing duty determination is made permanent by the Commerce Department's International Trade Administration.

ITA has tentatively found that the Mexican automotive glass industry is receiving subsidies and grants from the Mexican Government estimated at 2.61 percent ad valorem.

On November 1, the trade agency directed the U.S. Customs Service to require a cash deposit of bond on all Mexican-fabricated automotive glass entering the U.S. equal to the 2.61 percent subsidy margin.

The agency expects to make its final determination by Jan. 9.

The action was brought last year by PPG Industries, Inc., on behalf of the U.S. fabricated automotive glass industry. Mexico is not a party to the General Agreement on Tariffs and Trade, which could have handled the proceeding.

Ford Motor Co. and Libbey-Owens-Ford objected to the ITA investigation, but were excluded by ITA from consideration as part of the domestic automotive glass industry since they are major importers of Mexican auto glass.

ITA officials said agency investigators will next visit with Mexican Government officials and may make plant inspections to determine whether ITA's subsidy estimates are correct. Should the initial ITA findings prove correct, ITA will, in all likelihood, move to make the higher duties permanent.

The trade agency said it believes Mexican auto glass makers receive government loans at below market interest rates. ITA also believes the Mexican auto glass makers are granted tax certificates to pay federal taxes for five-year periods intended by the Mexican Government to spur productivity investments.

The automotive glass subsidies issue will be the subject of a public hearing to be held by ITA at the Department of Commerce in Washington Nov. 29.

Japanese Automotive Statistics: January-August 1984-83

Production (1)

	Passenger Cars	Trucks	Buses	Total
8 months '84	4,719,607	2,830,081	42,279	7,591,967
8 months '83	4,679,746	2,582,104	38,147	7,299,997
% change	0.9%	9.6%	10.8%	4.0%

Production Passenger Cars by Size (2)

	Regular	Small	Mini	Total
8 months '84	313,894	4,268,887	136,826	4,719,607
8 months '83	315,223	4,223,728	140,795	4,679,746
% change	−0.4%	1.1%	−2.8%	0.9%

New Vehicle Registrations in Japan (3)

	Passenger Cars	Trucks	Buses	Total
8 months '84	2,058,250	1,531,692	14,716	3,604,658
8 months '83	2,042,252	1,474,866	14,536	3,531,654
% change	0.8%	3.9%	1.2%	2.1%

All figures are on unit basis. (1) Production figures are as reported by all automobile manufacturers in Japan. (2) Size definitions used here are according to Japanese classification by piston displacement which are as follows: Regular: 2,001cc and more; Small: 551cc to 2,000 cc: Mini: 550cc and less. (3) New vehicle registration (in Japan) figures are compiled by Japan Mini-Vehicle Assn. and Japan Automobile Dealers Assn. All others sourced by JAMA.

Japanese vehicle production increases 7 pct. for month

WASHINGTON, D.C. — Japanese production of motor vehicles increased 7.1 percent in August 1984 to 774,928 units compared to 723,661 units produced in August 1983. This August 1984 total reflect 473,071 passenger cars, up 0.7 percent; 296,206 trucks, up 18.3 percent, and 5,651 buses, up 62.6 percent.

Total exports to the world increased 14.2 percent in August 1984 from a year earlier to 469,153 units. Passenger car exports increased 11.1 percent to 305,022 units. Truck and bus exports increased 20.1 percent and 36.0 percent respectively. Overall motor vehicle shipments to the U.S. increased 21.8 percent, from 160,759 units in August 1983 to 195,753 units in August 1984. Passenger car shipments to the U.S. were 141,505 units, a 13.1 percent increase from August 1983.

New vehicle sales in Japan's domestic market decreased 4.3 percent in August 1984 to 296,812 units. Passenger car sales registered an 8.4 percent decrease, truck sales were up 1.1 percent and bus sales were up 2.1 percent in August 1984.

Statistics for the January-August 1984 and 1983 periods are in the chart above.

Earnings rise 23 pct. for EDS, GM's new unit

DALLAS. — Electronic Data Systems Corp., General Motors' newest subsidiary, reported a 23-percent increase in profits for the quarter ended Sept. 30.

The Dallas-based EDS said net income was $20.7 million, up from last year's $16.8 million.

Sales were up 33 percent at $238.5 million compared with last year's $179.1 million.

For the first nine months of 1984, EDS showed net income of $57.6 million on sales of $665.4 million, up from last year's income of $47.7 million on sales of $537.9 million.

EDS officially became a subsidiary of GM on Oct. 18 under a $2.5 billion acquisition arrangement. EDS will be responsible for GM's data processing and communications operations. The new subsidiary also will process financial transactions and health-care claims for GM.

Hunt appointed to AIADA post

WASHINGTON. — David A. Hunt has been named vice president for operations and legal affairs by the directors of the American International Automobile Dealers Assn.

Hunt has been with the trade association since mid-1983 as director of operations.

Before joining AIADA, Hunt was director of public affairs of the Air Conditioning and Refrigeration Institute. Prior to that, he was associate legislative counsel for NADA.

Award for Ciccolo

Edward Sansevero, right, district manager, Volvo of America Corp., presents a citation to Raymond J. Ciccolo, of Volvo Village, Newton, Mass. Volvo Village, established in 1956, is the oldest Volvo dealership in New England. Ciccolo is also president of Boston Volvo, Cambridge, Mass., and Village Chevrolet, Needham, Mass.

Sun develops 2-gas automotive exhaust analyzer

CRYSTAL LAKE, Ill. — A two-gas automotive exhaust emissions analyzer has been introduced by Sun Electric Corp.

Called the Infra Two, the unit is said to meet BAR-74 specifications as well as 207-b standards of the federal Clean Air Act. The unit features color-coded, twin D'Arsonval back-lighted meters and a base-mounted pump which both dampens vibrations and improves the unit's overall stability, Sun said.

According to Sun, the Infra Two can serve both as a stand-alone emissions analyzer and—to a limited degree—as an engine performance troubleshooter.

The analyzer is said to be fast-acting, with a response time of 10 seconds to 90 percent of the final reading, and 15 seconds to 95 percent of the final reading.

Dominican Republic to buy Dina buses

MEXICO CITY. — Diesel Nacional (Dina) won a contract in international bidding to provide the Dominican Republic with passenger buses.

In order to fulfill the commitment made with the Dominican National Chamber of Transport and Communications, Dina increased its assembly productivity by 25 percent and hired 429 additional plant employes.

Dealer gift to MD telethon

John McCallan, left, and Don Reid, right, owner of Pearson Ford, San Diego, prepare a check for $14,200 for the San Diego Chapter of the Muscular Dystrophy Assn. John Kennedy, center, San Diego telethon chairman, accepted the check. Pearson Ford raised the funds during an 11-day Sale-A-Thon in which the dealership pledged $100 for every new and used car sold.

Study finds utility vehicles have higher rollover rates

WASHINGTON. — The Insurance Institute for Highway Safety reported that a study it sponsored at the University of North Carolina's Highway Safety Research Center indicates that utility vehicles have a rollover rate more than five times that of automobiles and four times that of pickup trucks.

A 1981 study by the North Carolina unit and a 1980 Michigan study resulted in nearly identical conclusions.

The latest study was based on nearly 600,000 crashes in North Carolina from 1979 through 1982.

The overall rollover rate for utility vehicles was 70.8 per 10,000 registered vehicles. The American Motors CJ-5 (last produced in the 1983 model year) had the worst rollover rate of 111.4 per 10,000, according to the study.

The AMC CJ-7's rollover rate was 94.7, followed by the Toyota Land Cruiser rate of 81.8 rollovers per 10,000.

While subcompact cars had the worst rollover rates for automobiles, 27 per 10,000 vehicles, the overall rollover rate for cars was 13.6 per 10,000, the study reported.

• Pickup trucks averaged 15.3 rollovers per 10,000 vehicles. Toyota and Datsun pickups had rollover rates of 37.2 and 22.4 per 10,000.

A response by American Motors said: "Any vehicle, regardless of make or type, can be driven beyond its design limitations in a reckless manner causing an accident.

"We have not had a chance to thoroughly review the study," the statement continued, "but we understand it's merely an update of a 1981 report that was erroneous, incomplete and biased.

"It was severely flawed because it did not take into account important variables," the AMC statement said.

Jerry Sloan, AMC vice president of public relations, added, "You can't look at something like road conditions in a three-box table."

Donald Reinfurt, of the Highway Research Center, said that a utility vehicle should be driven with caution. He said that's something that the ads for the vehicles don't emphasize.

Beginning with the 1985 model year, manufacturers of small utility vehicles have been ordered by the NHTSA to display labels warning drivers of the rollover tendencies.

New England Milesto

Ford dealer Ben Ristuccia, left, of Wilmington Sales. Inc., Wilmington, Mass., receives congratulations and a commemorative pin marking the 25th anniversary of his dealership from Donald C. Minogue, Ford Division's Boston district manager.

HDs with sleeper cabs recalled by Freightliner

PORTLAND. — Freightliner Corp. is recalling approximately 2,300 of its Class 8 heavy-duty trucks to correct a defect in the door latch of the cab sleeping compartment.

Affected are conventional trucks built from February through August, 1984. Freightliner cautioned that the outside door to the sleeping compartment could come unlatched without warning, and occupants of sleeper boxes should avoid leaning against those doors until modifications are made.

Rebound to follow late '84 slowdown

RV leaders see years of growth

Continued from Page 1

ued slow trend to motorized and a 5 percent inflation factor," he said. "This should develop a 15 to 20 percent increase in dollar volume for the industry.

"The most aggressive dealers and manufacturers will thrive in this environment," he added.

Fleetwood Enterprises, Inc., is optimistic for 1985 after a flat fourth quarter this year.

Shipments in the final months, according to James V. Sheldon, Recreational Group marketing director, probably will be somewhat lower than a year ago "because dealers last year were adding significantly to their inventories, while this year their inventories are somewhat higher than normal."

"In the spring," he added, "we expect sales to return to normal levels based on increased consumer confidence, ample availability of gasoline and acceptable finance terms."

David W. Tarrant, Ford Division RV sales manager, looks for 1985 sales to be about the same as this year's.

"Overall, the market is going to be good," he said. "But it's going to be more in line with actual customer demand than with the inventory building that has been going on in the industry over the past 18 months or so.

"The distribution pipeline can stand only so much inventory, and in most cases, the pipeline is full," he added.

John K. Hanson, chairman, Winnebago Industries, Inc., said motor-home sales should continue to improve throughout the 1980s.

"Products are being made more affordable and feature contemporary styling and amenities," he added. "And the post-World War II baby boomers — now approaching middle age — offer the largest, most affluent market for recreational vehicles ever experienced in the U. S."

Van converters also look for continued strong growth in sales with the entry of the Ford and General Motors downsized vans and the demise of some big station wagons and passenger cars.

"The outlook for 1985 and balance of the decade is favorable for the high-quality luxury van," said Don Cuzzocrea, president, Starcraft Co. "This type of vehicle has now established a solid market foothold with the upper middle class in the U. S. and Canada."

Conrail acquires piggyback trailers

PHILADELPHIA. — Consolidated Rail Corp. is acquiring 650 45-foot-long, 102-inch-wide highway truck trailers, valued at $9 million, to expand its piggyback fleet.

The 650 trailers have a 96-inch wheelbase which permits them to be used with existing piggyback flatcar fleets.

Piggyback service, which is the movement of truck trailers and marine containers on railroad flatcars, is one of the fastest growing segments of rail freight transportation, Conrail said. Conrail registered a piggyback traffic volume increase of nearly 17 percent in 1983 over 1982.

Thanksgiving holiday cuts auto production to 99,247

By Louise Kertesz
Detroit Reporter

Last week's projected U. S. auto production of 99,247 units was down 43.38 percent from the previous week's 175,275, due to the Thanksgiving holiday.

Last week's output, which was 5.93 percent better than the year-ago week's 93,695, also reflected the halting of production at American Motors' Kenosha plant for inventory adjustment.

Year-to-date, 7,104,175 cars have been assembled, 16.15 percent more than the 6,116,305 completed at this point last year.

Last week's estimated production was shared as follows: General Motors, 56.93 percent; Ford Motor Co., 24.64 percent; Chrysler Corp., 15.32 percent; American Honda, 1.90 percent, and Volkswagen of America, 1.21 percent.

No overtime was scheduled at assembly plants during the Thanksgiving weekend.

Schomp to build

ENGLEWOOD, Colo.—Ralph Schomp Oldsmobile-Honda-BMW has broken ground for a new $4-million dealership here.

Makers produce 39,159 trucks in holiday week

U. S. truck makers pegged last week's output at 39,159 units, down 39.87 percent from the previous week's 65,126 because of the Thanksgiving holiday.

Last week's output was 37.41 percent better than the year-ago week's 28,495.

So far this year, 2,829,831 trucks have been built, 30.52 percent more than the 2,168,176 completed last year at this time.

No overtime was scheduled last week during the Thanksgiving holiday.

Output in Canada slips 12 pct. for cars and trucks

Canadian car makers targeted production of 20,370 units last week, down 12.10 percent from the previous week's 23,175 and down 4.18 percent from the year-ago week's 21,259.

Year-to-date, 949,462 cars have been assembled, an increase of 8.40 percent over the 875,932 completed last year at this time.

Last week's estimated production of 16,375 trucks was off 12.41 percent from the previous week's 18,695, which was close to the year's high of 18,853 units built during the week ended June 23.

Last week's output, up 10.95 percent over the year-ago week's 14,758, includes an estimate by International Harvester Co., although the company was on strike at presstime.

Chrysler Corp.'s plant in Windsor, Ont., completed 1,561 Plymouth Voyagers, 1,574 Dodge Caravans and 461 Mini Ram Vans last week, bringing the total of T-115s assembled this year to 211,032.

CANADIAN CAR PRODUCTION

	Week Ended Nov. 24, 1984	Same Week, Nov. 26, 1983	Week Ended Nov. 17, 1984	November to Date	Jan. 1, to Nov. 26, 1983	Jan. 1, to Nov. 24, 1984
AMERICAN MOTORS	610	730	610	2,073	26,635	20,518
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	8,148	11,243	35,005	247,677	402,149
GENERAL MOTORS	8,495	12,156	11,142	36,431	487,718	517,345
VOLVO	225	225	180	719	9,537	9,450
Total Cars, Canada	20,370	21,259	23,175	74,228	875,932	949,462

*** Ford's figures for weeks ended Nov. 17 and 24 are estimated.**

TRUCK PRODUCTION IN U. S.†

	Week Ended Nov. 24, 1984	Same Week, Nov. 26, 1983	Week Ended Nov. 17, 1984	November to Date	Jan. 1, to Nov. 26, 1983	Jan. 1, to Nov. 24, 1984
CHEVROLET	12,246	5,443	19,352	60,214	753,306	889,217
DODGE	2,500	2,304	5,369	15,279	131,266	191,479
FORD *	14,925	12,476	24,875	75,893	841,184	1,080,843
GMC	4,343	3,891	6,629	21,618	238,369	292,705
INTERNATIONAL	945	738	1,576	4,725	46,522	68,511
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	2,250	2,047	3,739	11,282	94,450	168,217
NISSAN	1,320	966	2,536	7,652	13,540	89,919
AM GENERAL	30*	30*	50*	150*	2,260*	2,340*
MISCELLANEOUS	600*	600	1,000*	3,000*	45,200*	46,600*
Total Trucks, U.S.	39,159	28,495	65,126	199,853	2,168,176	2,829,831

CANADIAN TRUCK PRODUCTION

	Week Ended Nov. 24, 1984	Same Week, Nov. 26, 1983	Week Ended Nov. 17, 1984	November to Date	Jan. 1, to Nov. 26, 1983	Jan. 1, to Nov. 24, 1984
CHRYSLER CORP.	6,248	5,029	8,735	23,987	120,726	330,034
FORD MOTOR	3,664	3,392	3,601	11,496	129,386	141,213
GENERAL MOTORS	6,248	6,202	6,252	20,570	239,063	252,150
INTERNATIONAL	215	135	107	618	5,172	7,724
Total Trucks, Canada	16,375	14,758	18,695	56,671	494,347	731,121
N. American Trucks	55,534	43,253	83,821	256,524	2,662,523	3,560,952

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Nov. 24, 1984	Same Week, Nov. 26, 1983	Week Ended Nov. 17, 1984	November to Date	Jan. 1, to Nov. 26, 1983	Jan. 1, to Nov. 24, 1984
AMERICAN MOTORS	.....	2,999	4,669	11,038	178,277	172,464
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	.....	2,999	4,669	11,038	174,206	172,464
Alliance	.....	1,500	2,859	6,800	142,874	98,698
Encore	.....	1,499	1,810	4,238	31,332	73,766
CHRYSLER CORP.	15,200	13,928	28,497	81,760	798,186	1,135,828
Plymouth Total	4,700	4,170	8,612	25,486	277,046	346,023
Horizon	1,900	1,815	3,347	10,103	103,614	147,466
Reliant	1,900	2,262	3,470	10,250	168,234	158,916
Caravelle	750	51	1,251	3,757	4,769	19,996
Gran Fury	150	42	544	1,376	429	19,645
Chrysler Total	4,600	3,843	8,674	24,681	204,309	366,012
LeBaron	1,250	1,192	2,338	6,850	76,767	106,336
LeBaron GTS	650	.....	1,019	2,968	.....	4,720
Laser	800	463	1,485	4,286	18,286	65,008
New Yorker/E-Class	800	1,049	1,491	4,335	97,094	83,705
Fifth Avenue	1,100	1,139	2,341	6,242	12,162	106,243
Dodge Total	5,900	5,915	11,211	31,593	316,831	423,793
Omni	1,600	1,814	2,873	8,328	113,545	135,058
Aries	1,750	2,243	3,321	9,315	127,593	130,547
Daytona	500	1,244	1,100	3,228	12,452	48,701
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	900	595	1,603	4,621	44,046	68,390
Lancer	400	.....	873	2,312	.....	3,702
Diplomat	750	19	1,441	3,789	717	37,395
FORD MOTOR *	24,454	21,387	40,756	119,730	1,399,370	1,621,970
Ford Division	15,766	13,647	26,276	76,129	907,971	1,049,016
Escort	4,266	4,072	7,112	21,378	257,593	316,005
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	2,112	2,141	3,520	9,062	109,429	125,982
LTD	2,837	2,376	4,728	14,058	161,335	205,928
Thunderbird	1,663	2,021	2,772	8,956	172,494	134,889
Crown Victoria	1,324	933	2,207	6,378	84,630	77,584
EXP	659	321	1,098	3,288	2,069	38,533
Tempo	2,903	1,783	4,839	13,009	96,752	150,095
L-M Division	8,688	7,740	14,480	43,601	491,399	572,954
Mercury Total	6,196	6,261	10,327	31,820	397,620	419,113
Lynx	672	948	1,120	3,520	67,947	62,661
Capri	277	349	462	1,404	22,930	16,754
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	1,753	1,262	2,922	9,250	68,524	109,835
Cougar	1,844	1,700	3,073	8,689	116,096	105,495
Grand Marquis	961	1,222	1,602	4,939	85,615	83,308
LN7	.....	.....	.....	.....	290	.....
Topaz	689	780	1,148	4,018	27,617	41,060
Lincoln Total	2,492	1,479	4,153	11,781	93,779	153,841
Continental	449	284	748	2,134	11,091	33,377
Lincoln	1,765	379	2,942	8,346	55,673	96,497
Mark VI/VII	278	816	463	1,301	27,015	23,967
GENERAL MOTORS	56,503	52,653	96,480	272,196	3,606,426	3,981,650
Buick Total	13,294	11,912	23,680	68,300	811,165	897,544
Skylark	1,557	2,118	2,690	8,038	99,951	98,080
Skyhawk	1,023	1,533	1,652	5,550	69,159	119,903
Somerset Regal	1,275	.....	2,122	6,097	.....	20,426
Century	3,169	2,030	5,677	16,242	152,678	207,243
Regal	1,520	2,385	2,496	8,277	217,743	162,586
LeSabre/Electra (rwd)	2,912	3,023	5,281	14,276	223,824	188,265
Riviera	697	823	1,437	3,908	47,810	47,849
Electra (fwd)	1,141	.....	2,325	5,912	.....	53,192
Cadillac Total	4,257	3,780	7,751	22,055	279,848	296,667
Cimarron	126	338	334	659	18,706	14,211
Seville	445	395	906	2,513	31,704	35,097
Eldorado	906	761	1,847	5,019	66,698	69,144
Cadillac	1,024	2,286	1,485	4,583	162,740	102,565
DeVille (fwd)	1,756	.....	3,179	9,281	.....	75,650
Chevrolet Total	16,852	17,736	27,539	76,631	1,197,359	1,338,720
Chevette	1,649	2,658	2,796	8,334	187,251	160,904
Cavalier	5,224	4,060	7,985	20,181	277,539	362,865
Celebrity	2,852	3,155	5,090	14,444	156,082	257,595
Camaro	2,985	2,832	4,465	13,007	178,717	207,554
Citation	843	1,109	1,595	4,684	79,606	95,751
Malibu/El Camino	469	286	513	1,643	99,152	22,139
Monte Carlo	586	2,215	1,021	3,120	110,655	90,791
Chevrolet	1,648	963	3,058	8,211	83,330	109,590
Corvette	576	458	1,016	3,007	25,027	31,531
Oldsmobile Total	14,838	13,937	26,416	73,043	928,982	967,731
Omega	.....	977	.....	.....	51,710	29,289
Firenza	1,155	1,091	1,732	2,948	44,515	61,505
Cutlass Supreme	3,146	4,051	5,252	16,449	276,773	234,115
Cutlass Ciera	3,009	2,805	5,957	16,675	194,438	225,567
88/98 (rwd)	4,027	4,498	7,048	19,843	323,293	285,654
Olds 98 (fwd)	1,551	.....	3,052	7,958	.....	69,322
Calais	1,428	.....	2,303	6,248	.....	21,829
Toronado	522	515	1,072	2,922	38,253	40,450
Pontiac Total	7,262	5,288	11,094	32,167	389,072	480,988
Acadian†	.....	253	144	488	13,706	13,322
2000 Sunbird	1,582	1,285	2,743	7,006	102,630	126,453
1000	343	479	479	1,624	38,705	36,418
Firebird	1,587	1,021	2,504	6,783	92,430	97,808
Phoenix	.....	208	.....	.....	23,165	14,116
Grd. Prix/Bonneville	.....	594	.....	.....	86,878	29,733
Parisienne	1,200	123	2,420	6,237	10,974	42,811
Fiero	1,428	1,325	1,311	5,155	20,584	105,817
Grand Am	1,122	.....	1,493	4,874	.....	14,510
HONDA	1,890	1,134	3,049	9,736	46,536	124,571
VOLKSWAGEN	1,200	1,549	1,824	5,300	87,510	67,692
Total Cars, U. S.	99,247	93,695	175,275	499,760	6,116,305	7,104,175
Total Cars, Canada	20,370	21,259	23,175	74,228	875,932	949,462
N. American Cars	119,617	114,954	198,450	573,988	6,992,237	8,053,637
N. American Trucks	55,534	43,253	83,821	256,524	2,662,523	3,560,952
North American Cars and Trucks	175,151	158,207	282,271	830,512	9,654,760	11,614,589

†—All Acadians are built in Canada. *Estimated.

*** Ford's figures for weeks ended Nov. 17 and 24 are estimated.**

Automotive News®

December 3, 1984

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Coming from Ford

Slick Ford Taurus for 1986

The European flavor of the Ford Taurus for 1986 is clearly apparent in the headlamps, the windshield's steep rake and the emphasized body-side sculpturing. Unofficial photograph shows Ford stylists have not abandoned the jelly-bean look their cars started taking on in 1983.

Jim Dunne photos

Smoother Tempo from Ford

Unoffical photograph of a 1986 Ford Tempo front-end shows it has taken on a new, less-cluttered look with altered grille opening, newly shaped parking lights and an all-new, more-symmetrical-appearing composite bumper system.

EDS is the 'rocket' in GM reorganization

By Marjorie Sorge
Labor Editor

WARREN, Mich. – Electronic Data Systems, General Motors' new data processing acquisition, is the rocket that will guide the company's reorganization.

EDS will consolidate GM's sprawling data processing system, make a substantial amount of money for the company, cut health care cost increases by more than the 10 percent predicted, set up the Saturn project and get GM more military business, according to Kenneth G. Riedlinger, EDS senior vice president in charge of the subsidiary's GM operations.

EDS will also profit form the acquisition, according to GM Chairman Roger B. Smith.

"They just landed the biggest account in their history," he said. "This is going to double the size of them.

"We've got stuff out there right now that is just a gold mine for them. We have been so busy developing and using it for ourselves we never had time to sell it ouside. But I can tell you that there is stuff that is processing gears through Saginaw Steering Gear right now that is equally applicable to the Kellogg Co. to make cereal. So we have tremendous product for them to sell," he said.

Standardizing the GM operations will include EDS setting up a Canadian subsidiary to handle GM's Canadian needs and taking over the overseas data processing responsibilities.

When the data processing system is totally consolidated, all dealers, suppliers, factories and other GM operations worldwide will be using a common computer language. It could follow that the entire auto industry will fall in line with the common language since many GM suppliers also supply the other auto makers.

"The whole thing ties together data processing and telecommunications across the world," Riedlinger said, indicating that GM could put up its own satellite in the near future to handle its telecommunication needs.

"EDS is clearly a vehicle to do those things. We don't know anything about building cars, but we

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Industry would lose two major breaks

Tax plan could be costly

By Jake Kelderman
Washington Reporter

WASHINGTON. – Auto making and some of the other basic industries of the U.S. could be the losers should the tax simplification plan offered by the Treasury Department last week become law.

Under the plan, the capital-intensive business of making cars and trucks would lose both the investment tax credit (ITC) and the Accelerated Cost Recovery System for accelerated depreciation that have been instrumental in the revitalization of plants, equipment and competitiveness.

And although the companies will see their tax rate drop from 46 percent to 33 percent; be allowed to deduct one half the dividends they pay to their shareholders, and be allowed to adjust their interests and inventories for inflation, analysts still expect that by 1990 corporate America will pay about $45 billion more in taxes.

"What we are trying to do by this plan," Treasury Secretary Donald Regan said, "is make the tax system not only simpler, fairer and more economically efficient, but also to get individuals and businesses to make their spending, saving and investment decisions on economic, not tax grounds."

Regan said the investment tax credits and accelerated depreciation adopted by Congress to spur investment in 1981 introduced a major distortion into the economy. They favor capital-intensive industries at the expense of the service industries which increasingly describe the norm of corporate America, according to Regan.

This proposal is aimed at correcting that and many more distortions, he said.

But John Meager, of Basic Industries Coalition, predicted that if the Treasury proposal is adopted the basic industries of the U.S. will become even more vulnerable to foreign competition and pressure for protectionist measures will increase.

"Foreign governments give significant tax advantages to exporters that the U.S. Government offsets in part through the investment tax credit and accelerated depreciation provisions of 1981," he said. "If we drop those, I guarantee protectionism will become popular."

Indeed, Chrysler Corp. and Ford Motor Co. have insisted for four years that Japanese auto makers enjoy a considerable tax advantage in the U.S. market because the Japanese Government rebates taxes to them when they export their vehicles.

Treasury officials suggested, however, that corporate America look carefully at the proposal before condemning it. Because the tax load on most individuals would decline, funds available for car purchases might well increase.

At the dealer level, the most immediate impact of the Treasury's tax proposal would be on the leasing business and inventory carrying costs. Loss of the investment tax credit would make leasing more expensive to customers because the dealer could no longer take the 10-percent credit now allowed.

Offsetting that, however, would be the Treasury's proposal to drop the LIFO (last-in, first-out) inventory accounting procedures conformity requirement that many firms believe puts them at a competitive disadvantage in attracting investment funds. Approximately 40 percent of all auto dealers use LIFO.

Meanwhile, whether the tax simplification plan is ever adopted is up in the air. Treasury Secretary Regan himself has suggested that the plan is "open to change."

President Reagan has said only that he will take a look at it, and on Capitol Hill both House and Senate members in key committees suggest the Treasury proposal is but a starting point and that much change lies in the wings.

Neither Ford nor Chrysler had a comment on the tax plan. General Motors Chairman Roger B. Smith praised the proposal, though, saying it "is a move in the right direction."

Said Smith, "GM believes that the tax system should be as neutral as possible so as not to distort the allocation of resources within the economy. Also, there is a need for simplification."

Mazda to construct Detroit-area plant

Mazda Motor Corp. will build an entirely new auto assembly plant on a site adjacent to Ford Motor Co.'s vacant Michigan Casting Center in Flat Rock, Mich.--thereby becoming the fourth Japanese automaker to situate vehicle assembly operations in the U.S.

Company officials announced the decision at a press conference in Detroit last Friday. Construction of the $450-million facility is slated to get under way next spring and production is due to begin in the fall of 1987.

At full production, the Flat Rock plant will be capable of turning out 240,000 units annually and will employ about 3,500 people. Mazda Managing Director Hirotaka Iida said the firm is negotiating to sell Ford Motor Co. part of the plant's annual output. However, he took issue with speculation that the Flat Rock project represents a joint venture between Mazda and Ford, which owns 25 percent of the Japanese company.

"I want to correct this false speculation," said Iida. "The plant will be designed, built, operated and owned by Mazda Motor Corp. alone."

Iida said the new facility will enable U.S. Mazda dealers to expand sales. But to achieve necessary production scales, he said, it may become necessary to sell part of the production to its U.S. partner.

According to United Auto Workers President Owen Bieber, the union has reached an understanding with the company.Mazda officials declined to offer details about products to be built at Flat Rock.Iida said the company will acquire Ford's idle engine casting plant, which closed in December, 1981. Part of the casting center will be demolished to make room for the Mazda reportedly also considered building a plant from the ground up in Greenville, S.C., or Omaha, Neb., before deciding to locate a facility in Michigan.

Week's output highest of year

By Louise Kertesz
Detroit Reporter

U.S. car and truck makers scheduled their highest production of the year last week.

Overtime at 28 assembly plants contributed to the record build.

The targeted output of 186,230 cars was better than the previous weekly high for the year of 181,909, reached in the week ended March 10.

Slated production of 72,514 trucks topped the former 1984 peak of 70,166 reached in the week ended Nov.10.

Details on Page 65.

breaking news

Honda Acura plans detailed

DALLAS. – Acura, American Honda's second distribution network, is tentatively scheduled to begin distribution in April, 1986, selling two ranges of automobiles, the company told its dealers here. The Honda/Acura setup has been designed to sell as many as 800,000 cars by 1990. First-year sales are targeted at 45,000 units through 50 to 60 dealers. Eventually, that is to grow to 600 dealers and 250,000 to 300,000 units. Honda is gunning for the No. One position in import-car sales, it told dealers. Five exterior and two interior mockups were shown.

GM ends COLA for some salaried workers

DETROIT. – General Motors will end cost-of-living adjustments for about 15,000 of its 125,000 salaried workers on Jan.1 and will instead fold the money into the base salary, raising it about $6,200. Merit raises also will be increased; GM's matching contribution to the Savings-Stock Purchase Program will be raised, and Preferred Provider Organizations (PPOs) will be added to the available health care programs.

Smith expects GM's sales to hit $100 billion by 1990

By Marjorie Sorge
Labor Editor

General Motors will reach $100 billion in annual sales by 1990, according to Chairman Roger B. Smith.

That, incidentally, is the year Smith will retire from the company.

GM had sales of more than $75 billion in 1983 and could top $81 billion for 1984. For the first three quarters, it had sales of $63 billion with $18 billion in the third quarter.

"Most of the growth is going to come in the automotive business," he told AUTOMOTIVE NEWS in an interview last week.

According to Smith, the non-automotive area will grow to about 10 percent by 1990. It is currently about 5 percent. All growth in the non-automotive area will be "plus business," he said.

GM's capital expenditures will be more than $8 billion for 1985, up from $6 billion in 1984, he said.

About 85 percent of that money will be spent in the U.S. and Canada with the rest slated for overseas.

Smith also forecast 1985 industry sales at 15 million, 10.7 million cars and 4.3 million trucks. The auto industry has not had a 15-million-unit sales year since 1978.

The industry will sell about 14.5 million units in 1984, 10.4 million cars and 4.1 million trucks, he said.

• Smith expects all four quarters of 1985 to be good ones and believes that if the Reagan Administration can get the budget and trade deficits under control, there could be "14, 15 or 16 good quarters coming."

While he would not estimate how much of the '85 market GM will take, Smith did say the new C cars being built at Wentzville, Mo., and Orion Township, Mich., and the new E and K models coming from the Detroit plant scheduled to open next year will give GM some good products to "take as many (sales) as possible."

GM will also be selling the new Suzuki Sprint and the Isuzu Spectrum, its new N-cars, the GM-Toyota joint-venture Nova and its new minivans in 1985.

The E- and K-cars are the new front-wheel-drive Cadillac Eldorado and Seville, the Buick Riviera and the Oldsmobile Toronado, and the N-cars are the Pontiac Grand Am, Olds Calais and Buick Somerset Regal.

GM will sell about 1.7 million vehicles in the first quarter of 1985, about 1.3 million cars and about 400,000 trucks, according to Smith.

GM is planning more diversification to increase its non-automotive business. Non-automotive operations could account for at least 20 percent of GM's dollar volume by 2000.

Electronics will likely be the biggest area of diversification, Smith said, especially with the recent acquisition of Electronic Data Systems (EDS).

"We can't go into basket weaving," he said. "We have to have something that is high-tech because we are a high-cost company for labor."

GM plans to continue its aggressive capital spending programs but also is watching the flat-rate tax proposal currently in Congress.

"Certainly the elimination of the Accelerated Cost Recovery System and the investment tax credit would not help us," he said. "The little pencils are flying right now down in the tax area trying to figure it out, and I can tell you what they are going to tell me – it is too early to tell. But the principle of a flat-rate tax is the right direction to go."

Smith said he is for the plan as long as it is not a "revenue enhancement measure that is really a tax reform."

Ready to rally

Here is one of the first entrants for the Paris-Dakar rally, which begins Jan. 1. Called Speed Car, it is made of Kevlar and powered by a Honda motorbike four-cylinder engine.

Azcuenga moves into a top post from FTC staff

WASHINGTON. – President Reagan has appointed Mary L. Azcuenga a Federal Trade Commissioner.

The recess appointment will run until the end of the first session of Congress or until she is approved by the Senate.

Azcuenga will be the first commissioner to move up directly from a staff position with the commission. Most recently, she was assistant general counsel for Legal Council, but she has held various legal positions at the FTC since September, 1973.

Azcuenga's political affiliation is given as "independent." She replaces retired Commissioner Michael Pertschuk.

Bertone appoints two importers to succeed Bricklin

NEW YORK. – Bertone S.p.a. announced the appointment of two area importers for the U.S.

Southeast International Imports, Accokeek, Md., headed by John Bednarik, was named the importer for Pennsylvania, Virginia, West Virginia, North Carolina, South Carolina, Maryland, Delaware, Georgia and the District of Columbia.

Covering the Northeast will be R.V.D., Inc., Ramsey, N.J. Headed by Ray Van Doren and Leigh Rzasa, this importer will cover Maine, New Jersey, Vermont, Massachusetts, New Hampshire, Connecticut and Rhode Island.

Both were former distributors when International Automobile Importers, Inc., Malcolm Bricklin's firm, imported the Bertone sports car.

The move by Bertone is part of a reorganization after the company parted with Bricklin.

Also Bertone expects it will complete and agreement with Far West International this month for several southern and western states. Far West was mentioned as an importer when Bertone and Bricklin parted ways.

GM plant applies for subzone status

WASHINGTON. – Gereral Motors' Fairfax (Kans.) assembly plant has applied for foreign trade subzone status with the Commerce Department's Foreign Trade Zones Board.

Domestic deliveries top '83 by 28 pct.

Sales rebound in mid-November

Jenny L. King
Staff Writer

The domestic auto industry rebounded vigorously from its flagging sales, posting a 28.79-percent gain in mid-November after the 4.72-percent first-period decline and the modest 3.82-percent increase for all of October.

U.S. new-car sales for the Nov. 11-20 period totaled 225,196, best for the period since 1978 when 248,933 units were reported.

Sales were up 28.79 percent from 174,861 a year earlier. With eight selling days in the period both years, the daily rate increase also was plus 28.79 percent, to an average of 28,150 from 21,858.

Sales thus far this calendar year, from Jan. 1 through Nov. 20, were up 19.73 percent, to 7,204,124 from 6,017,203.

Chrysler Corp. reported the heftiest sales gain of the Big Three, with a 62.25 percent increase. Chrysler sales numbered 29,428, compared with 18,138 for the same period a year earlier.

Ford Motor Co. sales were up 49.94 percent, to 60,568 from 40,395. General Motors, back on track after the scattered labor problems that affected its fall production, reported a 16.62 – percent sales gain, going to 125,495 from 107,614.

American Motors' mid-month sales were off 9.62 percent, to 4,700 from 5,200. Honda was up 147.35 percent, to 3,693 from 1,493, while Volkswagen dropped 35.08 percent, to 1,312 from 2,021.

DOMESTIC SALES

	Nov. 11-20, 1984	Nov. 11-20, 1983
Renault Alliance-Encore	4,000 †	4,160 †
AMC	700 †	1,040 †
AMERICAN MOTORS	4,700 †	5,200 †
Chrysler	9,604	6,034
Plymouth	8,869	5,704
Dodge	10,955	6,400
CHRYSLER CORP.	29,428	18,138
Ford	39,501	26,891
Mercury	16,251	10,672
Lincoln	4,816	2,832
FORD MOTOR CO.	60,568	40,395
Buick	25,934	20,924
Cadillac	9,312	8,466
Chevrolet	41,713	32,479
Oldsmobile	28,448	30,288
Pontiac	20,088	15,457
GENERAL MOTORS	125,495	107,614
VOLKSWAGEN	1,312	2,021
HONDA	3,693	1,493
U.S. INDUSTRY TOTAL	225,196	174,861

† Estimate.

Market shares for the mid-month period were rearranged in favor of Chrysler, Ford and Honda. Chrysler climbed to 13.07 percent from 10.37 percent. Ford was up to 26.89 percent from 23.10 percent, and Honda expanded to 1.64 percent from 0.86 percent.

GM's 16.62-percent sales increase, well below the industry increase of 28.79 percent, cost the top auto maker almost six percentage points in market share. GM dropped to 55.73 percent from 61.54 percent. AMC was down to 2.09 percent from 2.97 percent. VW shriveled to 0.58 percent from 1.16 percent.

Only four makes suffered sales declines in the period compared with year-ago totals. Oldsmobile was down 6.08 percent, VW was down 35.08 percent, AMC was down 32.69 percent and Renault was off 3.85 percent.

Plymouth sales in mid-November were up 55.49 percent, Chrysler was up 59.16 percent and Dodge was up 71.71 percent. Ford Division was up 46.89 percent, Mercury was up 52.28 percent and Lincoln was up 70.06 percent.

At GM, Buick was up 23.94 percent, Cadillac was up 9.99 percent, Chevrolet was up 28.43 percent and Pontiac was up 29.96 percent.

Less chance seen for easing of EPA rules

Does Ruckleshaus exit create auto problem?

By Jake Kelderman
Washington Reporter

WASHINGTON. – The announcement last week that the EPA once again will have a new leader is likely to preclude any changes in current environmental regulations affecting the auto industry.

Auto makers had hoped legislation might be amended next year with easing of tailpipe emissions standards on CO pollution, the manner and extent to which cars could be recalled, the severity of heavy-duty vehicle emission standards and control of gray-market cars. With the departure of William Ruckleshaus, those prospects largely have been dashed.

That is because of both the departure of middle-of-the-road Ruckleshaus and the sure controversy that will surround the EPA in his absence.

Replacing Ruckleshaus will be Lee V. Thomas, a career bureaucrat, registered independent and current EPA assistant administrator for Superfund hazardous-waste disposal program. He was Ruckleshaus' choice for the job.

EPA sources said Ruckleshaus will leave the agency in January because of a desire to get back to private life and because he did not want to battle with Office of Management and Budget David Stockman over a reported 30 percent EPA budget cut. They also said he was reluctant to deal with the Administration's cool attitude toward environmental regulation.

Sources on key congressional environmental committees said that without Ruckleshaus to argue any EPA budget before their committees, the sledding was sure to be rough for the agency and the Administration.

The Clean Air Act was due for reauthorization three years ago. it had been thought Congress would move this year.

"If we've got controversy and people inimicable to the environment over there, you can forget that," a key staffer said.

While Hill sources praised Thomas' work in rebuilding the Superfund program in the wake of former EPA chief Anne M. Burford, they also questioned whether he has the political clout to resist budget cuts and policy changes that could weaken environmental enforcement.

Thomas said he will continue the policies and agenda set by Ruckleshaus. He said he is capable of defending the agency's integrity while being a "team player" in the Administration.

There is expected to be no opposition to his nomination, and he is expected to assume his new post in early January.

Japanese call for end of auto quota in U.S.

TOKYO. – Restraints on Japanese car exports to the U.S. should be killed once the current voluntary agreement to restrict shipments expires next March 31, according to leaders of the Japanese industry.

According to the government, the leaders said U.S. auto makers have no reason to seek continued export controls beyond next March in view of their robust profit picture.

The Japanesae makers have urged the government to turn down any U.S. request for continuing the voluntary agreement, the government said.

The makers asked for an end to the agreement at a meeting they had with Keijiro Murata, Minister of International Trade and Industry.

Later, Murata said he would deal "cautiously" with the matter.

Under the voluntary agreement, Japan is limiting its shipments of cars to the U.S. to 1.85 million units for the 12 months ending next March 31. The voluntary quota was first established in 1981.

In Canada, shipments of Japanese cars are limited to 18 percent of the market, with a ceiling of 174,000 units for fiscal 1984.

There has been agitation for ending the quotas in U.S. and Canada.

Biddulph collects food for needy

SANTA ROSA, Calif. – Biddulph Chevrolet here is sponsoring the Biddulph Holiday Spirit Drive in association with the Salvation Army Holiday Food Program.

The dealership's goal is to collect 10,000 canned and packaged foods for the Salvation Army to distribute to families throughout Sonoma County.

An early star

When International Harvester introduced the McCormick-Deering Farmall in the 1920s, it marked a breakthrough for tractor farming in the corn belt. As this 1929 ad shows, narrow wheels in front and high clearance ensured suitability for handling row crops. Sleek and agile for its time, the Farmall "Regular" ended forever the era of behemoth farm tractors.

Ford Aerostar intro pushed back to June

By Richard Johnson
Detroit Reporter

The Aerostar minivan, Ford Motor Co.'s answer to small van offerings from Chrysler Corp. and General Motors, will not go on sale until June and will be designated a 1986 model, according to a company spokesman.

The delay is the second this year for the sleek, rear-drive, garageable vehicle. The Aerostar was slated to go into production by late 1984, but last spring the debut was pushed back to April, 1985. Job One now rolls in early May, and public introduction follows in June.

The revised timetables have been attributed to difficulty in obtaining the proper tools and equipment to complete the $200 million expansion of the Hazelwood (Mo.) plant in suburban St. Louis.

"We're doing a complete renovation at St. Louis, and we are bringing in a lot of exotic, robotic-type stuff," the spokesman said. "It's just taking us a little longer than we thought to get it ready."

The Ford representative said the decision was made earlier this fall to designate the Aerostar a 1986 model at introduction. Previously, the van had been pegged as a 1985½ release.

"It is kind of hard to call it an 85½ unless it is out in March."

The Hazelwood plant is getting another 400,000 square feet of space to accommodate the Aerostar, which will join Chrysler's Dodge Caravan and Plymouth Voyager, and GM's Chevy Astro and GMC Safari as domestically produced downsized vans. Hazelwood previously turned out the Ford Crown Victoria and Mercury Grand Marquis, but production of those cars has been moved to Canada.

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60th year – No. 5051

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Dealers concerned by mortality for some

Rocky period seen for IH-Case deal

By Michelle Krebs
Financial Editor

DALLAS – International Harvester dealers predict the marriage of the company's agricultural equipment division to Tenneco, Inc.'s tractor business will start out like most marriages – rocky while the newlyweds adjust to living together.

At a meeting of IH dealers in Dallas last week, dealers generally were in favor of the marriage, though all expressed concerns about which of them would remain in business and what products they would have to sell.

Dealers agree that IH's abandonment of the farm equipment business it has been in for 153 years will allow the company to concentrate efforts on the truck industry and regain profitability while Tenneco becomes a major force in the farm equipment business.

Tenneco, a Houston-based conglomerate and parent company of the J.I. Case farm-equipment company, has agreed to purchase IH's farm-equipment business for $430 million – $260 million in cash and $170 million in preference stock.

At the dealers' meeting, there was a sense of resignation that something had to be done to keep IH alive.

"The alternatives were bleak. This is a new leaf in the book," said Wade Alderman, of Alderman, Inc., Lennon, Mich.

Most dealers were impressed with the financial strength of Tenneco, as touted by Tenneco executives at the dealer meeting.

"They do have the cash to promote in the marketplace as is necessary. It's like having a dad who's got some cash reserved to help his kid get a start," said Merle Wieland, of Wieland Sales, Inc., Bay City, Mich. He noted that financial security has been lacking as IH has struggled for the past five years to avoid bankruptcy.

The major concern of dealers is who will remain in business. A Tenneco executive confirmed that 15 percent, or about 400 IH farm equipment dealers, will be cut to avoid duplication in areas where there is an IH and a Case dealer. Tenneco will help arrange buyouts or relocate dealers to new territories, he said.

Lee E. Jensen, of Stuber Jensen Equipment, Bowman, N.D., hopes he has an advantage over the Case dealer in his area because his dealership is more modern.

Gary Wolverton, of Wolverton International, Twin Falls, Id., faces the same situation. "One will remain and one will not," he acknowledged.

Both will know soon. Tenneco will contact dealers within the next 60 days regarding their individual situations.

Tenneco officials told the IH dealers, as well as the Case dealers meeting in Kansas City, that dealers would sell Case tractors of over 100 HP and IH tractors under 100 HP along with IH farm implements.

That concerns IH dealers who said the larger IH tractor is a big seller for them. Its quality is better and technology is more sophisticated than the comparable Case tractor, they said.

However, the larger IH tractor will no longer be built. Under the acquisition arangement, the Rock Island (Ill.) plant, where the tractors are produced, will be closed at IH's expense though Tenneco will acquire the tooling. The closing will effect 600 active employes and 600 on temporary layoff from the plant.

Case has adequate capacity in the general area and does not need the plant, which can produce nearly 40,000 large tractors per year, more than last year's total tractor demand and 35 percent of the industry's annual capacity.

Also, in accordance with the agreement, Tenneco will acquire IH's combine plant in East Moline, Ill.; an implement facility in Hamilton, Ont.; engineering operations in Hinsdale, Ill.; machine tools from plants in Rock Island and Memphis; North American dealership and related field support, and IH's subsidiary in the UK,including a tractor plant in Doncaster, England.

Tenneco also has agreed to acquire other IH agricultural operations in Germany, France and Denmark, pending completion of studies and satisfactory arrangements with

Continued on Page 64, Col. 1

The beginning

International Harvester observed its centennial with a series of ads in 1931. This ad depicts Cyrus McCormick's invention of the reaper in 1831.The reaper represented a giant leap forward for American agriculture.

A Farmall and a Case and a boy on a farm

And now, 40 years later...

By Robert M. Lienert
Editor

International Harvester Chairman Donald D. Lennox was talking about the sale of his company's farm-equipment business to Tenneco's J.I. Case.

"You can pay only so much for tradition and history," he said.

That's true, of course. From this writer's viewpoint, it is just as well that he did not say anything about nostalgia.

For I can look back 40-plus years and recall with warmth and longing the hundreds of hours I spent on tractors built by both companies, and operating farm equipment built by both companies (including McCormick and Deering grain binders, with each make built before those two firms combined to form McCormick-Deering).

From an economic standpoint, those were tough times. Looking back to the Depression and dust-bowl years from my seat right now at the word processor, they were not bad years at all.

The original McCormick-Deering Farmall tractor, appearing in the 1920s, was called the Farmall Regular and it revolutionized row-crop farming with its narrow front tread and high clearance. In the early 1930s, the Farmall Regular was replaced by the "two-plow" Farmall F-20 and the "three-plow" Farmall F-30.

Those were conservative ratings, for the F-30 acquired by my family in 1934 was a tough, no-nonsense powerhouse with a mighty masculine bark but agile ways despite its brute appearance. It was selected, rather than an F-20, for use on the belt to drive my father's Case threshing machine.

The F-30 toyed with that 28-inch (width of the threshing cylinder) thresher. And it did not work very hard to pull a three-bottom plow or

Continued on Page 64, Col. 1

Audi counts on 4000 as its image builder

By Mary Beth Mayer
Staff Writer

INGOLSTADT, West Germany. – Although it has been in existence for more than 15 years, Audi NSU Auto Union AG is still searching for a distinct personality.

The Audi folks, based here in the heart of the tourist's Germany, yearn for an identity. They are looking to U.S. baby boomers and their appreciation of the '85 4000-S four-door sedan, 4000-S Quattro four-door sedan and Coupe GT to finally establish the marque in the U.S.

The differences between the 4000-S and 4000-S Quattro are underneath – the latter is all-wheel drive and has a more powerful engine. For '85, they have received the same styling alterations and new equipment. The Coupe GT also has been resculptured.

Audi has made these models smoother, more in line with the slippery 5000-S. To showcase the new cars, Audi took a group of automotive journalists to this Bavarian fortress town in September to tour its assembly and testing centers, drive U.S.-specification cars and meet with top executives.

Performance of the cars on the autobahn was impressive enough to put a newcomer to that avenue of acceleration at ease enough to enjoy the panorama of chapels and mountain resorts squeezed against the Alps' awesome crags.

Ferdinand Piech, Audi vice chairman, highlighted the changes for

Continued on Page 60, Col. 3

'85 offering from Audi

The '85 Audi Coupe GT has been redesigned. Flush-mounted aerodynamic halogen headlights are new, as are integrated, body-colored bumpers. The Coupe GT's lines are accented by wide, black body-side molding.

Automotive World News

Too close to call in Europe

Ford and Fiat heading for a photo finish

The latest numbers are in. New-car sales in Europe totaled 7.9 million units in the first nine months of 1984.

But the big event is the race developing for European sales supremacy between Ford Motor Co. and Fiat Auto S.p.A. Ford holds a slim lead with a 13.1 percent market share in the January-September period. Right behind is Fiat at 12.8 percent. With three months to go, only 24,000 units separate the two companies, and it looks like the race will come right down to the wire, just as in 1983 when Renault nosed out Ford with a belated rush of sales in its French home market in December.

Other companies appear too far back to mount a fourth-quarter surge and challenge the leaders: Volkswagen-Audi has 11.8 percent of the market, General Motors and Peugeot 11.2 percent each, and Renault 10.8 percent.

Because European markets are in a down phase, the sales struggle for Ford and Renault, as well as the others, is uphill through the rest of the year. It's expected that just a few hundred sales will separate the top two. A gambler might bet on Ford, whose management still feels the sting of last year's final hour defeat at the hands of Renault. Ford sales have been running strongly all year long – strong enough so far to stay ahead of Fiat which benefited from a buoyant market the first half of this year and an overwhelming order book for its new Uno model.

Ford lost relatively little production due to the West German metalworkers strike last spring which severely hurt GM Adam Opel and VW-Audi. As a result, when the United Kingdom's traditional autumn sales boom came, Ford was ready to capitalize on it.

Ford's position in the U.K. is its key card in Europe, although it is also strong in West Germany, France and Spain. Like other exporters to Italy, Ford doesn't do well there since Fiat holds a dominating 55 percent market share.

While Fiat has improved its position across Europe this year, it started from a very low base. Morever, its strength outside of Italy has been waning since midyear. In the first half of 1984 its registrations in Europe were 4.7 higher than a year earlier. But June itself saw a decline for Fiat of 0.7 percent, followed by drops of 3.9 percent in July, 4 percent in August and 5.4 percent in September from the same months in 1983. At the end of nine months, Fiat showed only a 2.2 percent overall gain and was riding a downward curve.

Those are danger signs for Fiat in its quest for European sales leadership. However, the Italian firm defines the European market differently than other companies; it omits Spain, where imports are limited, and without Spain in the European total, Fiat is leading the pack by its own reckoning.

Aside from Italy, the only countries showing sales increases in the nine-month period this year over last are small ones: Belgium, up 5.8 percent; Denmark, 19.5 percent; Finland, 6 percent; Greece, 5.9 percent; Sweden, 9.7 percent. Altogether they added about 83,000 sales compared to last year.

Declines elsewhere resulted in a combined drop of more than 241,000 sales for the nine-month period, or 3 percent fewer overall than a year previous. The biggest drop was in France (12.5 percent and 183,-000 units). West Germany fell 2.7 percent and 52,500 units, Austria 13.8 percent and 27,700 units, the U.K. 1.6 percent and 24,-100 units.

The French disaster is a big reason for Renault's steep fall this year. Another is an aging line of mainstream products; that is expected to be corrected by the new R5, although early reports suggest it is slow taking off.

Peugeot's stuttering recovery also is distorted by French problems. The company needs a healthy pickup in domestic-market demand if its recovery is to gain momentum.

Ford's ability to stay ahead of the pack will depend on the success of its strategies in the big U.K., West German, French and Spanish markets. In the U.K. Ford is feeling pressure from Austin Rover (which was the sales leader in October) and GM Vauxhall, which has a new model, the Astra, in the main market segment. In Germany, the Opel Kadett (same car as the Astra) and VW Golf look fresh and modern compared to the Ford Escort.

So the race will be close. And whoever comes in first will lead a Western European market that probably will fall short of 10 million new car sales in 1984, down from 10.5 million last year.

– Richard Feast

NEW CAR SALES IN EUROPE BY MANUFACTURER

	9 mos. 1984	% market share	9 mos. 1983	% change from '83
Alfa Romeo	143,900	1.8	134,600	+ 6.9
BL	325,700	4.1	342,600	– 4.9
BMW	239,900	3.0	239,300	+ 0.2
Fiat Auto	1,010,000	12.8	974,800	+ 3.6
Ford	1,034,000	13.1	1,034,900	– 0.1
GM	884,500	11.2	921,700	– 4.0
All Japanese	822,100	10.4	832,900	– 1.3
Mercedes-Benz	248,800	3.1	266,600	– 6.7
Peugeot	883,600	11.2	949,200	– 6.9
Renault	852,900	10.8	985,300	– 13.4
Seat	119,900	1.5	100,900	+ 18.8
VW-Audi	930,500	11.8	980,000	– 5.0
Volvo	177,900	2.3	172,900	+ 2.9
Total	7,903,100	100.0	8,144,500	– 3.0

NEW CAR MARKET SHARES IN EUROPE BY COUNTRY

	Ford	Fiat	VW-Audi	GM	Peugeot	Renault	Japanese
W.Germany (1,868,900)	12.1	4.6	27.3	16.6	4.1	3.8	12.4
U.Kingdom (1,440,000)	28.5	2.8	5.5	16.5	5.4	3.4	10.7
France (1,284,800)	7.9	5.9	5.3	4.2	32.6	31.3	2.9
Italy (1,257,700)	4.3	54.7	5.3	3.3	6.7	9.0	0.2
Spain (407,200)	14.2	1.1	5.3	8.8	19.8	29.3	0.7
Holland (344,300)	11.9	7.9	9.6	14.7	10.3	5.5	23.0
Belgium-Lux. (307,100)	9.9	7.5	12.9	11.8	13.4	8.4	19.6
Switzerland (217,600)	8.7	8.6	15.3	13.8	8.7	5.5	24.4
Austria (172,800)	10.3	6.8	19.3	11.9	6.9	4.7	27.4
Sweden (164,300)	11.8	3.0	12.1	9.5	3.3	1.2	15.2
Denmark (107,000)	16.8	6.0	6.5	13.7	6.9	0.5	30.2
Finland (98,000)	9.0	5.9	5.9	8.2	6.7	n.a.*	38.7
Norway (80,300)	15.3	4.9	10.1	11.9	6.3	n.a.*	34.0
Portugal (53,400)	5.1	15.2	1.2	12.5	12.4	39.4	4.4
Greece (50,300)	8.1	2.6	2.8	11.9	7.6	8.9	32.3
Ireland (49,400)	22.2	8.3	4.7	14.5	4.5	8.6	27.3
Total (7,903,100)	13.1	12.8	11.8	11.2	11.2	10.8	10.4

The above are percent-of-market shares for Europe's six leading new-car sellers in the penod January-September 1984, plus combined shares of all Japanese makes. Renault shares for Finland and Norway are not available, but are too small to affect overall standings.

world news briefs

Romania's Dacia Duster debuts.

Dacia drives in

Another Eastern European product is going to market in the West. The Dacia Duster line of light four-wheel-drive vehicles, built by Auto Dacia of Romania, had its debut at the Birmingham, England, auto show last month. The competitively priced vehicles sell from $4,300 to $7,500. Dacia has made cars under Renault license for 20 years.

Malaysian automobile

The first cars ever made in Malaysia will roll from an assembly line next July. Called the Proton Saga, the product is the result of a venture between Japan's Mitsubishi Motor Corp. and Malaysia's Heavy Industries Corp. Calling for output of 120,-000 cars annually by 1990, the project is aimed at expanding Malaysia's manufacturing base.

Beep, beep! It's a Roadrunner, hitting the trail in the U.K.

Roadrunner ready

BL's Leyland Vehicles has put the name Roadrunner (see photo) on its new line of trucks in the 6 to 10-tonne range. It completes Leyland's extensive model renewal project and gives the firm a product line from 6 to 300 tonnes. Roadrunner is important in the U.K. where the bulk of Leyland's business is; its weight segment now accounts for a third of all truck sales there compared to only 5 percent a decade ago.

Edwardes at Dunlop

Sir Michael Edwardes, former chairman of British auto company BL Ltd., has a new job as chairman of British industrial group Dunlop. He was appointed by a consortium of banks that is trying to rescue troubled Dunlop, which has already yielded most of its European tire operations to Japan's Sumitomo.

Fiat in for Renault

Yugoslavian newspaper reports suggest that IMV, a local auto maker, may switch production agreements from Renault to Fiat. IMV currently produces the basic Renault R4 model.

Birmingham expands

Nearly 700,000 people flocked to the 12-day auto show in Birmingham, England, in October. Attendance was up 8 percent over the last show in 1982.

BCA a biggie

British Car Auction's U.S. sales topped $1 billion in 1983 and are headed for a 50 percent increase this year, shareholders are told. BCA recently reported a part-year profit of $11.66 million on sales of $58.6 million.

Continued on Page 34

Automotive World News

Production overseas

FRANCE

Cars

	9 mos. 1984	9 mos. 1983
Peugeot SA	933,798	983,918
Citroen	350,277	409,567
Peugeot	526,631	433,750
Talbot	56,890	140,601
Renault	1,045,902	1,204,756
Total	1,979,700	2,188,674

Vans, trucks, buses

CBM	23	56
Peugeot SA	85,837	100,117
Citroen	22,124	22,159
Peugeot	54,280	62,547
Talbot	9,433	15,411
Renault	157,832	173,140
Sovam	66	60
Unic	3,440	4,775
Total	247,198	278,148
Total vehicles	2,226,898	2,466,822

JAPAN

Cars

	8 mos. 1984	8 mos. 1983
Daihatsu	114,176	125,563
Honda	565,668	540,467
Isuzu	48,508	79,108
Mazda	529,186	589,423
Mitsubishi	351,796	338,239
Nissan	1,237,255	1,214,352
Subaru	162,794	148,341
Suzuki	104,409	81,966
Toyota	1,605,815	1,562,287
Total	4,719,607	4,679,746

Vans, trucks, buses

Daihatsu	264,950	224,434
Hino	40,009	33,748
Honda	100,718	121,329
Isuzu	212,534	169,648
Mazda	248,332	199,037
Mitsubishi	354,344	306,517
Nissan	421,651	423,501
Nissan Diesel	24,899	21,414
Subaru	198,008	198,574
Suzuki	339,313	331,047
Toyota	667,013	591,141
Others	468	430
Total	2,872,360	2,620,251
Total vehicles	7,591,967	7,299,997

UNITED KINGDOM

Cars

	8 mos. 1984	8 mos. 1983
BL	258,138	296,782
Austin Rover	251,137	288,072
Range Rover	7,001	8,710
Carbodies	964	1,405
Ford	200,234	207,173
Jaguar	22,275	18,610
Lotus	552	356
Panther	294	n/a
Reliant	76	60
Rolls-Royce	1,387	1,063
Talbot	62,055	83,506
TVR	250	177
Vauxall	80,761	83,008
Others	413	463
Total	627,399	692,603

Vans, trucks, buses

Bedford	33,499	31,625
BL	45,814	58,104
Austin Rover	10,964	16,920
Freight Rover	11,180	12,215
Land Rover	16,440	21,155
Leyland Veh.	7,230	7,814
ERF	1,160	987
Foden	491	403
Ford	68,082	65,163
Hestair Dennis	617	502
MCW	316	240
Reliant	140	68
Renault TI	2,810	3,119
Seddon Atkinson	1,169	782
Others	164	415
Total	154,262	161,408
Total vehicles	781,661	854,011

SPAIN

Cars

	8 mos. 1984	8 mos. 1983
Ford	173,586	146,953
General Motors	162,245	144,812
Peugeot SA	117,482	109,578
Citroen	64,261	75,686
Talbot	53,221	33,892
Renault	148,348	191,867
Seat	148,609	145,125
Total	750,270	738,335

Vans, trucks, buses

Enasa	6,004	9,131
Ford	5,370	3,655
Land Rover	6,726	13,711
Mercedes-Benz	5,788	5,602
Motor Iberica	11,489	12,662
Peugeot SA	10,107	13,880
Citroen	10,107	13,668
Talbot	0	212
Renault	18,168	21,695
Seat	15,329	16,387
Setra	152	n/a
Total	79,133	96,723
Total vehicles	829,403	835,058

Registrations overseas

WEST GERMANY

Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	10,002	9,645
Austin Rover	5,653	3,229
Bertone	689	754
BMW	123,966	121,234
Daihatsu	5,180	4,911
Ferrari	244	n/a
Fiat Auto	86,623	78,552
Ford	225,548	229,783
General Motors	310,850	359,850
Honda	31,142	25,139
Isuzu	2,173	886
Jaguar	1,412	695
Lada	6,821	6,315
Mazda	52,904	46,706
Mercedes-Benz	177,224	194,275
Mitsubishi	35,205	29,888
Nissan	47,897	36,479
Peugeot SA	76,784	73,962
Citroen	30,777	34,210
Peugeot/Talbot	46,007	39,752
Pininfarina	597	554
Porsche	8,861	9,533
Renault	70,424	68,956
Saab	2,953	2,831
Seat	3,718	485
Skoda	1,649	1,227
Subaru	5,131	3,964
Suzuki	11,230	10,671
Toyota	41,003	39,452
VW-Audi Group	510,087	548,605
Audi	110,520	138,252
Volkswagen	399,567	410,353
Volvo	11,902	11,713
Others	1,027	999
Total	1,868,899	1,921,363

AUSTRIA

Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	2,132	2,369
BMW	6,747	7,016
Daihatsu	595	811
Fiat Auto	12,504	11,505
Ford	17,449	16,459
General Motors	20,596	26,583
Honda	3,457	3,527
Lada	1,140	1,287
Mazda	17,259	22,332
Mercedes-Benz	5,326	6,536
Mitsubishi	3,766	3,651
Nissan	8,481	13,100
Peugeot SA	11,784	12,276
Citroen	5,050	5,427
Peugeot/Talbot	6,734	6,849
Porsche	388	445
Renault	8,130	9,209
Saab	337	391
Seat	697	111
Skoda	936	724
Subaru	1,577	2,900
Suzuki	1,015	839
Toyota	7,693	9,337
VW-Audi Group	32,017	39,421
Audi	5,586	9,011
Volkswagen	26,431	30,410
Volvo	2,729	2,946
Others	286	422
Total	167,145	194,197

SWITZERLAND

Cars

	8 mos. 1984	8 mos. 1983
Alfa Romeo	5,937	5,600
AMC	104	191
Austin Rover	1,691	1,423
Bertone	229	176
BMW	9,298	8,391
Daihatsu	730	923
Ferrari	141	157
Fiat Auto	16,355	16,846
Ford	17,355	18,764
General Motors	26,889	25,859
Honda	6,360	5,234
Isuzu	386	386
Jaguar	310	236
Lada	25	217
Maserati	245	15
Mazda	6,521	9,423
Mercedes-Benz	4,405	3,784
Mitsubishi	5,968	6,675
Nissan	7,055	11,029
Peugeot SA	16,923	17,740
Citroen	7,449	7,651
Peugeot/Talbot	9,474	10,089
Pininfarina	244	203
Porsche	1,172	1,088
Puch	64	80
Renault	10,430	10,845
Saab	937	935
Skoda	129	190
Subaru	4,702	4,736
Suzuki	2,459	2,751
Toyota	12,307	13,336
VW-Audi Group	30,123	28,781
Audi	7,598	8,911
Volkswagen	22,525	19,870
Volvo	4,502	4,681
Others	119	149
Total	194,188	200,920

JAPAN

Cars

	8 mos. 1984	8 mos. 1983
Daihatsu	73,156	73,515
Honda	165,651	153,099
Isuzu	29,360	40,671
Mazda	144,648	168,233
Mitsubishi	134,294	116,155
Nissan	542,309	547,976
Subaru	55,798	49,891
Suzuki	50,685	60,248
Toyota	835,194	808,841
Imports (all)	27,155	23,522
Total	2,058,250	2,042,251

Vans, trucks, buses

Daihatsu	200,228	174,277
Hino	26,620	23,728
Honda	93,969	109,214
Isuzu	80,489	75,989
Mazda	105,809	98,829
Mitsubishi	215,245	198,132
Nissan	184,471	182,755
Nissan Diesel	14,198	12,403
Subaru	140,571	129,944
Suzuki	249,710	244,450
Toyota	234,971	239,681
Imports	123	0
Total	1,546,408	1,489,402
Total vehicles	3,604,658	3,531,653

FRANCE

Cars

	7 mos. 1984	7 mos. 1983
Alfa Romeo	13,183	17,288
Aro	600	286
Austin Rover	19,127	17,669
BMW	18,124	19,736
Ferrari	50	90
Fiat Auto	59,330	59,425
Ford	84,700	86,433
FSO	1,209	1,253
General Motors	44,294	47,587
Honda	3,978	4,936
Innocenti	855	1,154
Jaguar	97	104
Lada	15,384	15,655
Mazda	6,536	8,315
Mercedes-Benz	9,938	10,602
Mitsubishi	1,962	2,270
Nissan	7,819	10,201
Peugeot SA	342,372	402,955
Citroen	134,482	162,618
Peugeot	180,155	180,336
Talbot	27,735	60,001
Porsche	892	1,011
Renault	330,150	414,891
Saab	682	470
Seat	9,191	119
Skoda	2,662	3,437
Toyota	6,824	7,975
VW-Audi Group	57,057	70,729
Audi	14,700	15,901
Volkswagen	42,357	54,828
Volvo	9,530	8,069
Zastava	834	1,142
Others	85	49
Total	1,046,524	1,213,220

World News

Continued from Page 33

Saab spending

Saab Car Division, Sweden, is spending $41 million to raise annual production 25 percent to 150,000 units. The money is being spent over three years. As a group, Saab-Scania AB sales rose 27 percent in the first eight months of 1984 compared to a year earlier, reaching $1.86 billion.

More Ford diesels

Ford Motor Co. may need more small-diesel engines in Europe than its current annual allotment of 150,000, says Roger Humm, Ford Motor Co. Ltd.(Great Britain) sales director. The company is investigating possible production expansion at its Dagenham, England, factory.

TVR turnover doubles

Sales by TVR Engineering Ltd., U.K. sports car builder, will top $8.5 million in 1984, double last year. Production is running at capacity of 600 units annually. The company is considering a second assembly plant, possibly in France.

Renault turns to Japan

French auto maker Renault is discussing joint ventures with three Japanese companies closely associated with Toyota Motor Co.: electrical equipment producer Nippon Denso, transmission maker Aisin, and Toyota Machinery, manufacturer of numerically controlled machinery. Renault recently inked an agreement with Japanese company Stanley to jointly produce LCD instruments in France.

Suzuki stopped

A plan conceived to sidestep import limits on Japanese cars in the U.K. was blocked by Japan's Ministry of Trade and Industry. The scheme was concocted by Suzuki's importer in the U.K., who took customers to Belgium, where there are no quotas, for vehicle delivery.

Skidding

Continued from Page 31

about it when introducing the 760 series almost three years ago. Only now have they become confident enough to produce it.

On the car, a sensor consisting of a toothed disk and an induction coil is fitted to the wheels. Each tooth of the disk induces a surge of current in the coil, which builds up an alternating current directly proportional to the speed of the wheel. A control unit monitors each of the four currents and is able to compare the speeds of the front and rear wheels. If the driven (rear) wheels spin on ice or slow when aquaplaning, the control unit detects the difference with the front-wheel speeds. If the difference exceeds a certain limit – this is the key to Volvo's patent, Melin says – the control unit throttles the engine or completely cuts off the fuel supply until both sets of wheels resume rotating at the same speed.

A light on the car's instrument panel warns the driver of any imminent danger of skidding. A switch on the dash enables the driver to turn off the system manually.

Volvo calls the system "above all, a safety feature." A test drive on the slick and loose surfaces of a former airfield near Gothenburg confirms the extra controllability the system provides. The difference between when the ETC is engaged and when it is not is remarkable.

– *Richard Feast*

Enasa wants partners

Enasa of Spain is discussing joint ventures with other manufacturers of vans and medium-weight truck cabs.

Bad business

Ford Motor Co. estimates Europe's volume car producers will invest $70 billion in the next five years, but will generate only $40 billion in vehicle sales, according to John Hardiman, Ford vice president for European parts and service operations.

factories list auction dates

American Motors

Dec. 4 – High Point Auto Auctrion, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 5 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 6 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 7 – Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 11 – D-A Auto Auction, New Stanton, Conn.

Dec. 12 – Kansas City Auto Auction, Kansas City.

Dec. 13 – Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Used Car Sales
Auction Averages

November	$4,923
Month ago	$5,185
Year ago	$3,795

Dec. 18 – High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 20 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 21 – Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 27 – Kansas City Auto Auction, Kansas City.

Chrysler Corp.

Dec. 4 – Florida Auto Auction of Orlando, Ocoee, Fla., and Portland Auto Auction, Portland, Ore.

Dec. 5 – Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala., Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Dec. 6 – Clanton's Auto Auction, Darlington, S.C.; Evansville Auto Auction, Evansville, Ind., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 11 – Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; NuCarPrep Sytem, Santa Fe Springs, Calif.; South Seattle Auto Auction, Kent, Wash., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12 – Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 13 – Northway Exchange, Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Indianapolis Auto Auction, Indianapolis; Arena Auto Auction,

Model Breakdown
Auction Averages

	NOV 1984	OCT 1984	SEPT 1984
1984	$9,945	$9,894	$9,747
1983	6,999	7,471	7,364
1982	5,565	6,074	5,762
1981	4,623	4,474	5,020
1980	3,813	3,986	3,932
1979	3,110	3,204	3,237
1978	2,262	2,350	2,346
1977	1,738	1,647	2,213
Overall Average	$5,118	$4,984	$4,894

Continued on Page 59, Col. 4

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6085. Closing: 12 days in advance. Next closing: Dec. 5 for Dec. 17 issue.

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THE FLORIDA AUTO AUCTION OF ORLANDO

REACH THE DEALERS & USED CAR BUYERS THROUGH AN AD IN THIS SECTION!

Makers build 186,230 autos

Week's car output is year's best

By Louise Kertesz
Detroit Reporter

Last week, domestic makers scheduled their highest production so far this year.

The projected output of 186,230 topped the former 1984 high of 181,909 set during the week ended March 10. It was a 91.44 percent increase over the 97,279 assembled during the previous holiday week.

Last week's production was up 2.06 percent from the year-ago week's 182,465.

So far this year, 7,228,848 cars have been built, 15.82 percent more than the 6,293,071 assembled last year at this point.

Companies accounted for last week's estimated production as follows: General Motors, 57.69 percent; Ford Motor Co., 22.07 percent; Chrysler Corp., 15.12 percent; American Motors, 2.58 percent; American Honda, 1.68 percent, and Volkswagen of America, 0.86 percent.

Chrysler scheduled two nine-hour daily shifts last week at its plants in Belvidere, Ill.; St. Louis (Nos. 1 and 2) and Sterling Heights, Mich. In addition, St. Louis and Sterling Heights operated Saturday (Dec. 1).

General Motors plants working two overtime shifts Saturday were: Lansing (Oldsmobile No. 1); Flint (Buick B and G Lines); Detroit; Doraville, Ga.; Framingham, Mass.; Linden, N.J.; Norwood, O.; Oklahoma City, and Willow Run, Mich.

GM plants in Lansing (Oldsmobile No. 2); Lake Orion, Mich., and Wentzville, Mo. were scheduled to work one overtime shift Saturday.

Also working Saturday were Ford's plants in Kansas City, St. Louis and Wixom, Mich.

SAE show is shaping up with global proportions

Roger Rowand
Engineering Editor

DETROIT. – In the past few years,the auto industry has undergone reorganization, trimming of costs, restructuring of organizations and tremendous investments.

And all that has not ended, if the way the 1985 SAE show is shaping up is any indication, said J. Mason Reynolds, general chairman of the SAE International Congress & Exposition set for Cobo Hall Feb.25-28.

"The fact that an increasing amount of interest has been shown in the annual event over the past couple of years is an indication people don't think all that has ended. The industry still is in a period of dramatic change," he said.

Reynolds is executive vice president of Allied Corp. and president of Allied Automotive.

He said the '85 show will cover about 16 percent more floor space than the'84 show covered. Cobo's Hall D on a lower level, rarely used, will be occupied during SAE week.The professional association said space is still being sold, but on an if-available basis.

The SAE show includes an extensive schedule of technical sessions and displays of production techniques, new products and new materials applications. Its theme for '85 is Global Engineering Challenge.

"That theme is very appropriate because no one knows more than we do as suppliers how global this industry is. It is vital to take a global position and use global resources to be successful," he said.

As an example, Reynolds cited Allied's becoming a supplier to Ford in Brazil for that maker's new truck with the unlikely code name Cargo Ram.

"To get that new business, it took six different operations in five countries working together to put together proposals on products offered, cost analyses and prices," he said." At one time, all that was localized but we no longer are able to do that.

"We have to compete on a global basis on price. Of course, there still are regional preferences and standards, but they're breaking down," he said.

Roger B. Smith, chairman of General Motors, will be the speaker at the annual banquet held in connection with the event. That is a sold-out affair with some 4,800 expected.

Reynolds said another reason for the success of the upcoming exposition is increased participation by joint-venture groups from abroad. There will be joint-venture displays from Brazil, England, Japan, Italy and West Germany.

In the technical sessions, particular emphasis is being placed on engine technology. Several sessions will cover new engine design, combustion and emissions, electronic control of diesel and spark ignition engines and power boosting.

Also a major topic is the subject of management skills as related to manufacturing and quality control, SAE said.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
AMERICAN MOTORS	610	730	610	2,683	27,375	21,128
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	9,623	10,937	45,942	257,355	413,086
GENERAL MOTORS	8,495	12,972	8,388	44,819	499,938	525,733
VOLVO	225	225	225	944	9,762	9,675
Total Cars, Canada	20,370	23,550	20,160	94,388	898,795	969,622

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
CHEVROLET	24,218	10,288	10,797	82,983	754,751	911,986
DODGE	5,500	3,800	2,711	20,990	134,870	197,190
FORD	26,283	21,539	14,153	103,056	862,179	1,108,006
GMC	7,905	6,479	3,877	29,057	244,976	300,144
INTERNATIONAL	1,608	1,237	947	6,335	47,721	70,121
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,952	2,259	15,041	98,187	171,976
NISSAN	2,200•	1,592	1,485	10,017	15,166	92,284
AM GENERAL	50•	50•	50•	220•	2,310•	2,410•
MISCELLANEOUS	1,000•	1,000•	1,000•	4,400•	46,200•	48,000•
Total Trucks, U.S.	72,514	49,937	37,279	272,099	2,208,439	2,902,117

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
CHRYSLER CORP.	7,884	5,160	7,455	33,078	125,856	339,125
FORD MOTOR	3,664	3,969	3,694	15,190	132,738	144,907
GENERAL MOTORS	6,248	6,279	6,033	26,603	245,265	258,183
INTERNATIONAL	.....	134	.....	403	5,307	7,509
Total Trucks, Canada	17,796	15,542	17,182	75,274	509,166	749,724
N. American Trucks	90,310	65,479	54,461	347373	2,717,605	3,651,841

– – Now includes window van production. • – Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production highest of year 72,514 built

Targeting assembly of 72,514 units last week, U.S. truck makers expected their best week so far this year.

Last week's projection topped the previous high for the year of 70,166 reached during the week ended Nov.10 and was 94.52 percent more than the 37,279 trucks built during the previous week, which included the Thanksgiving holiday.

The total for last week was 45.21 percent better than the year-ago week's 49,937.

Year-to-date, 2,902,117 trucks have been assembled, 31.41 percent more than the 2,208,439 completed last year at this time.

Chrysler Corp. scheduled two nine-hour daily shifts last week at its plant in Warren, Mich. That plant was slated to work two overtime shifts Saturday (Dec. 1).

General Motors plants working two overtime shifts Saturday were: Flint Nos. 1 and 2, Janesville (Wis.), Lordstown (O.), St. Louis and Pontiac No. 5.

Also working Saturday were Ford Motor Co.'s plants in Wayne Mich.(Michigan Truck) and Norfolk.

Week's output steady in Canada at 20,370 cars

Canadian makers slated production of 20,370 cars last week, up a bit (1.04 percent) from the previous week's 20,160, but 13.50 percent less than the year-ago week's 23,550.

So far this year, 969,622 cars have been built, 7.88 percent more than the 898,795 assembled last year at this point.

Estimated truck production of 17,796 units last week was 3.57 percent better than the previous week's 17,182 and 14.50 percent more than the year-ago week's 15,542.

International Harvester Co., on strike at presstime, reported no production for the past two weeks.

Chrysler Corp.'s Windsor (Ont.) facility targeted assembly of 2,268 Plymouth Voyagers, 2,292 Dodge Caravans and 672 Mini Ram Vans last week, bringing year-to-date output of T-115s to 217,402.

Profits climb for Chrysler's financial unit

DETROIT. – Chrysler Financial Corp. reported earnings were up nearly 80 percent, setting a third-quarter record.

Net income was $20.3 million, up 79.6 percent from last year's $11.3 million.

For the first nine months of 1984, earnings were $60.4 million, up 70.6 percent from last year.

Of the $60.4 million, $54.3 million was earned from financing operations, while $6.1 million came from the insurance business. Last year, of the $35.4 million earned in the first nine months, $30.1 million was made in the financing end of the business and $5.3 million in insurance.

Chrysler Financial financed 1.2 million new and used vehicles in the first nine months of the year, compared with 903,096 last year.

U. S. CAR PRODUCTION

	Week Ended Dec. 1, 1984	Week Ended Dec. 3, 1983	Week Ended Nov. 24 1984	Nov to Date	Jan. 1 to Dec. 3, 1983	Jan. 1 to Dec. 1, 1984
AMERICAN MOTORS	4,800	5,696	.....	15,838	183,576	177,264
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,676	.....	15,838	179,505	177,264
Alliance	3,000	2,848	.....	9,800	145,524	101,698
Encore	1,800	2,848	.....	6,038	33,981	75,566
CHRYSLER CORP.	28,150	27,967	16,255	110,965	824,134	1,165,033
Plymouth Total	8,250	8,948	4,915	33,951	285,336	354,488
Horizon	3,300	3,756	1,957	13,460	285,336	150,823
Reliant	3,300	4,982	1,992	13,642	172,376	162,308
Caravelle	1,300	96	786	5,093	4,810	21,332
Gran Fury	350	114	180	1,756	541	20,025
Chrysler Total	8,700	8,143	4,956	33,737	210,112	375,068
LeBaron	2,200	2,575	1,409	9,209	79,379	108,695
LeBaron GTS	1,300	.....	664	4,282	.....	6,034
Laser	1,400	1,465	825	5,711	18,089	66,433
New Yorker E-Class	1,500	1,917	895	5,930	98,663	85,300
Fifth Avenue	2,300	2,186	1,163	8,605	13,981	108,606
Dodge Total	11,200	10,876	6,384	43,277	328,686	435,477
Omni	2,800	3,368	1,637	11,165	116,599	137,895
Aries	3,100	4,243	1,904	12,569	132,016	133,801
Daytona	1,100	1,851	640	4,468	15,256	49,941
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,600	1,352	968	6,289	45,581	70,058
Lancer	1,200	.....	475	3,587	.....	4,977
Diplomat	1,400	62	760	5,199	756	38,805
FORD MOTOR	41,101	37,395	22,568	159,356	1,436,639	1,661,596
Ford Division	25,826	24,397	14,420	101,331	932,163	1,074,218
Escort	6,909	7,557	3,920	28,403	264,773	323,030
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,656	3,437	2,062	12,740	112,961	129,660
LTD	4,544	4,631	2,974	18,955	165,920	210,825
Thunderbird	2,659	3,344	1,626	11,604	175,809	137,537
Crown Victoria	2,342	1,979	1,137	8,347	86,687	79,553
EXP	1,107	538	615	4,341	2,709	39,586
Tempo	4,609	2,911	2,085	16,941	99,635	154,027
L-M Division	15,275	12,998	8,148	58,025	504,476	587,378
Mercury Total	11,225	10,217	6,140	42,719	407,985	430,012
Lynx	1,284	1,305	747	4,969	69,298	64,110
Capri	386	684	175	1,660	23,563	17,010
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,123	2,223	1,549	11,959	70,941	112,544
Cougar	3,186	2,992	1,946	12,004	119,134	108,810
Grand Marquis	1,868	1,640	879	6,727	87,186	85,096
LN7	.....	.....	.....	.....	290	.....
Topaz	1,378	1,373	844	5,400	28,972	42,442
Lincoln Total	4,050	2,781	2,008	15,306	96,491	157,366
Continental	736	519	374	2,790	11,608	34,033
Lincoln	2,868	694	1,423	10,842	56,356	98,993
Mark VI/VII	446	1,568	211	1,674	28,529	24,340
GENERAL MOTORS	107,429	107,551	55,470	378,592	3,710,214	4,088,046
Buick Total	25,311	23,952	13,678	93,995	835,867	923,239
Skylark	3,411	3,527	1,737	11,629	103,988	101,671
Skyhawk	2,041	3,173	1,065	7,633	71,750	121,986
Somerset Regal	2,125	.....	1,329	8,276	.....	22,605
Century	6,338	4,372	3,164	22,575	157,248	213,576
Regal	3,098	4,786	1,659	11,514	222,612	165,823
LeSabre/Electra	4,628	6,330	2,907	18,899	230,881	192,888
Riviera	1,418	1,604	698	5,327	49,388	49,268
Electra (fwd)	2,252	160	1,119	8,142	160	55,422
Cadillac Total	9,140	7,735	4,159	31,097	287,138	305,709
Cimarron	501	684	124	1,158	19,356	14,710
Seville	906	822	445	3,419	322,399	36,003
Eldorado	1,844	1,575	909	6,866	68,029	70,991
Cadillac	2,080	4,654	900	6,539	167,354	104,521
DeVille (fwd)	3,809	.....	1,781	13,115	.....	79,484
Chevrolet Total	32,950	33,881	16,199	108,928	1,229,706	1,371,017
Chevette	2,750	4,112	1,687	11,122	191,586	163,692
Cavalier	10,698	8,273	5,178	30,833	285,318	373,517
Celebrity	5,779	6,042	2,773	20,144	161,827	263,295
Camaro	5,406	5,873	2,916	18,346	184,346	212,893
Citation	1,889	7,554	704	6,434	81,435	97,501
Malibu/El Camino	600	602	74	1,828	99,742	22,324
Monte Carlo	992	4,247	544	4,070	114,398	91,741
Chevrolet	3,874	1,915	1,714	12,151	85,164	113,530
Corvette	960	894	609	4,000	25,890	32,524
Oldsmobile Total	28,021	29,523	14,300	100,526	957,017	995,214
Omega	.....	1,629	.....	.....	53,339	29,299
Firenza	2,211	2,276	1,113	5,117	46,810	63,674
Cutlass Supreme	5,608	9,455	2,882	21,793	284,856	239,459
Cutlass Ciera	6,121	5,127	3,096	22,883	199,826	231,775
88/98 (rwd)	7,350	9,796	3,856	27,022	332,721	292,833
Olds 98 (fwd)	3,294	58	1,597	11,298	58	72,662
Calais	2,380	.....	1,232	8,432	.....	24,013
Toronado	1,057	1,182	524	3,981	39,408	41,509
Pontiac Total	12,007	12,460	7,134	44,046	400,486	492,867
Acadian•	.....	179	120	688	13,959	13,442
2000 Sunbird	3,154	3,574	1,607	10,185	105,691	129,632
1000	570	873	224	2,075	39,545	36,869
Firebird	2,868	3,118	1,515	9,579	95,130	100,604
Phoenix	.....	541	.....	.....	23,574	14,116
Grd. Prix/Bonville	.....	1,526	.....	.....	88,085	29,733
Parisienne	2,028	433	1,227	8,292	11,313	44,866
Fiero	1,517	2,216	1,554	6,796	23,189	107,460
Grand Am	1,870	.....	887	6,509	.....	16,145
HONDA	3,150	1,894	1,842	12,838	48,420	127,673
VOLKSWAGEN	1,600	1,962	1,144	6,844	90,008	69,236
Total Cars, U.S.	186,230	182,465	97,279	684,433	6,293,071	7,288,848
Total Cars, Canada	20,370	23,550	20,160	94,388	898,795	969,622
N. American Cars	206,600	206,015	117,439	778,821	7,191,866	8,258,470
N. American Trucks	90,310	65,479	54,461	347,373	2,717,605	3,651,841
North American Cars and Trucks	296,910	271,494	171,900	1,126,194	9,909,471	11,910,311

• – All Acadians are built in Canada.

Automotive News

December 10, 1984

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Auto groups ask U.S. aid against foreign inroads

By Richard Johnsen
Detroit Reporter

The U.S. Government should take steps to gird the domestic automobile industry against foreign competition, according to spokesmen for U.S. auto workers, parts suppliers and service industry companies who appeared at an International Trade Commission hearing in Detroit last week.

However, the president of the American International Automobile Dealers Assn. spoke out against protectionism. He told the quasi-judicial panel that economies of scale and efficiency of production have made Japanese manufacturers tough competitors, "not any government-controlled tilted playing field."

The hearing was called to discuss the "Internationalization of the Automobile Industry and Its Effect on the U.S. Automobile Industry." The independent fact-finding trade agency of the U.S. Government initiated the study last summer and is scheduled to complete its inquiry and present the results to President Reagan and Congress in April, 1985.

UAW President Owen Bieber told the commission that Japanese imports should be restrained at 17 percent of the market on a multi-year basis, and he repeated the union's call for domestic-content legislation.

Without policy redirection, Bieber said, domestic auto makers may have capacity to build only 900,000 subcompacts in the U.S. by 1990, when subcompact sales should reach 4.2 million.

"The manufacturing trade deficit will exceed $90 billion this year, a swing of $100 billion from 1980's surplus of $12 billion," said the UAW president. "Unfortunately, the Administration has no policy to bring our trade back into better balance."

Bieber said the trade deficit will balloon even more rapidly if Japan lifts its auto export restraints next year. The four-year-old voluntary restraint agreement (VRA) currently limits Japanese auto makers to exports of 1.85 million cars annually to the U.S.

"We believe that U.S. negotiators must make clear to Japan that it must extend restraints on a multi-year basis at a maximum 17 percent market share," said Bieber.

He also called for local-content laws to "assure continued small-car production here by the U.S. companies and adequate investment here by the major foreign companies."

"Free trade is wonderful in theory, but it does not begin to fit the realities of the auto industry," said Bieber. He noted that – besides Japan – Mexico, Brazil and Korea are aggressively pursuing auto exports while curbing imports.

"With all other major markets relatively closed, the U.S. auto maker now offers them a surge

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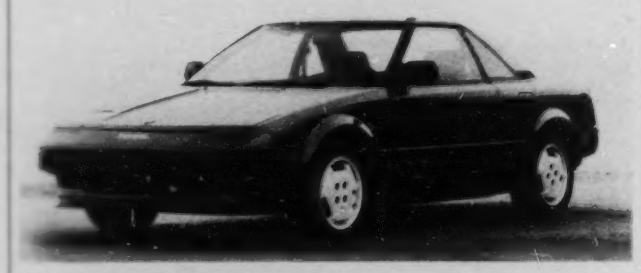
2-seat Toyota



'Mister Two' set for launch

Toyota's entry into the growing two-seat market is this wedge-shaped, mid-engine MR2 sports car. Launched in mid-December, it's the first Japanese counter to Pontiac's hot-selling Fiero.

MR2 to compete in trendy market led by Fiero

Toyota two-seater bows this month

By Dan McCosh
Detroit Reporter

TOKYO. – Toyota Motor Co., Ltd.'s, launch this month of the MR2, a long-awaited competitor for Pontiac's hot-selling Fiero, seems to portend yet another story of Japanese sales success, unusual only because Toyota is a year behind its U.S. competitor in exploiting a trendy market.

A strictly two-passenger, midengine sports car powered by a high-output, 16-valve engine, the MR2 is predictably drawing raves from the enthusiast auto press. It's an archetypical car for the so-called "yuppie" market – that elusive, mid-30s generation that today seems be controlling auto makers' marketing strategy.

Yet, with the launch of the MR2, Toyota will be testing the strength of an historically thin market for limited-use, two-seat sports cars that already is testing the nerves of sales prognosticators in Detroit.

Major contenders in the low-priced two-seat category today are the aforementioned Fiero, the Mazda RX-7, Nissan Pulsar NS, Ford EXP and Honda CRX. These cars are expected to hit combined sales of about a quarter-million units this year, nearly double last year, mainly due to the success of the Fiero.

The rapid growth of the segment has been attracting new entries: Aside from the MR2, introduced in mid-December, Nissan is expected to introduce a new small two-seater in 1986, filling in a gap left as its "Z" model balloons in heft, power and price. Ford recently announced it will restyle and extend the life of the EXP, originally due to expire this model year.

But Toyota historically has been reluctant to pursue the two-seat market.

Toyota's conservatism, notorious even in the Japanese auto industry, is understandable. Much of Toyota's export strength has been based on exporting cars that have found a relatively strong

Continued on Page 48, Col. 1

breaking news

EPA explores CAFE calculations

WASHINGTON. – EPA is adding two more items to the list of those it believes may have reduced measured fuel economy in the agency's CAFE calculations. Acting on a request by General Motors and others, it said in a proposal that it would like estimates from the auto makers on the negative impact of the increase in carbon content of its fuel test and whether a proposed industrywide credit of 0.4 MPG, in 1981 only, for the use of fuel-efficient oils, is correct.

Beickler back at Adam Opel

RUSSELSHEIM, West Germany. – Ferdinand P. Beickler is now back at the chairman's desk at Adam Opel following a heart attack in September. Beickler, 62, is a General Motors vice president.

Tax plan has minuses for auto makers

By Jake Kelderman
Washington Reporter

WASHINGTON. – U.S. auto makers that have made extensive use of accelerated depreciation and the investment tax credit, since these were instituted in the tax bill of 1981, would lose the latter and see a marked slowdown in the use of the former, as shown by details of the Treasury Department's proposed tax simplification plan released last week.

The companies are currently writing off new equipment, from robots to plants, in three to 15 years under the Accelerated Cost Recovery System (ACRS) of the 1981 tax act.

ACRS, by allowing business to write off large amounts of an investment in the early years, boosts cash flow while at the same time deferring tax liabilities.

Under the depreciation plan proposed by the Treasury – otherwise known as Real Cost Recovery System (RCRS) – this writeoff time period would now be lengthened to five to 63 years and the amount of depreciation that could be taken in the early years would be drastically limited.

In short, the tax breaks that to some extent fueled the recent recovery of the auto industry would be taken away.

While taking these tax benefits away, however, the Treasury proposal would for the first time allow the auto makers' assets to be indexed for inflation's effect, a plan the Treasury says will provide more generous depreciation for many properties than does the current system.

Treasury would also lower the corporate tax rate from 46 percent to 33 percent and provide other tax breaks.

Acknowledging that corporate America would pay more, Treasury says the tax plan would be revenue-neutral.

But tax experts assert that, within this planned redistribution of the tax burden, the capital-intensive industries like auto

Continued on Page 49, Col. 4

Will present demands to Executive Board today

Canadian branch may quit international UAW

By Marjorie Sarge
Labor Editor

After three years of playing in a separate league, the Canadian UAW will pull out of the international union unless it is allowed to run its own affairs.

UAW Vice President Robert White, director of the Canadian region, will attend the UAW's 25-member International Executive Board meeting which begins today (Dec. 10) and will present four demands. If they are not met, White said the 120,000-member Canadian UAW will end its 48-year marriage to the international union.

"There is almost zero chance the Canadians will stay in the international union," said one UAW board member. "Bob's ultimatum was meant not to be accepted."

"I would hope we can come to an understanding and keep the international union together," White said. "But there can't be a whole lot of muddy water here. The board must come to a decision to agree with the general thrust of the proposals."

If not, there will most certainly be a split.

If the final decision is to split up the international, White said the relationship could be terminated at any point. There is no need to wait for a Constitutional Convention, although it is possible the union would call a special convention in light of the situation.

"It would not be a sudden-death kind of deal," said one source. "No one knows the procedure."

• White will ask the board for the following things:

1. Allow the Canadians to pursue their own bargaining goals "without interference from the U.S."

2. "No interference or intervention will be permitted by any officer or international representative" unless requested by the Canadian director.

3. The Canadian staff will "report to and work completely under the direction" of the Canadian director.

4. The Canadians "will have the right to pursue mergers with other unions, including Canadian sections of international unions, whether or not parallel mergers are achievable in the U.S."

"The question is are we going to be equal partners in the

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NEWSPAPER

A history of luxury and pride

Rolls-Royce observes its 80th anniversary

LYNDHURST, N.J. – Fourteen of the top Rolls-Royce dealers in the U.S. left for London last week for the official celebration of the 80th anniversary of the first car built by Henry Royce.

The "birthday celebration" at the 400-year-old Guildhall was attended by 500 persons, including the Lord Mayor of London. The Band of the Royal Marines played for the occasion.

Frederick Henry Royce had struggled from poverty to become an engineer and manufacturer of electric cranes in Manchester, England, at the time he bought a French Decauville. But it was unreliable, so he began devising a light car of his own.

His first prototype was powered by a two-cylinder, 10-HP, 1.8-liter engine, built in his workshop on Cook Street in Manchester. Its first run was made on April 1, 1904. It was an engineering success: Royce would demonstrate its smoothness by balancing a penny on the edge of the radiator while the motor was running. Three-, four-, six- and eight-cylinder models followed.

The Hon. Charles Stewart Rolls, son of wealthy aristocrats, was racing cars and becoming wealthy as distributor for the French car, Panhard, in London when the two men met in 1904. Rolls was impressed by Royce's two-cylinder car, and agreed to sell the vehicles.

In March, 1906, the two men established Rolls-Royce, Ltd., which produced a 30-HP six-cylinder chassis capable of carrying a coach that would seat seven – important in an era when servants accompanied wealthy travelers.

A modified version of this Light Twenty model was driven by Rolls when he won the 1906 Tourist Trophy and broke the Monte Carlo-to-London time record. But the heavy coach needed more power, so Royce set to work on an all-new, 40- to 50-HP six-cylinder model that was later to find fame as the Silver Ghost.

Rolls-Royce first came to America in 1906, and Rolls drove his car to first place in a five-mile race at the Empire City Track in Yonkers, N.Y.

A Texan bought the first Rolls-Royce in the U.S., but only a few cars were sold here each year until 1913, when the company set up a parts and service department.

The Silver Ghost – so called because its metal parts were plated in silver, the body silver-colored (aluminum) and its mechanicals as quiet as a ghost – was first shown in 1907.

Claude Johnson, who had been partner in Rolls' Panhard distributorship and was then Rolls-Royce's managing director, drove the Silver Spirit in a 15,000-mile trial. It was completed with only scheduled stops and with only five dollars worth of parts in need of replacement after the run.

It was Johnson who gave the Silver Ghost its name.The car remains in running condition, and it completed a British rally earlier this year.

Rolls died in 1910, at the age of 33, the first Briton killed in an airplane crash. He was never to see the Flying Lady hood ornament designed the following year that has since come to symbolize the company. Upon his death, the red intertwined Rs on the grille were changed to black, reportedly as a sign of mourning. Royce lived until 1933.

The 40-50 models, now known as Silver Ghosts, continued in production through 1925.

Rolls-Royce produced half the British airplane engines during World War I, but its autos proved nearly as valuable: Lawrence of Arabia waged war in a fleet of nine armored Rolls-Royces and wrote that, "in the desert, a Rolls was prized above rubies."

After the war, a factory was set up in Springfield, Mass. It built 2,944 cars during its years of operation: 1919 to 1931.

It was also between wars that Rolls-Royce introduced an uncharacteristically light model with a 20-HP engine. In addition, the successor to the Silver Ghost, the first of the Phantom models, bowed in 1925.By the time of the Second World War, a V-12 powered the Phantom III series.

In 1931, the company acquired Bentley, a firm known for its performance cars, but one that was consistently undercapitalized. W.O. Bentley's first car debuted in 1919. The first Bentley by Rolls-Royce bowed in 1933, and the marque remained distinct from Rolls-Royce until the 1950s.

When World War II broke out, Rolls-Royce halted auto production to concentrate on its Merlin engine, which powered the Spitfire, Hurricane and Lancaster planes for the Royal Air Force and the Mustang fighter for the U.S. Airplane engines are still being made with the Rolls-Royce name, but under a separate company, spun off with government aid in 1971 after the unit ran into financial difficulties.

When auto production resumed after the war, it was at a new plant in Crewe, and Rolls-Royce was building bodies along with chassis; no longer would a customer have a coachbuilder custom-make a body. Despite the austerity of the times, management held closely to its pre-war standards, building the world's most luxurious cars.

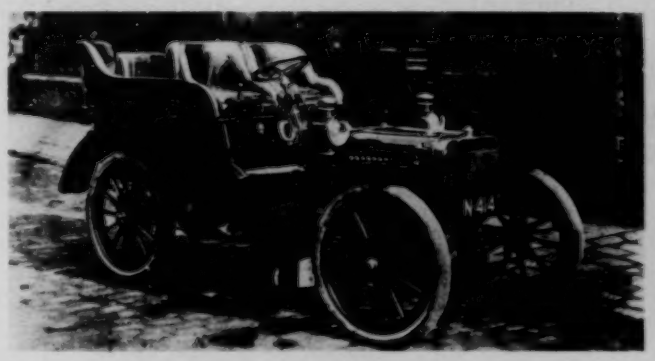
Rolls-Royce became a publicly traded company in 1973, and in 1980, it merged with the English engineering company, Vickers, Ltd.

Today, it continues its tradition: Eight full hides are used in every interior, and the animals from which the hides are taken are fenced away from barbed wire. Engines and bodies are crafted by hand: A sedan takes three to four months to build, a Corniche convertible, five months. Interior veneer is taken from a single walnut tree. And the handmade stainless-steel grilles are polished for five hours to give them a silvery shine.

The company estimates more than half the 85,000 Rolls-Royces ever built are still on the road.

Her Majesty's choice

Queen Elizabeth was the first reigning monarch to chose a Rolls-Royce as official car of state. That first royal Rolls was a Phantom IV limousine, built for heads of state beginning in 1949. Shown here is the Queen's Phantom VI, a V-8 limousine that debuted in 1968.



Early prototype

One of Royce's first experimental cars, built in 1904, before Rolls-Royce was formed.

Humble beginnings

F. Henry Royce built his first two-cylinder, 10-HP car here, on Cook Street, in Manchester, England, in 1904. Manchester remained the home of Rolls-Royce until 1939.

GM looks for growth in Middle East, Asia

By Marjorie Sorge
Labor Editor

General Motors will spend 65 percent of its 1985 overseas capital investment budget in Europe, where GM is now in fifth place in sales, according to James F. Waters, GM vice president, overseas group.

GM's capital spending overseas will be about $1.2 billion in 1985, about 15 percent of the corporation's total budget, GM Chairman Roger B. Smith said last week.

Waters also told Automotive News he expects GM's overseas business to grow faster than its U.S. business, with most of that growth in the Middle East and Asia-Pacific nations. GM currently sells about 8.3 milliion vehicles worldwide, or about 22 percent of the 37.9 million sold. About 65 percent of GM's 1.9 million overseas sales are in Europe.

Waters also said the worldwide market will increase to 39 million in 1985 and could hit 60 million by the mid-1990s.

GM expects to sell about 250,000 vehicles in South Africa in 1985 but that market is in a tailspin and will stay that way for about six months, and there are no firm plans to bring South American or European-made cars into the U.S., he said.

GM plans to increase its market share overseas substantially, although it does not expect to see much of an increase in South America or Europe in 1985, Waters said. He said the company expects to continue to take between 11 and 12 percent of the European market next year. For the first 10 months of 1984, GM had 11.1 percent of the market.

GM is now in fifth place in Europe after losing about 120,000 cars and about $1 billion in sales during the metalworkers strike in Germany earlier this year. The difference between first and fifth place in Europe is about two percentage points, Waters said. Ford of Europe is in first place with 12.9 percent of the market.

GM also plans to hold on to its Vauxhall subsidiary in England and expects it to sell about 300,000 cars in 1985, Waters said. Vauxhall sold about 250,200 cars in 1983 and lost 1.1 million pounds (about $1.6 million based on the value of the pound at the end of 1983). For the first nine months of 1984, Vauxhall sold about 237,600 units.

There are plans to begin shipping the new front-wheel-drive C-cars to Europe in 1986 if the exchange rates make the models competitive, Waters said. There are, however, no plans to sell the Isuzu, Suzuki or Daewoo cars through GM dealers in Europe, as in the U.S., nor are there any immediate plans to sell the GM/Toyota joint venture car overseas, Waters said.

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60th year – No. 5052

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Smothers Volvo opens

SANTA ROSA, Calif. – Smothers Volvo has opened here. General manager is Robert M. White.

Fords from Taiwan may come to U.S.

By Dan McCosh
Detroit Reporter

Ford's recent expansion in Taiwan has the potential of producing cars for the U.S. market, L. Lindsey Halstead, Ford vice president, Asia-Pacific and Latin American Automotive Operations, told the Detroit Auto Writers Group.

Ford recently announced an expansion of its 70-percent-owned Lio Ho Motor Co., Ltd., in Taiwan, from a current 39,000 vehicles to about 90,000 vehicles annually, with some 30,000 of them aimed at export.

"We don't know where they will go, no decision has been made," Halstead said. "But there is the potential of some coming to the U.S."

General Motors plans to import cars to the U.S. from Korea, and Chrysler Corp. currently is negotiating a similar program. Ford has made no similar moves, but plans additional imports from Japan.

Asked whether Ford would soon bring 25 percent of its cars from overseas, Halstead said, "If (Japanese) restraints came off, we'd have to scramble in that direction – I don't know about 25 percent."

A Ford bright spot is Australia, where it has passed GM to lead the market. Ford's success in Australia stemmed partly from the introduction of Mazda-developed small cars, a model for future product planning in the U.S., Halstead said.

"I can see that happening in NAAO as well. But I don't see a 'meshing' of the two companies where Ford NAAO won't retain its technological development capacities," he said.

Asia-Pacific and Latin America, which currently are about one-fifth the size of Ford's NAAO, are expected to be the fastest-growing markets through the remainder of the century, Halstead said. He predicted a 3.5 percent annual growth overall, with 60 percent in places like China, Taiwan and Korea.

Domestics up 1.7 pct.; imports rise 6.2 pct.

November sales inch past '83 total

By Jenny L. King
Staff Writer

In spite of two periods marked by sales declines, the November total for the domestic auto makers kept just ahead of the year-ago figure.

Imports were up 6.23 percent for their seventh monthly increase of 1984. Import penetration was 25.17 percent, best since August.

Domestic new-car sales were up 1.72 percent in November, to 600,692 from 590,527 last year. Third-period sales were off 14.17 percent, the first 10 days were down 4.72 percent with the mid-month increase of 28.79 percent making the difference between surpassing or missing the year-ago mark.

Import sales in November totaled 202,016, up 6.23 percent from 190,177 a year earlier. The industry total in November was 802,708, up 2.82 percent from 780,704 in 1983.

Domestic sales for the first 11 months of the calendar year were up 18.52 percent, to 7,390,845 from 6,235,881 last year. The import total for the same period was up 2.54 percent, to 2,243,296 from 2,187,792.

Year-to-date total for the industry topped 1983 by 14.37 percent, climbing to 9,634,141 from 8,423,673.

Chrysler Corp. had the biggest monthly sales gain of the Big Three auto makers. Chrysler domestic new-car sales were up 32.39 percent, to 81,743 from 61,605 a year ago. Ford Motor Co. was up 14.47 percent, to 159,485 from 139,319.

General Motors followed its mid-month 16.62-percent sales gain with a 22.84-percent third-period plunge, ending the month off 8.08 percent. GM sales in November were 328,378 this year, 357,247 in 1983.

American Motors reported November sales of 14,905 passenger cars, down 19.88 percent from 18,604. Volkswagen sales were down 47.77 percent, to 4,151 from 7,948. Included in the current November total were 2,208 new Golf models.

Honda sales in November were up 107.27 percent, to 12,030 from 5,804.

In domestic market penetration, Chrysler enjoyed its biggest share for any month this year in November, its 13.61 percent up more than three percentage points from 10.43 percent a year earlier. Ford expanded to 26.55 percent from 23.59 percent, while GM skidded to 54.67 percent from 60.50 percent.

American Motors slipped to 2.48 percent from 3.15 percent, VW was down to 0.69 percent from 1.35 percent and Honda claimed 2.00 percent, up from 0.98 percent in 1983.

Chrysler and Ford makes all registered plus signs in November, while Pontiac was the only GM make to top its year-ago level. Plymouth was up 40.91 percent, Chrysler was up 28.39 percent and Dodge was up 30.36 percent. Ford sales climbed 11.25 percent, Mercury was up 17.16 percent and Lincoln was up 38.47 percent.

At GM, Buick was down 2.50 percent, Cadillac was down 16.04 percent, Chevrolet dropped 8.70 percent, Oldsmobile slipped 14.38 percent and Pontiac squeezed by its year-ago figure by 0.03 percent. AMC was down 35.07 percent and Renault dropped 16.44 percent.

Import sales included several year-to-year increases and some November records. Peugeot, with a sales increase every month this year, announced that its calendar year-to-date sum of 18,067 surpassed any other full year in its U.S. history.

Jaguar reported a November record as did Mercedes-Benz, Volvo and Saab–the Swedish-built car's 32nd consecutive record month. Alfa Romeo sales doubled to 312 from 166, Audi was up 13.03 percent, Honda (import) was up 16.68 percent and Toyota was up 8.99 percent.

Imports claimed 25.17 percent of the month's market, the largest single segment of the six classes. Intermediates were second at 24.54 percent, followed by compacts at 17.79 percent, subcompacts at 14.08 percent, standards at 9.72 percent and luxury cars at 8.70 percent.

Of the domestics alone, 32.79 percent were intermediates, compacts had 23.77 percent, subcompacts had 18.82 percent, standards held 12.99 percent and the remaining 11.63 percent went to the luxuries.

Domestic sales during the final 10 days of November slipped 14.17 percent, to 186,721 from 217,540 last year. The daily rate this year was 23,340 compared with 27,193 in 1983, each period having eight selling days.

For the period, GM was off 22.84 percent, Ford dropped 7.88 percent and Chrysler climbed 22.26 percent. American Motors was down 29.39 percent, VW dropped 48.31 percent and Honda was up 103.52 percent.

Chrysler's share of the market, 14.54 percent, was its deepest 10-day penetration of the calendar year. Ford earned 25.13 percent, GM had 53.45 percent, AMC had 3.22 percent, VW had 1.18 percent and Honda had 2.48 percent.

The daily selling rate for the month averaged 24,028, up 1.72 percent from 23,621 the preceding year. There were 25 selling days both years.

Where auto market was, November, 1984

	Total Sales	Pct. of Total
SUBCOMPACT	113,044	14.08
COMPACT	142,765	17.79
INTERMEDIATE	196,975	24.54
STANDARD	78,031	9.72
LUXURY	69,877	8.70
IMPORTS	202,016	25.17
TOTAL	802,708	100.00

IMPORTED CAR SALES

	Nov. 1984	Nov. 1983	11 Mos. 1984	11 Mos. 1983
Alfa Romeo	312	166	3,400	2,817
Audi	5,432	4,806	65,426	42,443
BMW	5,034	5,314	62,762	53,017
Chevrolet Spectrum	712	.....	712	.....
Chevrolet Sprint	1,135	.....	9,657	.....
Dodge Colt	3,645	3,492	33,259	35,945
Dodge Conquest	242	549	3,530	13,578
Dodge Vista	777	803	7,132	1,560
Fiat	.....	.....	.....	4,489
Honda	31,985	27,412	347,983	325,219
I.A.I.	100*	.....	1,566	.....
Isuzu	1,404	1,811	16,041	19,074
Jaguar	1,719	1,656	15,905	12,370
Lancia	.....	.....	.....	513
Maserati Biturbo	100*	.....	.....	1,933
Mazda	12,942	12,961	156,204	160,649
Mercedes-Benz	8,669	6,678	70,136	65,827
Mitsubishi	3,283	3,323	36,152	29,708
Nissan	38,390	38,164	447,478	484,478
Peugeot	1,795	1,584	18,067	13,716
Plymouth Colt	3,589	2,993	29,668	31,835
Plymouth Conquest	210	511	3,142	11,197
Plymouth Vista	716	670	6,775	1,337
Porsche	1,800*	1,938	18,841	20,022
Renault	978	2,618	11,366	31,344
Saab	2,752	2,314	30,572	24,064
Subaru	11,740	12,073	144,623	144,985
Toyota	47,346	43,440	510,914	504,740
Volkswagen	7,804	7,650	94,705	69,145
Volvo	7,405	7,251	95,347	83,720
TOTAL	202,016	190,177	2,243,296	2,187,792

* Estimate

U.S. CAR SALES BY MARKETING UNITS

	Nov. 1984	Nov. 1983	11 Mos. 1984	11 Mos. 1983
Chevrolet	108,093	116,376	1,473,663	1,233,506
Ford	105,575	94,902	1,199,969	961,389
Oldsmobile	72,801	85,032	983,652	929,810
Buick	72,450	74,309	876,043	790,200
Toyota	47,346	43,440	510,914	504,740
Pontiac	52,464	52,447	654,130	502,207
Nissan	38,390	38,164	447,478	484,478
Mercury	41,744	35,636	491,096	376,449
Honda	44,015	33,216	472,472	368,042
Dodge	35,306	28,349	385,511	339,636
Plymouth	29,093	21,616	307,658	288,951
Cadillac	24,417?	29,083	296,203	275,313
Chrysler-Imperial	26,523	20,658	304,102	240,586
AMC-Renault	15,883	21,222	191,352	204,397
Mazda	12,942	12,961	156,204	160,649
Volkswagen of America	17,387	22,342	166,559	210,416
Subaru	11,740	12,073	144,623	144,985
Lincoln	12,166	8,781	138,142	94,046
Volvo	7,405	7,251	95,347	83,720
Mercedes-Benz	8,669	6,678	70,136	65,827
BMW	5,034	5,314	62,762	53,017
Mitsubishi	3,283	3,323	36,152	29,708
Saab	2,752	2,314	30,572	24,064
Isuzu	1,404	1,811	16,041	19,074
Jaguar	1,719	1,656	15,905	12,370
Peugeot	1,795	1,584	18,067	13,716
Fiat	.....	.....	.....	5,002
Alfa Romeo	312	166	3,400	2,817
Maserati Biturbo	100*	.....	1,933	.....
I.A.I.	100*	.....	1,566	.....
Porsche	1,800*	.....	4,043	.....
TOTAL	802,708	780,704	9,634,141	8,423,673

*estimate
Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

DOMESTIC CAR SALES

	Nov. 21 to Nov. 30, 1984	Same Period, 1983	Nov., 1984	Same Month, 1983	Jan. 1 to Nov. 30, 1984	Same Period, 1983
Alliance	3,000	.....	478	9,618	95,446	119,081
Encore	2,000	.....	5,196	5,550	65,546	13,875
Total Renault	5,000	.....	12,674	15,168	160,992	132,956
Spirit	.....	.....	.....	59	.....	4,248
Concord	.....	.....	.....	77	.....	11,321
Eagle	1,005	.....	2,231	3,300	18,994	28,488
Total AMC	1,005	.....	2,231	3,436	18,994	44,057
AMERICAN MOTORS	6,005	8,504	14,905	18,604	179,986	177,013
Horizon	2,469	1,572	7,020	4,762	72,543	51,100
Turismo	1,276	908	3,538	2,471	44,268	33,590
Reliant	3,084	3,221	9,721	9,906	129,282	145,267
Caravelle	836	.....	3,116	.....	6,377	.....
Plymouth	501	81	1,183	303	15,603	14,625
Total Plymouth	8,166	5,782	24,578	17,442	268,073	244,582
Laser	1,057	1,524	3,826	3,171	49,864	7,328
LeBaron K	2,636	1,909	7,320	5,625	92,376	74,393
LeBaron GTS	309	.....	651	.....	706	.....
Cordoba	.....	32	.....	99	136	10,196
Fifth Avenue	2,700	1,641	9,071	4,284	86,187	68,877
E-Class	1,792	785	5,655	2,255	35,528	33,036
New Yorker	.....	1,604	.....	4,678	39,303	45,580
Total Chrysler	8,494	7,495	26,523	20,658	304,102	239,410
Total Imperial	.....	.....	.....	.....	.....	1,176
Omni	1,965	1,434	5,698	3,981	63,138	45,451
Charger	1,329	1,151	3,749	3,230	48,868	42,692
Daytona	1,107	1,199	3,700	2,755	41887	5,619
Aries	2,925	3,573	9,113	8,729	104,056	109,861
Lancer	241	.....	520	.....	557	.....
Dodge 400-600	.....	456	.....	1,385	18,953	27,075
Diplomat	1,065	165	2,567	460	25,459	22,111
Mirada	.....	29	.....	107	282	4,293
Dodge 600	1,855	920	5,295	2,858	38,390	31,451
Total Dodge	10,487	8,927	30,642	23,505	341,590	288,553
CHRYSLER CORP.	27,147	22,204	81,743	61,605	913,765	773,721
EXP	956	183	3,061	509	28,495	18,650
Escort	9,637	9,040	31,304	24,602	326,654	299,692
Mustang	3,451	4,626	11,995	11,031	126,060	108,798
Tempo	6,149	7,339	20,415	20,355	235,172	114,418
Fairmont	.....	.....	.....	.....	.....	37,521
Granada	.....	.....	.....	.....	.....	3,751
Thunderbird	3,456	5,784	12,155	13,481	141,435	120,053
LTD	4,617	5,380	d14,331	16,141	184,288	148,766
Crown Victoria	3,765	3,230	12,314	8,783	157,865	110,240
Total Ford Division	32,031	35,582	105,575	94,902	1,199,969	961,389
LN7	.....	31	.....	196	.....	4,694
Lynx	1,597	1,693	6,275	4,978	62,886	73,619
Topaz	1,674	2,629	6,072	7,129	68,701	35,706
Zephyr	.....	.....	.....	.....	.....	11,583
Cougar '82	.....	.....	.....	.....	.....	906
Cougar	2,914	2,691	9,959	8,077	112,125	78,832
Capri	362	869	1,346	2,182	16,331	21,361
Marquis	2,414	1,933	8,697	6,083	98,129	59,760
Grand Marquis	2,791	2,427	9,395	6,991	132,924	89,988
Total Mercury	11,752	12,273	41,744	35,636	491,096	376,449
Continental	583	462	1,995	1,298	28,638	12,267
Lincoln	2,235	1,550	8,450	4,378	81,681	56,275
Mark VII	328	1,075	1,721	3,105	27,823	25,504
Total Lincoln	3,146	3,087	12,166	8,781	138,142	94,046
Total L-M Division	14,898	15,360	53,910	44,417	629,238	470,495
FORD MOTOR	46,929	50,942	159,485	138,319	1,807,351	1,431,884
Skyhawk	3,019	2,469	8,732	5,588	115,752	68,676
Skylark	2,879	4,432	7,104	9,001	97,023	96,221
Somerset Regal	1,521	.....	4,648	.....	9,032	.....
Century	6,916	6,540	17,265	15,309	200,750	138,534
Regal	3,999	7,247	10,754	17,734	173,320	221,163
LeSabre	4,696	5,466	13,309	13,091	152,267	141,268
Electra	2,680	2,990	5,807	7,423	78,603	75,074
Riviera	1,852	2,809	4,831	6,163	49,296	49,264
Total Buick	27,562	31,953	72,450	74,309	876,043	790,200
Cimarron	348	518	1,129	1,596	17,026	17,715
Seville	968	1,248	3,229	3,785	32,420	30,487
Cadillac	4,553	5,350	13,648	16,664	180,797	161,380
Eldorado	1,798	2,336	6,411	7,038	65,061	65,731
Total Cadillac	7,667	9,452	24,417	29,083	296,203	275,313
Chevette	3,051	6,306	9,422	15,291	154,989	163,395
Cavalier	7,289	9,401	26,720	25,053	351,121	235,300
Citation	1,423	2,194	5,085	5,283	87,149	85,406
Camaro	4,481	5,412	15,661	15,570	188,941	164,924
Celebrity	7,156	7,633	23,118	20,572	300,153	159,685
Malibu	.....	306	.....	960	881	84,632
Monte Carlo	1,470	3,694	5,977	10,208	110,170	95,567
Chevrolet	5,007	8,048	16,709	20,959	242,446	218,794
Corvette	978	868	3,554	2,480	27,345	25,803
Total Chevrolet	30,855	43,862	106,246	116,376	1,463,294	1,233,506
Firenza	1,125	994	4,567	3,463	58,487	41,612
Omega	373	898	920	2,872	34,103	46,707
Calais	1,673	.....	5,418	.....	8,736	.....
Cutlass Ciera	3,961	6,280	16,187	19,553	224,844	174,778
Cutlass Supreme	4,808	7,726	18,552	26,772	285,619	306,721
Olds 88	4,342	5,160	16,002	17,862	241,355	212,178
Olds 98	2,123	3,079	7,663	10,742	91,911	110,311
Toronado	831	1,049	3,497	3,768	38,602	37,503
Total Oldsmobile	19,236	25,186	72,801	85,032	983,652	929,810
Fiero	1,104	2,011	4,521	6,428	90,136	15,502
1000	620	810	2,075	2,320	25,698	31,912
Sunbird	2,456	2,839	9,592	7,588	119,054	80,156
Phoenix	91	509	483	1,401	12,931	22,909
Firebird	2,080	3,009	8,151	8,657	94,915	83,579
Grand Am	1,604	00	5,905	.....	10,756	.....
6000	2,995	3,656	8,715	9,099	115,395	83,857
Bonneville	987	2,278	3,584	6,440	61,250	77,992
Grand Prix	1,018	2,332	3,831	6,382	67,430	83,355
Parisienne	1,533	1,458	5,607	4,132	56,561	22,945
Total Pontiac	14,488	18,902	52,464	52,447	654,130	502,207
GENERAL MOTORS	99,808	129,355	328,378	357,247	4,273,322	3,731,036
VOLKSWAGEN	2,202	4,260	4,151	7,948	70,076	78,806
HONDA	4,630	2,275	12,030	5,804	124,489	42,823
DOMESTIC TOTAL	186,721	217,540	600,692	590,527	7,390,845	6,235,881
IMPORT TOTAL	.....	.....	202,016	190,177	2,243,296	2,187,792
INDUSTRY TOTAL	.....	.....	802,708	780,704	9,634,141	8,423,673

*AMC does not provide 10-day nameplate sales.

Mathweg honored

MARKESAN, Wis. – Chevrolet has awarded a 25-year service plaque to Fred H. Mathweg, Mathweg Chevrolet-Buick, Inc., here.

factories list auction dates

American Motors

Dec. 11 – D-A Auto Auction, New Stanton, Conn.

Dec. 12 – Kansas City Auto Auction, Kansas City.

Dec. 13 – Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 18 – High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 20 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Dec. 11 – Aptco Auto Auction, Taylor, Mich.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; NuCarPrep Sytem, Santa Fe Springs, Calif.; South Seattle Auto Auction, Kent, Wash., and Hatfield Auto Auction, Hatfield, Pa.

Dec. 12 – Butler Auto Auction, Gibsonia, Pa., and Dallas Auto Auction, Grand Prairie, Tex.

Dec. 13 – Northway Exchange, Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Indianapolis Auto Auction, Indianapolis; Arena Auto Auction, Chicago, and Golden Gate Auto Auction, Fremont, Calif.

Dec. 14 – Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Dec. 11 – Harrisonburg Auto Auction, Harrisonburg, Va.

Dec. 12 – Columbus Fair Auto Auction, Obetz, O.; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Dec. 13 – Nashville Auto Auction, Nashville.

General Motors

Dec. 11 – Southern Auto Auction, East Windsor, Conn.

Dec. 12 – Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Dec. 13 – Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Butler Auto Auction, Gibsonia, Pa.

Dec. 18 – Aptco Auto Auction, Taylor, Mich.

Used Car Sales
Auction Averages

December to date	$5,193
Month ago	$5,133
Year ago	$4,054

Model Breakdown
Auction Averages

	DEC. 1984	NOV. 1984	OCT. 1984
1984	$9,010	$9,945	$9,894
1983	7,905	6,999	7,471
1982	5,232	5,565	5,074
1981	4,838	4,623	4,474
1980	3,774	3,813	3,986
1979	3,347	3,110	3,204
1978	2,178	2,252	2,350
1977	2,080	1,738	1,647
Overall Average	$5,193	$4,923	$4,984

Tagged trout gets her a Dodge pickup

Darlene Carlin receives the paperwork for a year's free use of a Dodge four-wheel-drive pickup from Ray Dreyfus, Dodge marketing manager for Chrysler California. She won the truck for hooking a specially tagged trout during the Dodge-sponsored Ram Tough Fishing Challenge at Lake Irvine in Southern California. Husband John is to her left, and at right is Mike Shepard, general manager of Dodge Central in Anaheim, Calif., the delivering dealership.

used-car auction directory

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Makers schedule 185,649 cars

Another peak week for auto output

By Louise Kertesz
Detroit Reporter

For the second straight week, domestic auto makers scheduled higher production than in any other week this year.

Last week's targeted output of 185,649 cars was up 1.43 percent from the previous week's record high for the year of 183,027.

That total actually fell about 3,000 units short of the projection but still topped the record that had been set in the week ended March 10.

Last week's production was 7.43 percent better than the year-ago week's 172,807.

Year-to-date, 7,471,294 cars have been assembled, 15.52 percent more than the 6,467,601 completed last year at this point.

November production of 676,504 cars, down 4.33 percent from October's 707,130, dipped just 1.13 percent from last November's 684,263.

Last week's scheduled production was shared as follows: General Motors, 58.66 percent; Ford Motor Co., 21.65 percent; Chrysler Corp., 14.27 percent; American Motors, 2.59 percent; American Honda, 1.70 percent, and Volkswagen of America, 1.13 percent.

GM plants working two overtime shifts Saturday (Dec.8) were: Lansing (Oldsmobile No.1); Flint (Buick B and G Lines); Detroit; Fairfax, Kans.; Framingham, Mass.; Lakewood, O.; Norwood, O.; Oklahoma City, and Wilmington, Del.

GM plants in Orion Township, Mich., and Wentzville, Mo., were scheduled to work one overtime shift Saturday.

Chrysler's plant in St. Louis (No. 2) was also scheduled to work two overtime shifts Saturday.

Chrysler's plant in Sterling Heights, Mich., was scheduled to work one overtime shift Saturday.

The Sterling Heights facility will work a daily nine-hour shift this week (Dec. 10).

Chrysler's Jefferson assembly plant (Detroit) will work a half hour overtime daily this week and its Newark (Del.) plant will work two nine-hour daily shifts.

Truck production at 6-year peak for November

November truck production of 272,714 units, though down 6.53 percent from October's 291,754, was the best November output since 1978, when 339,721 trucks were completed.

Last week's scheduled production of 68,866 trucks was down a bit (1.49 percent) from the previous week's 69,903.

That total fell some 2,600 units short of the weekly high for the year that had been projected.

Last week's output was 16.06 percent higher than the year-ago week's 59,337.

So far this year, 2,968,372 trucks have been built, an increase of 31.34 percent over last year's total at this time of 2,260,087.

General Motors scheduled two overtime shifts Saturday (Dec. 8) at its plants in Pontiac (Nos. 5 and 6) and Lordstown, O.

One overtime shift was scheduled at GM's Detroit facility.

Chrysler Corp.'s Warren, Mich.,plant was also scheduled to work two overtime shifts Saturday.

The Warren plant will work two nine-hour daily shifts this week (Dec. 10).

November output of Canadian cars highest since '78

Canadian car production of 94,519 units in November was the highest since June's 102,098 and the best for November since 1978 when 103,872 cars were built.

Canadian truck makers recorded their best November ever. The 75,162-unit output was the highest since June's 75,292.

Last week's car production of 20,370 units was up slightly (0.58 percent) from the previous week's 20,252 but was 9.72 percent below the year-ago week's 22,564.

Year-to-date, 989,874 cars have been assembled, 7.21 percent more than the 923,291 completed last year at this time.

Scheduled truck production of 18,679 units last week was 4.03 percent better than the previous week's 17,955 and an increase of 23.03 percent over the year-ago week's 15,182.

Workers returned to their jobs at International Harvester Co. last Wednesday following a strike, and the company scheduled production of 215 trucks.

At Chrysler Corp.'s Windsor (Ont.) plant, 2,526 Plymouth Voyagers, 2,802 Dodge Caravans and 588 Mini Ram Vans were scheduled for production last week. The total of T-115s assembled so far this year is 223,976.

Renault executive shuffle shows woes have worsened

PARIS. – Bernard Hanon, president and director general of the state-owned Renault Group, accepted Pierre Tiberghien's resignation from his job as head of the car division, a position he held for just two years.

Tiberghien, 56, a former head of engineering, is more a top engineer than financial or marketing man. He will stay with Renault to head a new technical department.

Pierre Semerena, 57, will succeed Tiberghien as head of the car division Dec. 17. He was previously in charge of the RVI truck division. Philippe Gras will be appointed at RVI.

It is understood that with this move Hanon started a major reorganization among top management at Renault.

Earlier this year, the company saw some unexpected personnel changes, notably the departure of Philippe Lamirault, head of sales and marketing for 13 years and also in charge of international affairs for the past two years. More personnel changes are expected following Semerena's appointment.

The shuffle gives indications that the problems at Renault have worsened recently.

Sales and market shares in France and Europe have declined substantially this year and the very important new Renault 5 supermini, launched at the Paris Motor Show two months ago, made a rather disappointing start in France.

Semerena, the new head of the car division, is believed to have obtained full power from Hanon when accepting that post.

This appointment also confirms Semerena as a possible successor to Hanon as the group's president when the time comes. Semerena has gained a reputation for being a complete manager.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
AMERICAN MOTORS	610	730	610	2,683	28,095	21,738
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	8,468	10,947	45,525	267,518	424,033
GENERAL MOTORS	8,495	13,141	8,470	45,367	513,326	534,203
VOLVO	225	225	225	944	9,987	9,900
Total Cars, Canada	20,370	22,564	20,252	94,519	923,291	989,874

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
CHEVROLET	23,193	19,110	22,282	84,993	766,684	933,243
DODGE	5,300	4,185	5,523	20,214	139,170	202,513
FORD	24,642	22,317	26,446	101,764	883,291	1,132,811
GMC	7,160	6,261	6,835	28,386	251,451	306,234
INTERNATIONAL	1,571	1,232	1,573	6,298	48,955	71,657
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,449	3,765	16,080	102,139	175,741
NISSAN	2,200*	1,733	2,429	10,359	16,758	94,713
AM GENERAL	50*	50*	50*	220*	2,460*	2,410*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,400*	47,200*	49,000*
Total Trucks, U.S.	68,866	59,337	69,903	272,714	2,260,087	2,968,372

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8 1984
CHRYSLER CORP.	8,568	5,395	8,564	33,187	131,525	348,373
FORD MOTOR	3,648	3,359	3,674	15,200	137,317	148,565
GENERAL MOTORS	6,248	6,291	5,717	26,365	251,544	263,900
INTERNATIONAL	215	137	.....	410	5,441	7,724
Total Trucks, Canada	18,679	15,182	17,955	75,162	525,827	768,562
N. American Trucks	87,545	74,519	87,858	347,876	2,785,914	3,736,934

– Now includes window van production. * – Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended Dec. 8, 1984	Week Ended Dec. 10, 1983	Week Ended Dec. 1 1984	Nov. Total	Jan. 1 to Dec. 10, 1983	Jan. 1 to Dec. 8, 1984
AMERICAN MOTORS	4,800	5,837	4,869	15,993	189,272	182,133
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,837	4,869	15,993	185,201	182,133
Alliance	3,000	2,920	2,909	9,499	148,372	104,607
Encore	1,800	2,917	1,960	6,434	36,829	77,526
CHRYSLER CORP.	26,500	23,953	29,199	110,970	849,301	1,192,582
Plymouth Total	8,200	7,620	8,767	34,382	292,934	363,205
Horizon	2,800	3,143	3,405	13,623	110,465	153,728
Reliant	3,700	4,171	3,4000	13,685	176,858	166,108
Caravelle	1,300	107	1,357	5,153	4,956	22,689
Gran Fury	400	199	605	1,921	655	20,680
Chrysler Total	8,800	7,289	9,104	33,646	218,755	384,272
LeBaron	2,300	1,998	2,318	9,421	81,354	111,113
LeBaron GTS	1,300	.....	1,457	4,235	.....	7,491
Laser	1,100	1,604	1,387	5,698	20,354	67,520
New Yorker E-Class	1,500	1,689	1,516	5,934	100,680	86,816
Fifth Avenue	2,600	1,998	2,426	8,358	16,367	111,332
Dodge Total	9,500	9,044	11,328	42,942	337,612	445,105
Omni	2,700	2,891	2,815	11,134	120,067	140,610
Aries	2,500	3,556	3,249	12,643	135,459	136,450
Daytona	1,000	1,262	1,180	4,554	16,307	51,021
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,400	1,175	1,575	6,277	46,433	71,433
Lancer	900	.....	1,264	3,469	.....	5,941
Diplomat	1,000	160	1,245	4,865	868	39,650
FORD MOTOR	40,195	38,355	41,326	159,008	1,474,151	1,702,016
Ford Division	25,817	25,957	25,565	100,884	957,531	1,099,774
Escort	6,084	8,338	6,977	28,653	273,054	329,182
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,628	3,822	3,625	12,737	116,597	133,257
LTD	5,085	4,805	4,507	18,925	170,607	215,873
Thunderbird	3,139	3,228	2,690	11,610	178,889	140,707
Crown Victoria	2,510	2,098	2,365	8,238	86,706	82,086
EXP	1,099	615	1,118	4,350	3,334	40,696
Tempo	4,272	3,051	4,283	16,371	107,675	157,973
L-M Division	14,378	12,398	15,761	58,124	516,620	602,242
Mercury Total	10,778	9,047	11,704	43,092	417,306	441,269
Lynx	2,232	1,291	1,305	5,070	70,728	66,363
Capri	354	308	411	1,660	24,020	17,389
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,782	2,059	3,177	12,024	73,078	115,380
Cougar	2,846	2,745	3,254	12,067	121,747	111,724
Grand Marquis	1,686	1,516	1,853	6,621	88,781	86,787
LN7	.....	.....	.....	.....	290	.....
Topaz	878	1,128	1,704	5,650	30,111	43,646
Lincoln Total	3,600	3,351	4,057	15,032	99,264	160,973
Continental	654	648	733	2,732	12,130	34,684
Lincoln	2,550	839	2,873	10,646	57,049	101,548
Mark VI/VII	396	1,864	451	1,654	30,085	24,741
GENERAL MOTORS	108,904	99,578	103,061	370,985	3,811,515	4,192,582
Buick Total	23,334	23,600	25,597	94,113	859,196	946,859
Skylark	2,755	3,407	3,495	11,861	107,416	104,510
Skyhawk	2,185	3,234	1,766	7,452	75,058	123,896
Somerset Regal	1,955	.....	2,364	8,209	.....	24,799
Century	5,647	4,685	6,470	22,046	161,921	219,355
Regal	3,098	4,702	2,996	11,261	227,398	168,819
LeSabre/Electra	4,295	6,004	4,813	19,594	236,279	197,368
Riviera	1,200	1,478	1,430	5,224	50,864	50,480
Electra (fwd)	2,199	90	2,263	8,466	260	57,632
Cadillac Total	8,769	6,835	8,480	30,908	294,288	313,818
Cimarron	515	452	188	851	19,958	14,912
Seville	775	794	918	3,349	33,290	36,790
Eldorado	1,555	1,529	1,865	6,800	69,752	72,567
Cadillac	2,080	3,998	1,830	6,192	171,288	106,351
DeVille (fwd)	3,844	62	3,679	13,716	.....	83,198
Chevrolet Total	39,273	30,844	30,705	103,162	1,261,372	1,408,045
Chevette	3,566	4,232	2,830	7,485	195,592	167,338
Cavalier	10,295	8,088	8,671	28,927	293,531	381,785
Celebrity	6,053	5,652	6,014	19,755	167,121	269,583
Camaro	5,418	4,615	4,636	17,750	189,924	217,539
Citation	1,745	1,790	1,897	6,460	83,365	99,254
Malibu/El Camino	600	493	702	2,215	100,251	23,026
Monte Carlo	2,520	3,513	1,046	4,011	118,004	94,315
Chevrolet	8,116	1,688	3,888	12,501	86,895	121,660
Corvette	960	773	1,021	4,058	26,689	33,545
Oldsmobile Total	25,074	26,564	27,396	99,145	985,025	1,019,663
Omega	.....	1,693	.....	.....	55,067	29,289
Firenza	1,853	2,399	1,747	4,620	49,192	65,063
Cutlass Supreme	4,195	7,877	5,646	21,682	293,996	243,692
Cutlass Ciera	5,577	3,993	6,058	21,706	203,931	237,289
88/98 (rwd)	5,982	9,241	6,670	26,903	341,997	298,135
Olds 98 (fwd)	3,482	100	3,406	11,953	165	76,256
Calais	3,090	.....	2,798	8,363	.....	27,521
Toronado	895	1,261	1,071	3,918	40,677	42,418
Pontiac Total	12,454	11,735	10,883	43,657	411,534	504,197
Acadian*	.....	355	175	446	13,959	13,617
2000 Sunbird	3,098	3,572	2,381	9,449	109,101	131,957
1000	753	875	544	2,051	40,332	37,596
Firebird	2,635	2,295	2,532	9,334	97,458	102,903
Phoenix	.....	456	.....	.....	24,109	14,116
Grd. Prix/Bon'vle	.....	1,639	.....	.....	89,764	29,733
Parisienne	1,839	358	2,032	8,922	11,682	46,769
Fiero	1,914	2,185	1,265	6,546	25,050	109,122
Grand Am	2,155	.....	1,954	6,909	.....	18,384
HONDA	3,150	2,004	3,102	12,799	50,314	130,775
VOLKSWAGEN	2,100	3,080	1,470	6,749	93,048	71,206
Total Cars, U.S.	185,649	172,807	183,027	676,504	6,467,601	7,471,294
Total Cars, Canada	20,370	22,564	20,252	94,519	923,291	989,874
N. American Cars	206,019	195,371	203,279	771,023	7,390,892	8,461,468
N. American Trucks	87,545	74,519	87,858	347,876	2,785,914	3,736,934
North American Cars and Trucks	293,564	269,890	291,137	1,118,899	10,176,806	12,198,402

* – All Acadians are built for sale in Canada.

1,000 more EDS aides may move to Detroit

DETROIT. – Electronic Data Systems may transfer another 1,000 workers from its Dallas headquarters to Detroit.

EDS, which was recently acquired by General Motors, has already transferred about 1,600 employes to this area. EDS also has leased office space in several Detroit suburbs, including Warren, site of the GM Technical Center.

Automotive News

December 17, 1984

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New M-B series

With seven engines

Developed as the W124, the new Mercedes-Benz series fits into the maker's family between the compact models and the S-class. There are seven engines, including three diesels. Of the gasoline models, the four-cylinder 200 (107 HP) and 230-E (134 HP) have been used in the 190. The two six-cylinder units – 260-E with 167 HP and 300-E with 187 HP – are new. Story, other picture on Page 6.

Domestic car inventory is 58 days, 9-month high

By Kathleen Hamilton
Assistant Managing Editor

The inventory of new domestic cars at dealerships and factories rose to a 58-day level on Dec. 1, the highest days' supply since March, when there was a 59-day supply.

It was 51 days on Nov. 1 and 55 days on Dec. 1, 1983.

The Dec. 1 inventory stood at 1,405,417 units, the highest total since July 1, when there were 1,445,799 cars in stock. The Dec. 1 total exceeded both the month-earlier stockpile of 1,296,182 units and the year-earlier total of 1,307,756.

One big reason for the heavier supply was the production gain at General Motors following its Canadian labor settlement. Another big contributor was the slower selling rate of standard-size cars. Sales of intermediates and luxury cars were down, too, but most of the models in those size classes were better off on Dec. 1 than on Nov. 1, when many were in short supply.

Of the standard-size cars, only the General Motors models were within the normal range. The rest were heavy. But the sales rates for most of the other makers' standard-size cars were constant during the month, indicating that the stockpiling was purposeful. The only car in the class that saw a significant sales decline during the month was the Ford Crown Victoria.

• The supply of subcompacts rose because of increases in production, not decreases in sales: Sales in the segment were nearly the same in November as they had been in October. Heaviest supplies in this segment were at Chrysler Corp. and American Motors. Although AMC increased its sales significantly during the month, its production grew, too.

In the intermediate range, sales fell, causing both the stockpile and the days-supply level to grow to an ideal 50-day supply. There were a few shortages at GM in this segment as December opened, but every other make except Citation (100 days) was in the normal range.

The selling rate declined among luxury models, as well, but in this segment it was due mostly to shortages of GM models. They are still thin, but not as bad as on Nov. 1. Dec. 1 found Continental and Mark VII the only luxury models with bloated supplies.

The inventory shares by segment were: Subcompact, 21.85 percent; compact, 24.02 percent; intermediate, 28.04 percent; standard, 16.09 percent, and luxury, 9.20 percent.

One month earlier, the shares were: Subcompact, 22.69 percent; compact, 25.12 percent; intermediate, 27.52 percent; standard, 15.75 percent, and luxury, 8.92 percent.

As noted, AMC trimmed its days' supply by increasing sales. The only other maker – or division, for that matter – to trim its days-supply figure during the month was Honda.

It halved its inventory of U.S.-built cars, partially because of a production decrease. Its sales rate fell as shortages afflicted dealers. The outcome was a Dec. 1 inventory of Ohio Accords worth four days, compared with a seven-day supply one month earlier. Honda's combined domestic-import inventory on Dec. 1 was the equivalent of a nine-day supply.

Table on Page 49

At Chrysler Corp., Plymouth sales stayed steady but production rose, giving it a larger days-supply figure. Chrysler and Dodge sales declined, with the same result. The big month-to-month change for Diplomat (113 days versus 89) was due solely to a production increase; its sales stayed steady.

Ford Motor Co.'s three marketing units all experienced sales declines, causing increases in their days-supply levels. Again, the big change in the Grand Marquis figures (104 days on Dec. 1 versus 74

Continued on Page 49, Col. 1

Canadians quit UAW; will form own union

By Marjorie Serge
Labor Editor

DEARBORN. – The Canadian section of the UAW will break away from the international union and form a separate organization, probably by this summer, according to Robert White, director of the Canadian region.

White said that when the new union is set up, he will begin working to form a North American Metalworkers Federation – an organization with loose ties in which representatives from auto industry unions in Mexico, the U.S. and Canada can meet to discuss the "real North American auto industry."

"If we don't have very close dialog with workers in other countries, the corporations will play the countries off against one another, especially in low-wage areas," he said.

White said the new federation could be formed in a "couple of years."

The Canadians began taking formal steps to pull out of the international union last week after the UAW's 25-member International Executive Board refused to approve White's proposals for Canadian autonomy. The vote was 24 to 1. White's was the only vote in favor of the proposals.

Those proposals included Canadian autonomy in bargaining and merger possibilities, no interference from the international officers unless requested and that the Canadian staff report directly to the Canadian director.

According to some sources, some board members did not fully understand the impact of rejecting those proposals – the with-

Continued on Page 49, Col. 4

Shop business shows major gain for month

By Francis J.Gawronski
Service Editor

Service and parts business at new-car dealerships rebounded in October after recording its first decline in 18 months in September.

According to the Automotive News Service Index, shop business at dealerships in October amounted to 118.5 percent of the volume recorded in the same month in 1983. It was the second best increase of 1984.

Business in September dipped to 98.3 percent of the business reported for the year-earlier month.

SERVICE INDEX
126.2★

	Oct., '84 vs. Oct., '83	10 mos., '84 vs. 10 mos., '83
Gross Profit on All Labor and P&A Sales	+19.6%	+16.4%
Repair Orders Written	+16.4%	+ 7.2%
Total Labor Sales (Customer & Warranty)	+20.9%	+16.2%
Shop Parts Sales (Customer & Warranty)	+22.6%	+21.1%
Sales of All Parts and P&A	+17.4%	+16.2%

★ – Survey by Automotive News shows that dealer's serevice and parts business in October, 1984, was 118.5 percent of business in October, 1983. Service business in the 10 months of 1984 was 115.1 percent of business in the corresponding period in 1983.

All five indicators used in the Service Index were up impressively in October, led by shop parts sales – those used on both customer-paid and warranty work – which climbed 22.6 percent over their year-ago volume.

The next best showing was that of total labor sales (customer-paid and warranty work), up 20.9 percent, followed by gross profit on all labor, parts and accessory sales – the most important indicator from the dealer's viewpoint – up 19.6 percent.

Sales of all parts and accessories were up 17.4 percent in October, while repair orders written increased 16.4 percent for the month.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

For the first 10 months of the year, service and parts business was 115.1 percent of the volume for the same period in 1983.

Shop parts sales showed an increase of 21.1 percent for the January-October period, while gross profit increased 16.4 percent, and repair orders jumped 7.2 percent.

Labor sales and sales of all parts and accessories recorded the same increase – 16.2 percent – over the year-ago period.

A look at 1986

Jim Dunne

A peek at the Plymouth P-car

The '86 1/2 Plymouth P-car (an upsized version of the current Omni/Horizon series – due to be dropped in mid-year) reflects considerable K-car influence, particularly in the rear section.

breaking news

Chrysler to buy Mitsubishi V-6s

DETROIT. – Mitsubishi Motors Corp. will supply up to 400,000 V-6s annually to Chrysler Corp., initially for use in its minivans, the companies announced. The five-year contract begins in the 1987 model year. MMC currently supplies Chrysler with 2.6-liter four-cylinder engines; they will be phased out in favor of the sixes.

GM may close Colombian unit

DETROIT.-General Motors said it will close its Colombian subsidiary, which is nearly bankrupt, if the government refuses to allow price increases. David Herman, president of Colmotores, said the company has lost $29.4 million so far this year and will be close to bankruptcy, as defined by Colombian law, by early 1985. It "will be legally forced to receive additional capital from its stockholders or vote for the liquidation

See BREAKING NEWS, Page 8, Col. 1

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EPA will reduce emissions tests on cars, light trucks

By Jake Kelderman
Washington Reporter

WASHINGTON. – The EPA has issued new regulations that should reduce by about 27 percent the number of emissions tests it performs on cars and light trucks coming off the assembly lines.

Known as Selective Enforcement Audits (SEA), the agency uses these tests as its second line of defense in making sure that cars produced by the makers meet the emission standards they are supposed to be meeting.

In 1983, the EPA conducted 17 SEAs which involved the testing of 149 vehicles. Under the agency's new regulations, that number would be reduced by approximately 27 percent. This would be done by adopting a "sequential" sampling technique instead of the "batch" technique now being used.

The EPA said this is the same technique it uses in its heavy-duty emissions testing program and that the accuracy of the test regimen is the same, or better, than what it replaces.

While reducing the number of vehicles that must be tested, the agency is at the same time reasserting its rights to enter a plant to perform the SEA with or without the manufacturer's permission. GM has asserted that the agency must first ask the manufacturer for an OK to enter the plant before it could seek a warrant should permission be denied.

EPA said it also has the same rights when it comes to foreign plants and that it can deny permission to sell cars here if entry to such plants is not granted.

At the urging of the Office of Management and Budget the agency is dropping its proposal to require manufacturers to give it their internal quality audit data from their emission testing programs on production vehicles, but not its proposal that makers notify the agency of any production changes that might affect the emissions of the SEA vehicles selected.

EPA says it still wants sales projections from the makers so it can determine what car lines to select for SEAs and, in a move to tighten the test criteria somewhat, it will not allow makers to do dealer prep on the test cars before the SEA test.

Fiero theater

A trio of performers will finish assembly of this Fiero GT at auto shows around the country. Identical 22-year-old twins Shanya, left, and Tanya Shelton are in the foreground, while Steven Douglas, 26, assembles a side panel on the far side of the car. The Fiero Show Center includes a 16-foot backdrop, a self-contained sound system and theatrical lighting.

Sales show 6 pct. gain for Dec. 1-10

By Jenny L. King
Staff Writer

Early December domestic new-car sales surpassed the year-ago period despite of the loss of a selling day this year. Four of the six major auto makers pulled ahead of their Dec. 1-10, 1983, totals and their combined figures were up 6.54 percent.

New-car sales numbered 184,379 for the period compared with 173,062 in 1983.

The daily rate averaged 23,047, up 19.86 percent from 19,229 in 1983. There were eight selling days this year compared with nine a year ago.

Year-to-date domestic sales were up 18.20 percent, to 7,575,224 from 6,408,943.

Chrysler Corp. led the Big Three makers with its 14.32-percent sales gain. Chrysler climbed to 22,187 from 19,408 (up 28.62 percent daily rate). Ford Motor Co. was up 8.12 percent, to 48,901 from 45,230.

General Motors reported sales of 105,820 domestics, up 4.77 percent from 101,004 (up 17.87 percent daily rate). American Motors slipped 23.81 percent, to estimated sales of 3,200 from 4,200 a year earlier (a 14.35-percent decline in daily rate).

Volkswagen plunged 38.12 percent, to 706 from 1,141, or minus 30.53 percent daily rate. On the other hand, Honda sales expanded 71.48 percent, to 3,565 from 2,079 (up 93.07 percent daily rate).

Market shares for the domestic makers showed gains for Ford, Chrysler and Honda. Ford was up to 26.52 percent from 26.14 percent last year. Chrysler climbed to 12.03 percent from 11.21 percent and Honda grew to 1.94 percent from 1.20 percent.

GM's share of the market for the period dipped to 57.39 percent from 58.36 percent. AMC was down to 1.74 percent from 2.43 percent and VW skidded to 0.38 percent from 0.66 percent.

Domestic makes were a mixed bag Dec. 1-10, with most of them up compared with the same period of 1983. Plymouth was up 21.85 percent, Dodge was up 15.49 percent and Chrysler was up 6.64 percent – all on a year-to-year, not daily-rate, basis.

Ford was up 6.23 percent during the period, Mercury was up 4.76 percent and Lincoln was up 48.38 percent. Buick climbed 15.66 percent, Cadillac dipped 2.84 percent, Chevrolet was up 2.04 percent, Oldsmobile was up 6.56 percent and Pontiac was down 0.12 percent.

Estimated sales of AMC-Renault products were off 16.67 percent and AMC Eagles dropped 52.38 percent. VW Golf-Rabbit sales slipped 38.12 percent.

DOMESTIC SALES

	Dec. 1-10, 1984	Dec. 1-10, 1983
Renault Alliance-Encore	2,800 †	3,360 †
AMC	400 †	840 †
AMERICAN MOTORS	3,200 †	4,200 †
Chrysler	6,973	6,539
Plymouth	6,736	5,528
Dodge	8,478	7,341
CHRYSLER CORP.	22,187	19,408
Ford	33,584	31,613
Mercury	11,741	11,207
Lincoln	3,576	2,410
FORD MOTOR CO.	48,901	45,230
Buick	20,043	17,329
Cadillac	8,312	8,555
Chevrolet	34,310	33,625
Oldsmobile	27,285	25,606
Pontiac	15,870	15,889
GENERAL MOTORS	105,820	101,004
VOLKSWAGEN	706	1,141
HONDA	3,565	2,079
U.S. INDUSTRY TOTAL	184,379	173,062

† Estimate

Trustee's attorneys focus on Swiss firm

DeLorean quizzed on $18 million

By Michelle Krebs and Edward Lapham

Attorneys for the trustee of DeLorean Motor Co. finally got their chance to question John Z. DeLorean in depositions taken last week.

DeLorean was questioned Wednesday and Thursday in Los Angeles.

The probe focused on GPD, the Panamanian-registered Swiss company retained to do development work on the sports car. Investigators believe GPD may have been the entity from which about $18 million disappeared from the project.

DeLorean also was quizzed about Logan Mfg., the DeLorean-owned subsidiary in Utah which makes ski-slope-grooming equipment, and DeLorean's general handling of the defunct car company.

On Thursday, DeLorean was questioned specifically on his turning over of his avocado ranch in San Diego County to Howard Wietzman, the California attorney who successfully defended him on drug trafficking charges last summer. DeLorean turned over the Pauma Valley ranch, valued by appraisers at $2 million, to Wietzman in lieu of legal fees.

Creditors, who are owed a total of $100 million, claim they have a right to the property.

DeLorean will be questioned further regarding DMC sometime in the future, said Sheldon Toll, an attorney for DMC trustee David Allard.

Toll refused to reveal DeLorean's responses, saying they would become a matter of public disclosure eventually.

Meanwhile, the Detroit courtroom of U.S. Bankruptcy Judge Ray Reynolds Graves turned into an auction hall for a few moments last week as three gull-winged DeLorean automobiles and steel molds for fenders were sold for a total of $34,700.

On the auction block were a DMC-12 sports car with 4,306 miles that was built as a prototype at the Belfast (Ireland) plant sometime in 1979, two 1979 DeLorean models with less than 3,000 miles but which had been shake-tested for 200,000 miles by NHTSA and steel molds for DeLorean fenders.

All of the items had been advertised by the DMC's court-appointed trustee in Chapter 7 liquidation proceedings.

The first sports car was sold to Ron Thomas, of Shorty's, Inc., a furniture company in Detroit, for $14,000. James Triplett, who is in the construction business in Columbus, O., was the top bidder on the other two cars with bids of $8,100 and $7,600.

Robert Grady, of P.J. Grady, Inc., West Sayville, N.Y., purchased the steel molds for $5,000. Grady said he expects his company, one of the original DeLorean dealerships, to attract

Continued on Page 49, Col. 1

Chrysler may reopen pact, hits strike call

By Marjorie Sorge
Labor Editor

DETROIT. – Chrysler Corp. is not willing to reopen its contract with the UAW if the union demands a strike deadline be set for a settlement, the corporation told the union in a letter last week.

The letter does, however, say that Chrysler will be willing to sit down with the union and discuss possible amendments to the current agreement which would be beneficial to both parties.

The current contract, covering about 58,000 Chrysler workers, is scheduled to expire Oct. 15, 1985.

The UAW is calling a meeting of its Chrysler Council in early January to discuss the next move, the union said. The council requested the reopening at its last meeting in October.

The UAW first indicated it would seek to reopen the Chrysler contract when the company began posting record profits. Chrysler made $1.73 billion in the first nine months of 1984, compared with $582.6 million for the same period in 1983. Analysts estimate Chrysler will make about $2.4 billion for the year.

Chrysler workers currently make $1.12 an hour less than their counterparts at Ford Motor Co. and General Motors plus the increases negotiated in the new contracts at those two companies which range from 9 to 50 cents an hour. Under the current agreement, the $1.12 will be made up in the last seven months of the contract.

The Chrysler workers fell behind their counterparts at Ford and GM when they made more than $1 billion in concessions to the company when it was facing bankruptcy.

The move to reopen the Chrysler contract is part of the union's master plan to get the auto makers back to pattern bargaining. Chrysler fell off the pattern during the bankruptcy days.

Nissan sets up unit to handle China trade

TOKYO. – Nissan Motor Co., Ltd., has established a China Department and staffed it to handle all of its automotive trade with mainland China.

According to the Japan Automotive News, exports to China previously had been handled by the Export Department, Asia and Australasia.

Functions of the new department will be to carry out market research and analysis, improve service and parts supply and promote technical cooperation. It will also be in charge of a Nissan office in Beijing, to be opened in 1985.

The newspaper said Nissan considers China a promising market, although car ownership now is only one per thousand people.

NUMMI assembles first Nova

FREMONT, Calif. – New United Motor Mfg., Inc., the General Motors-Toyota joint-venture company, finished its first Nova at about 3 p.m. last Monday (Dec. 10) and marked the event with a short ceremony before the plant's 650 workers.

The four-door, four-wheel-drive subcompact will be shown to the press this week. Production at the facility began the week of Dec. 3.

Chrysler plans to build $500 million tech center

DETROIT. – Chrysler Corp. is planning a $500-million technical center in suburban Detroit that includes a new test track and engineering buildings.

The center, which will supplement the corporate research facilities now located in Highland Park, Mich., is expected ultimately to grow into a major academic-industry research center for Chrysler, Chrysler executives say.

Named Oakland Technology Park, the new complex will be located on a 500-acre site near two universities in the Pontiac area.

A major portion of the development will be a new test track. No timetable has been set for the project, which will take several years to complete.

Chrysler's shopping for land in the Detroit area for the proposed center early this summer set off rumors Chrysler was moving its corporate headquarters as well, but the company says executive offices will remain in Highland Park.

Chrysler is still looking for a suitable site in the Detroit area for a new wind tunnel, Chrysler executives said.

Agency cautioned on defect films

NHTSA procedures analyzed

By Helen Kahn
Washington Bureau Chief

WASHINGTON. – NHTSA should explain to TV reporters that films showing what may occur if an alleged defect exists are simulated, and the agency must be sure that the manufacturer in question has information both on an initial finding of defect and the film before release to the public.

That is the major finding of a report made by the General Accounting Office (Congress' watchdog agency) to Rep. John Dingell, Michigan Democrat.

While approving in general NHTSA's procedures in defect investigations and its fairness in looking at both domestic and imported vehicles, the GAO – at Dingell's request – examined the specific debacle that occurred on Good Friday, 1983.

On that occasion, a "rigged" film showing a rear wheel becoming detached from a General Motors car appeared on all three TV networks with no indication that it was not a real world happening and without GM's prior viewing or chance to comment. Specifically, Dingell asked the GAO to focus on that occurrence involving 1978-80 GM A-body cars.

Recently, under pressure from NHTSA, GM offered to some 3.1 million owners of those cars free inspection by dealers and free repair, if necessary, for possible rear-axle problems.

In a letter to Transportation Secretary Elizabeth H. Dole, Dingell said that failure to inform GM in a timely fashion and to explain that the film was a simulation was "outrageous" and should not be repeated. Besides, Dingell noted, it was only an initial finding, made after 23 months of investigation, and "there clearly was no emergency."

Dingell also said that the defunct National News Council had been critical of NHTSA's handling of the film, the TV reporters' acceptance and GM's own failure to publicize the film's problems. But the blame was mostly the agency's.

During the trial in which the government alleged premature rear-brake lockup on some 1.1 million 1980 X-cars, testimony was taken about similar "rigged" tests.

A NHTSA official explained in a deposition that the agency now includes with all such films the test protocol used, which would explain any equipment changes to induce failure of a component. In addition, he said, the film must carry the word "simulated" so the viewing public will know that what it is seeing is not a real happening.

In addition to that disclaimer and insistence that the manufacturer has foreknowledge and a chance to comment, Dingell also wants disclosure that the allegations stem from an "initial finding" only – a circumstance that could be changed after a public hearings and further evidence.

In related areas, GAO found that NHTSA's spending for defect investigation was at about the same ratio as the market share for domestic and foreign companies and that NHTSA's budget for such investigations has been about the same from fiscal 1981 through fiscal 1984 but will be somewhat higher for fiscal 1985.

GAO also said that domestic makers "voluntarily recalled" about 60 percent of the vehicles that are recalled, while 75 percent of the import company recalls were "influenced by NHTSA's investigation."

Also, GAO said, the "relative frequency of insurance injury claims cannot be relied upon to determine whether a safety-related defect exists in motor vehicles."

A GM entry in Brazilian market

This 1985 two-door Chevrolet Opala for the Brazilian market has styling lines reminiscent of earlier GM bodies. The first Opala was introduced in Brazil 16 years ago.

Japanese sign with Chinese to export trucks

TOKYO. – Japanese vehicle makers are selling increasing numbers of trucks to Mainland China, according to newspaper stories published here.

Largest of the deals most recently revealed is one under which Nissan will export 20,000 light trucks to China by next March.

Mazda has already started shipping 6,400 pickups to China.

Isuzu will deliver 3,000 heavy trucks to China during 1985.

Suzuki has made its first shipment of KD truck kits to China for its light Carry trucks.

Nissan's contract, with the Hainan Administrative Region of Guangdong Province, is for vehicles that can be used as freight or passenger vans. Earlier, Nissan obtained an order from China for 10,000 pickups.

Mazda made its Chinese contract through a trading firm, Toyo Menka Kaisha, for delivery to Fujian Province and the Hainan Administrative Region. Mazda's deal with the Chinese includes 1,600 passenger cars.

Isuzu is dealing with China National Machinery Import and Export Corp. The trucks will be delivered to the Ministry of Petroleum industry. Isuzu has already exported 12,000 passenger cars to China this year.

Suzuki is shipping its KD kits to Jilin City Automobile Industry Corp. The firms signed a contract in 1981 under which the Chinese will build the Carry under license. Production is scheduled at 2,000 for 1985, rising to 20,000 a year within three years.

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60th year – No. 5053

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Bricklin spells out financial terms

Yugo dealers must have $400,000

By John A. Russell
New York Staff Writer

NEW YORK. – Letters of credit which could amount to $400,000 per dealer are being required of all dealers appointed by Yugo of America in addition to the normal bank floorplanning, according to Malcolm Bricklin, chairman of the board.

Letters mailed last week to all International Automobile Importers, Inc., dealers, who are being given the first opportunity to apply for a franchise, spelled out the unusual requirement which is a first in the industry.

These letters of credit are being referred to as "standby" and must cover two months of vehicle purchase orders of the Yugo 55. The anticipated planning potential per dealer is about 45 units per month, the letter said.

The letters of credit would be used if the dealer loses bank floorplanning or refuses delivery on ordered cars.

Dealers were told the standby letter of credit does not represent an additonal financial obligation to the dealer.

But it does state that since the company is not using distributors and is not a subsidiary of the manufacturer, Zastava, "we require this additional commitment."

Bricklin's letter also stated that "we believe this commitment assures that only the strongest dealers are selling and servicing the Yugo." The letter also outlined product improvements on the Yugo 55, market strategy, new models, as well as pricing and dealer grosses among other items.

Two models of the car will be brought into the country. The base model, the Yugo 55 GV ("Great Value," according to Bricklin) has a base price of $3,990. Dealer gross on this model will be $400. A second model, the GVX will sell for $4,800. This model includes alloy sport wheels, spoilers, special paint, etc.The dealer gross on this is "approximately $650."

Bricklin said 186 changes have been incorporated into the U.S. version of the Yugo, by Zastava. This includes new seats, color-coordinated interiors including fabrics and carpeting, power-assisted brakes, new headlights, a redesigned taillight assembly and larger steel-belted radial tires.

In addition, Bricklin said all the cars will be wired for radials to ease in installation.

Yugo of America also intends to have the GVX equipped with a larger 1300-cc engine and a 5-speed transmission though "there is the possibility that the initial production of this GVX will not include the 1300-cc engine. As soon as it is available it will be standard equipment."

Bricklin estimates the model mix for the first year will be 50 percent base model and 50 percent GVX.

Yugo of America has targeted May 20, 1985 as the on-sale date for the Yugo 55 in the U.S. Production is scheduled to begin in April. The cars are 1986 models.

While the company initially wanted to appoint 650 dealers, it has scaled that down to 300 dealers. The company plan calls for it to be selling 220,000 units after the fifth year.

Consequently, the letter went on to state that "we now intend to only appoint dealers who have the facilities and capabilities for generating and supporting high-volume sales and superior service."

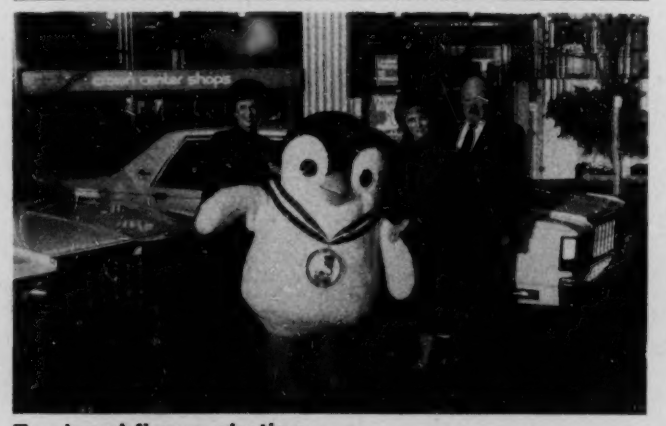
Bricklin did state that in areas where distance between two volume points is a factor, "we will consider the appointment of a smaller-volume dealer."

The majority of dealers will be

Continued on Page 46, Col. 5

Hammond opens deal

MALTA, Mont. – Fred Hammond has opened Fred Hammond Chevrolet-Oldsmobile here.



Ford and figure skating

The Greater Kansas City Ford Dealers will supply 70 vehicles for the 1985 U.S. Figure Skating Championships. Above, Joe Heisler, Ford district sales manager, presents car keys to Lynn Rodewald, left, and Kathy Magerkurth, co-chairpersons of the event. Also pictured is Kaycee, the event's mascot.

Yugoslavian officials laud Bricklin venture

NEW YORK. – High-ranking Yugoslavian Government officials are carefully monitoring the progress of Malcolm Bricklin's venture to sell the Yugo 55 in the U.S. and said last week that this was "the most important" business agreement signed.

For Yugoslavia, the venture between Yugo of America and Zastava, the car maker, means a 25-percent increase in exports the first year, and if sales reach 100,000 units it could mean $200 million more for that country in export capital. Now, exports are running in the $450-million range.

The venture goes far beyond anything that has developed for that country in recent years. And at least one cabinet-level official – Zivorad Kovacevic, a member of the government's executive council, and according to sources, one of the most powerful men in Yugoslavia – is personally monitoring the situation.

He confirmed to AUTOMOTIVE NEWS that he was taking a personal interest in the venture. "Nothing can be compared" with this venture, he said, adding that he was visiting the Bricklin operation in Montvale, N.J., for a briefing.

Briefings with ranking government officials have been the name of the game for Yugo of America. Two weeks ago, Bricklin executives were in Washington outlining plans to Mico Rakic, the Yugoslavian ambassador to the U.S.

He termed this deal "very significant" for the economy of Yugoslavia.

And it is the economy that is the concern of those officials. The country is struggling under a high (55-percent) rate of inflation.

While forceful economic policies have been introduced to reduce its debt and increase productivity and output, Yugoslavia is searching for joint ventures to increase exports as one method to turn the economy around.

Kovacevic told a meeting of the Yugoslav-American Economic Council last week that exports have increased 7 percent and with the Western countries as much as 25 percent.

A "current account balance surplus" of $700 million to $800 million was created, he said, not by reducing imports but by increasing exports.

The Yugo 55 venture with Bricklin is another step in developing the economy, according to those officials.

The car provides an image for the country and opens the doors for futher exports of transportation equipment, though those officials would not specify the equipment or whether Bricklin would be involved.

But one government official did say that the Bricklin joint venture was "serious."

Zastava, the manufacturer, has set up a separate assembly line to build cars for the U.S. Quality control is the key and in April,

Continued on Page 48, Col. 5

Record output slated for first quarter

Olds is making up for lost time

By Joseph Bohn
Marketing Editor

LANSING. – After suffering through various startup problems last fall, Oldsmobile and its dealers will get off to a rip-roaring start in the new year, marketing officials vow.

Oldsmobile plans to:

1. Build a record 350,000 cars in the first quarter, ensuring plenty of product for dealers, particularly in lines like the Calais which have scarcely tested the market.

2. Stimulate sales with a new 110-day incentive, largest of its kind for a first-quarter period. The program began last week.

3. Beef up merchandising efforts with a variety of new programs, some still in the experimental stage.

Olds dealers, lacking cars, have lost market share to Buick and Pontiac this fall because of unique problems, like a switch in grille suppliers for Cutlass Ciera. But "they're going to have very good inventories," said Lynn Myers, director of marketing, pointing to planned record output that will top the previous high of 344,799 set in January-March, 1984.

Production will be particularly heavy in Cutlass Ciera, Calais and the Ninety-Eight. Olds is adding a second shift and hiring 2,400 new people early in 1985.

Its new incentive contest is called Drive for '85. It runs from Dec. 4 to March 22. Dealers compete in several groups for 330 trips of four days, five nights to Honolulu.

Sales objectives include all '84/'85 new models. In the first group the top dealers compete in open competition for 100 trips to Honolulu. There is a $500 enrollment fee.

A second group, called Fleet Elite, compete in open competition as well. There is a 750-unit minimum objective here, and dealers can win a trip either by hitting 100 percent of a retail objective, or 100 percent of a fleet objective. The entry fee is $250, and dealers can bump up to the first group by paying a $500 entry fee.

Finally, a third smaller group of dealers compete among themselves for Hawaiian trips. Their enrollment fee is also $250. Calais sales count for double credit here.

If any of the groups hit 65 percent of objective by Feb. 12 and are the biggest volume sellers in that group, they can win four day/three night trips to the Indy 500 as well. There are 280 such trips being awarded.

Dealers who hit between 100 and 119.9 percent of objectives by contest end get 50 percent of their enrollment fee back; 120-139.9 percent and they get 75 percent back. Those who hit 140 percent and don't win trips get all their enrollment back. Those who hit 140 percent and already have a Hawaiian trip, get a three day/two night extension to Maui.

On the advertising side, Olds has completed its TV and print creative for the balance of the year. It is looking at only one additional Calais execution, said P.E. Bunker, advertising manager.

The new Calais spot will tie into its being the Indy pace car. Myers noted that a lot of promotional activities are being planned to tie into that event, and there will be special advertising.

Olds also has some ads planned for the Cutlass Ciera GT and Cutlass Supreme 442 which will bow as specialty models early next year. It plans about 3,000 sales of the special Supreme 442. Production on the Ciera GT is open, though officials are anticipating about 8,000-10,000 sales.

Advertising on Calais will continue to be heavy in the second quarter, though it won't take quite the 42 percent share of budget it took in the fall, Bunker said. Bread-and-butter lines like Ciera and Ninety-Eight will also get heavy play.

Olds has a number of interesting merchandising activities on tap.

Its Olds Scrambe Golf tournament drew 40,000 participants, according to Bunker. It is a three-tiered event that starts at the local club level, with amateurs, club pros and touring pros all elibible for pieces of the $700,000 prize.

Bunker expects it to double in size next year, based on inquiries received since it wound up this year.

Olds is also promoting professionalism among its salespeople in various ways. It is using a touch-tone testing system, for example, where salespeople call an 800 number to take an over-the-phone product quiz from a computer. Competition includes written exams in which winners at the regional level ultimately compete in finals at the Indy 500 for a prize of a new car.

Olds is also distributing new GRID computers to its district managers which Ross described as having "incredible" capabilities. The portable computers plug into a phone.

Wholesale people can access a mainframe computer which gives them the complete history of a dealer before calling on him, i.e., what his sales are, what his inventory is, what his preference in cars is. The fieldperson will be able to a dealer locate a lost car or solve a variety of other potential problems, including service concerns.

Among other things, this computer will supply all bulletins on technical problems, and it can be hooked to a car to diagnose a service problem.

The OASIS system, as it is called, is being tested in two zones and will be the central theme of Olds' display at the NADA convention this year where dealers will be shown how it works.

Last fall, Olds also piloted a telemarketing program in its Atlantic region in which multimedia ads encouraged people to call an 800 number for information about its new Calais.

Myers said the division is evaluating the results. The next phase, she added, will probably be a "teleout" pilot program in which operators work with dealers and marketing groups to help them in prospecting for customers for special dealer promotional events.

Olds has also stepped up its performance promotion, Ross noted. It recently received the National Hot Rod Assn.'s manufacturers cup for total points in competitions for the first time since the early '70s. It also signed Buddy Baker for next year's NASCAR circuit.

"Our budgets aren't like Chevrolet's but they have been going up," Ross said.

Indstry sources say Old's rear-drive 88 will be phased out at the end of this model year to be replaced by a smaller front-drive version in '86. Officials confirmed there was no plan to keep the older-style version around after its replacement is introduced, as Cadillac did with its Fleetwood Brougham.

20 with Nissan

Robert Melloy, center, Melloy Datsun, Albuquerque, receives a 20-year plaque from Nissan Motor Corp., U.S.A. Presenting the award are Dennis Lassiter, left, assistant regional manager, and Kris Harris, Nissan's Denver district manager.

auction directory

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or
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factories list auction dates

American Motors

Dec. 18 – High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Dec. 20 – Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Dec. 21 – Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Dec. 27 – Kansas City Auto Auction, Kansas City.

Ford Motor Co.

Dec. 18 – Aptco Auto Auction, Taylor, Mich.

Dec. 19 – Clanton's Auto Auction, Darlington, S.C., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

General Motors

Dec. 18 – Aptco Auto Auction, Taylor, Mich.

Dec. 20 – 166 Auto Auction, Springfield, Mo.

Chrysler Corp.

Dec. 18 – Colorado Auto Auction, Commerce City, Colo.; Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

Dec. 19 – Southern Auto Auction, Warehouse Point, Conn.; Sand Mountain Auto Auction, Boaz, Ala.; Columbus Fair Auto Auction, Obetz, O., and Minneapolis Auto Auction, Plymouth, Minn.

Dec. 20 – Clanton's Auto Auciton, Darlington, S.C.

Dec. 21 – Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

December to date	$5,192
Month ago	$5,117
Year ago	$3,906

Model Breakdown
Auction Averages

	DEC. TO DATE	NOV. 1984	OCT. 1984
1984	$9,943	$9,945	$9,894
1983	7,307	6,999	7,471
1982	5,381	5,565	6,074
1981	4,078	4,623	4,474
1980	3,692	3,813	3,986
1979	3,190	3,110	3,204
1978	2,187	2,262	2,350
1977	1,858	1,738	1,647
Overall Average	$5,192	$4,923	$4,984

Highest since March

Domestic car supply moves up to 58 days

Continued from Page 1

a month earlier) was due to a production increase; the line experienced only a small sales decline during the month.

Sales at the five GM divisions fell during November, resulting in an increase in their supply levels. Some of the decline was attributable to shortages that kept customers from buying. GM started this month with an ideal 49-day supply.

Fiero was one model to experience a big change from month to month: Pontiac cut its production significantly, but not nearly as much as its sales fell. The result was a 71-day supply on Dec. 1, compared with a 47-day supply on Nov. 1.

Firebird inventory, meanwhile, plummeted as production doubled and sales increased even more than that. The big increase in the supply of full-size Pontiacs was attributable to increased production and a sales decrease.

LeSabre's supply level rose dramatically as sales fell and production increased. At Oldsmobile, Calais sales nearly doubled while production fell, resulting in a much-reduced inventory level.

At Chevrolet, Citation sales declined and production increased, resulting in its heavy stock number. And the full-size Chevrolet suffered a sharp sales decline coupled with a production increase, resulting in a much higher days-supply figure.

Sales of the full-size Cadillac also dropped during the month, but in this case it was due to product shortages. Production increased, so next month Cadillac should be in even better shape.

Volkswagen's sales rate climbed during the month, but its production of the new Golf climbed even more, resulting in a higher inventory: 56 days' worth of domestic cars. If its imports were combined with domestics, VW's inventory would be worth about 77 days.

The domestic makers shared the Dec. 1 inventory this way: GM, 45.54 percent; Ford, 31.56 percent; Chrysler, 18.61 percent; AMC, 3.50 percent; VW, 0.67 percent, and Honda, 0.12 percent.

One month earlier the shares were: GM, 45.01 percent; Ford, 31.90 percent; Chrysler, 18.60 percent; AMC, 3.65 percent; VW, 0.57 percent, and Honda, 0.27 percent.

The subcompacts and their days-supply levels were: Ohio-built Honda Accords, 4; VW Golf and Rabbit, 56; Chevette, 64; Lynx, 64; Escort, 65; Pontiac 1000, 67; Fiero, 71; Omni, 80; Alliance, 82; Encore, 84; Turismo, 87; Charger, 87; Horizon, 88; Daytona, 94; EXP, 114, and Laser, 114.

The compacts: Skyhawk, 41; Cavalier, 44; 2000 Sunbird, 47; Firebird, 47; Mustang, 48; Topaz, 58; Cimarron, 61; Firenza, 61; Camaro, 68; LeBaron, 69; Tempo, 70; Eagle, 73; Aries, 78; Reliant, 82, and Capri, 93.

The intermediates: Cutlass Ciera, 27; Grand Am, 28; Cutlass Supreme, 34; Pontiac 6000, 35; Century, 39; Celebrity, 41; Monte Carlo, 42; Regal, 43; Caravelle, 49; Cougar, 55; Phoenix, 60; Skylark, 61; Bonneville, 61; Calais, 64; Thunderbird, 64; Dodge 600, 65; Marquis, 65; Grand Prix, 66; LTD, 66; Somerset Regal, 67; New Yorker E/E-Class, 70; Citation, 100; LeBaron GTS, 150, and Lancer, 167. It should be noted these last two cars won't be on sale officially until Jan. 1.

The standard-size cars: Oldsmobile 88, 51; LeSabre, 56; Chevrolet, 70; Pontiac, 86; Crown Victoria, 99; Grand Marquis, 104; Gran Fury, 107, and Diplomat, 113.

The luxury cars: Electra, 31; Cadillac, 34; Oldsmobile Ninety-Eight, 39; Riviera, 39; Seville, 42; Eldorado, 46; Corvette, 49; Lincoln, 50; Toronado, 58; Fifth Avenue, 60; Mark VII, 87, and Continental, 88.

NEW – CAR STOCKS

	Dec. 1, 1984	Nov. 1, 1984	Dec. 1, 1983
Alliance	84	89	75
Encore	84	96	70
Eagle	73	84	46
AMERICAN MOTORS	82	91	68
Caravelle	48	59	.....
Horizon	88	94	63
Reliant	82	66	67
Turismo/TC-3	87	76	74
Plymouth	107	92	32
Plymouth Total	81	75	66
LeBaron	69	62	55
LeBaron GTS	150	.....	.....
Laser	114	104	52
Fifth Avenue	60	55	48
N. Yorker E/EClass	70	66	53
Chrysler Total	75	67	56
Omni	80	77	66
Daytona	94	100	73
Charger/024	87	73	93
Aries	78	62	66
400/600	65	63	68
Lancer	167	.....	.....
Diplomat	113	89	52
Dodge Total	84	73	71
CHRYSLER CORP.	80	72	64
EXP.	114	103	123
Escort	65	61	61
Tempo	70	58	81
Mustang	48	45	61
Thunderbird	64	58	83
LTD	66	45	46
Crown Victoria	99	76	50
Ford Division	70	59	65
Lynx	64	66	88
Topaz	58	45	70
XR7/Cougar	55	45	97
Marquis	65	54	55
Grand Marquis	104	74	45
Capri	93	100	86
Total Mercury	72	58	72
Continental	88	85	40
Lincoln	50	39	29
Mark VII	87	111	52
Lincoln Total	62	53	39
FORD MOTOR	70	58	65
Skyhawk	41	57	53
Skylark	61	37	63
Century	39	29	42
Regal	43	35	43
Somerset Regal	67	58	.....
LeSabre	56	39	38
Electra	31	22	33
Riviera	39	31	36
Buick Division	46	36	43
Cimarron	61	53	86
Eldorado	46	44	30
Cadillac	34	19	33
Seville	42	40	27
Cadillac Division	39	30	35
Chevette	64	64	69
Cavalier	44	46	49
Citation	100	74	104
Camaro	68	92	53
Celebrity	41	34	52
Monte Carlo	42	43	80
Chevrolet	70	51	54
Corvette	49	60	35
Chevrolet Division	56	52	58
Firenza	61	64	80
Cutlass Ciera	27	26	40
Omega	0	32	85
Cutlass Supreme	34	26	44
Calais	64	93	.....
Olds 88	51	30	28
Olds 98	39	23	27
Toronado	58	48	48
Oldsmobile Division	41	33	41
Fiero	71	47	17
1000	67	81	93
2000 Sunbird	47	62	79
Phoenix	60	63	99
Firebird	47	73	60
6000	35	26	52
Bonneville	61	40	71
Grand Am	28	34	.....
Grand Prix	66	39	77
Pontiac	86	61	67
Pontiac Division	52	49	63
GENERAL MOTORS	49	42	50
VOLKSWAGEN	56	47	58
HONDA	4	7	22
Total Cars U.S.	58	51	55
SUBCOMPACT	68	65	62
COMPACT	59	59	63
INTERMEDIATE	50	41	57
STANDARD	76	54	45
LUXURY	46	37	34

As demands are rejected

Canadians quit UAW; will form own union

Continued from Page 1

drawal of the Canadian region. One source said those members thought that if they voted yes on the Canadian proposals, they were voting in favor of a split in the union.

"We deeply regret that the Canadian leadership has presented this board with a set of demands which conflict with the letter and spirit of the UAW constitution and which, if granted, would cause the UAW to cease to exist as an international union in any meaningful sense, " the IEB said.

But White said that only reflected the attitude of the 24 Americans on the board.

He said the Canadians would now move to set up their own organization, still called the UAW, while maintaining "close fraternal ties" with the union in the U.S.

"This is not a war between the leadership or the two countries," White said.

"I'm not walking out of the international union. No one is throwing me out. I've been in the union for 34 years. My roots are strong. I don't do this lightly."

Both UAW President Owen Bieber and White said there was no hostility involved in the split. White said later that "a lot of very srongly held views" were discussed at the Board meeting.

"I am sorry to see this happen," Bieber said. "I think the international structure has served us both well, but I understand the desires of the of the Canadian section of the union."

During the meeting, the IEB also voted to set up a committee to check into the legal and constitutional aspects of setting up a separate Canadian union. That will include dividing up the $583.5 million strike fund.

According to a UAW source, a percentage of that fund will go with the Canadians but "this is not a per captia fund."

The Canadians account for about 11 percent of the UAW's 1.2 million members. White would not say how much of the strike fund the Canadians should get.

"It is incumbent on everybody to make sure we all come out strong, the Canadians and the Americans," White said. "They (the U.S. branch) will because they are large enough, but we also have to come out strong. Not just for our interest but for theirs.

"The worst thing that could happen is for a weak UAW to develop in Canada that can't bargain for its members.The corporations would take advantage of that."

The 120,000-member Canadian UAW is the second largest industrial union in Canada, surpassed only by the Steelworkers, which is still an international union.

Makers seek new sources in wake of UAW fracture

By Marjorie Sorge
Labor Editor

DETROIT. – The major auto makers will be re-evaluating their Canadian sourcing in light of the split in the UAW and many will stop single-sourcing in that country, according to officials at all companies.

That has led to speculation that the auto makers will pull work, and consequently jobs, out of Canada, fearing an unstable labor situation in that country. Some officials also say it could weaken the Canada-U.S. Automotive Trade Agreement of 1965 . "The decision (to split) was not to set up the Revolutionary Workers Party in Canada and put tanks around the General Motors and Ford buildings, but to set up a separate organization in Canada with a new structure," said Robert White, head of the Canadian UAW.

"It would be suicide for us to say we want to do this so we can move way ahead of the Americans in collective bargaining. Whatever we do here still will be affected by the fact that we have an integrated industry."

None of the auto makers seem to be panicking and all are taking a wait-and-see attitude although they will dual-source a lot of previously Canadian-only componentry.

"The business aspect must make General Motors re-evaluate its business in Canada," said Alexander A. Cunningham, executive vice president in charge of North American Passenger Car Operations. "It is irascible for an organization to have the ability to create a work stoppage in Canada that can shut down the U.S. operations."

During the 1984 negotiations the Canadian UAW struck GM for 13 days, closing numerous facilities in the U.S. and threatening the entire automotive operation.

Cunningham said GM would be minimizing its single-sourcing plans for Canada. It is likely, however, that GM and other auto companies would have re-evaluated the situation anyway because of the impact of the Canadian strike on U.S. operations, observers said.

Cunninghgam said GM will sit down with the Canadian UAW and see where it is going before it makes further decisions. He said the split would not result in GM's cutting back on current investment plans for Canada and would not change the reorganization plans for Canada.

John F. Smith Jr., president and general manager of GM of Canada, told AUTOMOTIVE NEWS earlier this year that Canada was being considered as GM's new small-car base of operations, saying it is the corporations' No. 1 competitor with the Japanese because of the lower labor costs in Canada. Labor costs in Canada are currently beteen $5 and $7 an hour lower than those in the U S. About half of that difference is because of the exchange rate.

In a prepared statement, Smith said, "Any structural change in the relationship of Canadian and American auto workers should reflect the fully integrated nature of the North American auto industry as it has developed under the automotive product trade agreement.

"We will have the same bargaining teams, the same member-

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Trustee's attorneys quiz DeLorean on $18 million

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repair work for the automobiles.

A couple weeks ago, two prototype DeLorean autos were auctioned in California for a total of $58,000. One was sold to an attorney for $37,000 while a second went to an automobile collector for $21,000.

The proceeds from the sales go to the trustee for the bankrupt automobile company to eventually pay off creditors.

Toll said he now believes at least $20 million will be recovered, giving creditors, who are owed a total of $100 million by DMC, 20 cents on the dollar.

"That ain't bad for a no-assets company in liquidation," he said."And I'm being conservative."

During last week's hearing, Judge Graves took two issues under advisement: The issue of who should receive a $100,000 good-faith check from the Gorman Group and a request that professionl fees amounting to nearly $400,000 be paid to attorneys and accountants representing the trustee.

The judge indicated he would make decisions on those issues by year end.

Meanwhile, legal action in the DeLorean case switches to California in January when the trial involving DeLorean's ranch is scheduled to begin.

However, Toll said substantial amounts of information have not been turned over to the attorneys for the creditors. Toll said they may be forced to request an adjournment.

Toll also said another lawsuit in the DeLorean case involving Vincee Leasing Co. was filed recently in federal court in San Diego. The creditors have charged that Vincee Leasing, part of Pacific Honda, arranged a financing transaction whereby a number of DeLorean automobiles were sold with an option for DMC to buy them back in the future.

In another action involving Vincee Leasing, the creditors charge the company schemed to sell more than 50 DeLorean cars, the proceeds from which eventually went to DeLorean.

Toll said the money involved in the Vincee deals is $2 million.

At the same time, no word has come out of a year-long Detroit grand jury investigation of alleged DMC financial irregularities. The probe focuses on alleged criminal tax fraud and bankruptcy fraud, particularly the disappearance of nearly $18 million in car project funds.

Lone Star Pontiac breaks ground in Austin

AUSTIN, Tex. – Lone Star Pontiac has broken ground for construction of the first General Motors dealership ever in South Austin.

Dealer is George Lowrance. The site will also house new facilities for Lowrance's existing Porsche-Audi dealership. The combined dealerships will have 40 service stalls and parking for over 500 automobiles.

15 GM plants work Saturday

Auto output stays above 180,000

By Louise Kertesz
Detroit Reporter

Domestic auto production continued at a high level last week as General Motors scheduled Saturday overtime at 15 assembly plants.

The scheduled 181,176-unit output held steady (down 0.21 percent) with the previous week's 181,558, which was just 1,469 cars short of the weekly record for the year set during the first week of December.

Last week's total was 7.93 percent more than the year-ago week's 167,860.

So far this year, 7,648,379 cars have been built, an increase of 15.27 percent over the 6,635,197 assembled last year at this time.

Companies shared last week's estimated production as follows: GM, 57.53 percent; Ford Motor Co., 22.19 percent; Chrysler Corp., 14.79 percent; American Motors, 2.65 percent; American Honda, 1.74 percent, and Volkswagen of America, 1.10 percent.

AMC announced that it will cut production of the Alliance and Encore at Kenosha from 960 to 860 a day, beginning Jan. 7.

GM scheduled two overtime shifts Saturday (Dec. 15) at the following plants: Lansing (Oldsmobile No. 2), Flint (Buick B and G lines), Detroit, Doraville (Ga.), Fairfax (Kans.), Janesville (Wis.), Lakewood (Ga.), Leeds (Mo.), Linden (N.J.), Lordstown (O.), Norwood (O.), Willow Run (Mich.) and Wilmington (Del.).

One overtime shift was scheduled Saturday at GM plants in Lansing (Oldsmobile No. 1) and Orion Township, Mich.

Ford scheduled overtime Saturday at its plant in Wixom, Mich.

Chrysler also scheduled overtime Saturday at its plant in Sterling Heights, Mich.

Chrysler's plants in Newark, Del., and St. Louis (No. 2) are scheduled to work two nine-hour daily shifts this week (Dec. 17). Two shifts at the Jefferson plant (Detroit) will work a half hour overtime daily this week.

Makers seek new sources in wake of UAW fracture

Continued from Page 49

ship, the same political structure and some of the same leadership," White said. "We are going to pay dues to Toronto and not participate in the international bargaining convention.

"We will try to bargain a collective agreement without taking our membership on strike. If that means we lose the GM small car, that doesn't make for an intelligent decision by the corporation. They have nothing to fear from us."

Arthur W. Hanlon, vice president – industrial relations, Ford of Canada, said he would rather the split had not occured, but Ford has not planned anything "dramatic" in changing its Canadian operations.

"Bob White has said he is not doing this to hold the companies at ransom and I take him at his word," Hanlon said.

"I don't expect White and the Canadian UAW to do anything dumb with their new independence."

But, he said, the split could result in changes in the Auto Pact, which requires the auto companies selling in Canada to build cars there equal to the number they sell there.

He said the split could weaken some of the benefical aspects of the pact if the auto companies feel they must dual-source parts operations and "hot-selling" cars to avoid shortages caused by work stoppages.

In Detroit, Stanley Surma, executive director – labor relations staff at Ford Motor Co., said Ford will wait and see what happens. He said he believes the Canadian leadership is "rational and mature" and he does not expect irresponsible demands.

But the company will be checking into numerous questions which arise from the split, he said. He cited as an example the validity of the current agreement, since the Canadians will no longer be part of the international union.

Surma was head of the company's Canadian labor relations staff until earlier this year

Alfred S. Warren, vice president – labor relations at GM, said he is concerned about the split but GM, too, will wait and see what happens, although it will likely stop single-sourcing in Canada.

"In the long run the split is a mistake," he said. "It destroys the image of an international union and it's a bum idea. I am dismayed for Canada."

Chrysler also will rethink its sourcing plans, according to Thomas W. Miner, Chrysler vice president – labor relations.

Chrysler will be the test case for the industry-union relationship because it will be the first company negotiating after the split. That contract is set to expire Oct. 15, 1985.

American Motors, also a major investor in Canada, had no comment.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 15, 1984	Week Ended Dec. 17, 1983	Week Ended Dec. 8 1984	Dec. to Date	Jan. 1 to Dec. 17, 1983	Jan. 1 to Dec. 15, 1984
AMERICAN MOTORS	610	729	610	1,830	28,825	22,348
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	9,103	10,046	32,033	274,726	434,079
GENERAL MOTORS	8,792	13,035	8,386	25,648	526,467	542,886
VOLVO	225	225	225	675	10,212	10,125
Total Cars, Canada	20,667	23,092	19,267	60,186	944,595	1,009,438

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 15, 1984	Week Ended Dec. 17, 1983	Week Ended Dec. 8 1984	Dec. to Date	Jan. 1 to Dec. 17, 1983	Jan. 1 to Dec. 15, 1984
CHEVROLET	22,665	18,733	22,864	67,811	796,297	955,579
DODGE	4,600	4,471	5,438	15,561	143,455	207,251
FORD	24,696	22,493	24,701	75,843	906,590	1,157,566
GMC	8,578	6,031	7,217	22,630	257,241	314,869
INTERNATIONAL	1,576	1,231	1,555	4,704	50,193	73,217
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,350	3,824	11,339	105,238	179,565
NISSAN	2,200*	1,646	2,866	7,495	18,691	97,579
AM GENERAL	50*	50*	50*	150*	2,410*	2,510*
MISCELLANEOUS	1,000*	1,000*	1,000*	3,000*	48,200*	50,000*
Total Trucks, U.S.	69,115	59,005	69,515	208,533	2,330,394	3,038,136

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 15, 1984	Week Ended Dec. 17, 1983	Week Ended Dec. 8 1984	Dec. to Date	Jan. 1 to Dec. 17, 1983	Jan. 1 to Dec. 15, 1984
CHRYSLER CORP.	8,568	5,287	8,669	25,801	136,920	357,042
FORD MOTOR	3,648	3,366	3,616	10,938	140,106	152,181
GENERAL MOTORS	6,248	6,299	5,941	17,906	257,835	269,841
INTERNATIONAL	215	136	86	301	5,578	7,810
Total Trucks, Canada	18,679	15,088	18,312	54,946	540,439	786,874
N. American Trucks	87,794	74,093	87,827	263,479	2,870,833	3,825,010

– Now includes window van production. * – Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

6-year milestone passed by trucks at 3 million

Domestic truck production passed the three-million mark last week for the first time since 1978, when 3,676,747 trucks were assembled.

Year-to-date, 3,038,136 trucks have been built, 30.37 percent more than the 2,330,394 completed last year at this point.

Last week's targeted output of 69,115 trucks kept pace (down 0.58 percent) with the previous week's 69,515 and was 17.13 percent better than the year-ago week's 59,005.

General Motors scheduled two overtime shifts Saturday (Dec. 15) at its plants in Pontiac (No. 6), Flint (No. 1 and 2), Janesville, Wis., and St. Louis.

Chrysler Corp.'s assembly plant in Warren, Mich., is scheduled to work two nine-hour daily shifts this week (Dec. 17).

Canadian makers build millionth auto of year

Canadian car production topped the one million mark last week for the first time since 1978.

Reaching 1,009,438 autos built to date this year, output was 6.86 percent ahead of the 944,595 assembled last year at this point.

Last week's scheduled production of 20,667 cars was up 7.27 percent over the previous week's 19,267 but was 10.50 percent less than the year-ago week's 23,092.

Targeted production of 18,679 trucks last week held steady (up 2.00 percent) with the previous week's 18,312 but was 23.80 percent better than the year-ago week's 15,088.

Chrysler Corp.'s Windsor (Ont.) plant assembled 2,526 Plymouth Voyagers, 2,796 Dodge Caravans and 594 Mini Ram Vans last week, bringing the year's total of T-115s built to 229,900.

U. S. CAR PRODUCTION

	Week Ended Dec. 15, 1984	Week Ended Dec. 17, 1983	Week Ended Dec. 8 1984	Dec. to Date	Jan. 1 to Dec. 17, 1983	Jan. 1 to Dec. 15, 1984
AMERICAN MOTORS	4,800	5,550	5,060	14,729	195,109	187,193
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,550	5,060	14,729	191,038	187,193
Alliance	3,000	2,775	3,008	8,917	151,292	107,615
Encore	1,800	2,775	2,052	5,812	39,746	79,578
CHRYSLER CORP.	26,800	27,626	27,750	83,749	876,004	1,220,632
Plymouth Total	7,200	9,187	8,177	24,144	302,204	370,382
Horizon	2,700	3,695	2,801	8,906	114,308	156,429
Reliant	3,000	4,995	3,581	9,981	181,729	168,989
Caravelle	1,300	208	1,400	4,057	5,113	24,089
Gran Fury	200	289	395	1,200	1,054	20,875
Chrysler Total	9,400	8,235	9,482	27,986	226,644	394,354
LeBaron	2,600	2,354	2,418	7,336	83,752	113,831
LeBaron GTS	1,600	.....	1,477	4,534	.....	9,268
Laser	1,300	1,992	1,183	3,870	22,258	68,903
New Yorker E-Class	1,300	2,042	1,511	4,327	102,669	88,127
Fifth Avenue	2,600	1,847	2,893	7,919	17,965	114,225
Dodge Total	10,200	10,204	10,091	31,619	347,156	455,896
Omni	2,800	3,157	2,768	8,383	123,058	143,478
Aries	3,000	3,987	2,679	8,928	139,115	139,629
Daytona	900	1,612	1,037	3,117	17,769	51,958
Dodge 400	.....	.....	.....	.....	18,478	.....
Dodge 600	1,600	1,253	1,538	4,713	47,608	73,171
Lancer	1,100	.....	1,098	3,462	.....	7,239
Diplomat	800	195	971	3,016	1,128	40,421
FORD MOTOR	40,199	38,224	40,339	121,864	1,513,418	1,742,359
Ford Division	24,928	26,755	26,168	76,661	985,761	1,125,053
Escort	6,051	8,313	6,238	19,266	281,792	335,387
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,594	3,718	3,657	10,876	120,461	136,880
LTD	5,047	4,407	5,171	14,725	175,139	221,006
Thunderbird	3,225	3,804	3,236	9,151	182,384	144,029
Crown Victoria	2,169	2,557	2,508	7,042	91,339	84,253
EXP	1,114	619	1,096	3,328	3,955	41,807
Tempo	3,728	3,337	4,262	12,273	106,963	161,691
L-M Division	15,271	11,469	14,171	45,203	527,657	617,306
Mercury Total	11,093	7,866	10,566	33,363	424,890	452,150
Lynx	2,235	1,312	2,096	5,686	71,570	68,512
Capri	416	335	330	1,157	24,265	17,781
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,794	1,921	2,693	8,664	74,903	118,085
Cougar	2,715	2,418	2,869	8,838	124,509	114,462
Grand Marquis	1,451	1,067	1,690	4,994	89,762	88,222
LN7	.....	.....	.....	.....	290	.....
Topaz	1,432	813	888	4,024	30,990	45,088
Lincoln Total	4,178	3,603	3,605	11,840	102,767	165,156
Continental	755	681	659	2,147	12,795	35,444
Lincoln	2,960	902	2,553	8,386	57,927	104,511
Mark VI/VII	463	2,020	393	1,307	32,045	25,201
GENERAL MOTORS	104,227	91,834	103,544	310,832	3,902,690	4,291,449
Buick Total	21,968	22,900	22,740	70,305	882,144	968,233
Skylark	3,244	3,268	2,798	9,537	110,827	107,797
Skyhawk	1,680	2,527	1,673	5,119	77,752	125,064
Somerset Regal	1,914	.....	1,800	6,078	.....	26,558
Century	4,428	4,636	5,732	16,630	166,389	223,868
Regal	3,107	4,726	3,014	9,111	232,100	171,836
LeSabre/Electra	4,322	6,358	4,183	13,318	242,551	201,578
Riviera	1,417	1,233	1,203	4,050	52,113	51,900
Electra (fwd)	1,862	152	2,337	6,462	412	59,632
Cadillac Total	8,913	7,075	8,250	25,643	301,716	322,212
Cimarron	240	553	154	582	20,506	14,791
Seville	916	671	774	2,608	33,962	37,705
Eldorado	1,836	1,283	1,557	5,258	71,036	74,405
Cadillac	2,080	4,532	2,023	5,933	176,006	106,374
DeVille (fwd)	3,841	36	3,742	11,262	206	86,937
Chevrolet Total	34,251	27,057	36,531	101,487	1,287,359	1,439,554
Chevette	2,745	3,967	3,613	9,188	199,824	170,130
Cavalier	9,688	8,611	8,706	27,067	301,764	389,886
Celebrity	5,108	5,197	6,158	17,280	172,622	274,796
Camaro	4,950	.....	5,083	14,669	188,761	222,154
Citation	2,056	1,841	1,785	5,738	85,153	101,350
Malibu/El Camino	549	474	444	1,695	100,738	23,419
Monte Carlo	3,120	4,397	2,588	6,754	122,140	97,503
Chevrolet	5,075	1,834	7,141	16,104	88,770	125,760
Corvette	960	736	1,011	2,992	27,587	34,556
Oldsmobile Total	26,367	25,160	24,496	78,261	1,010,730	1,045,454
Omega	.....	1,859	.....	.....	56,756	29,289
Firenza	1,562	1,937	1,502	4,811	51,221	66,274
Cutlass Supreme	4,194	7,169	4,264	14,124	301,192	247,975
Cutlass Ciera	6,849	5,214	5,501	18,408	208,745	244,062
88/98 (rwd)	5,982	7,683	6,118	18,770	350,799	304,253
Olds 98 (fwd)	3,280	246	3,357	10,053	283	79,421
Calais	3,444	.....	2,826	9,070	.....	30,703
Toronado	1,056	1,052	896	3,025	41,734	43,477
Pontiac Total	12,728	9,642	11,525	35,136	420,741	515,996
Acadian*	.....	374	187	362	14,493	13,804
2000 Sunbird	2,420	2,825	2,043	6,844	112,143	133,322
1000	748	1,138	937	2,229	41,207	38,528
Firebird	2,858	.....	2,649	8,039	97,156	105,775
Phoenix	.....	480	.....	.....	24,565	14,116
Grd. Prix/Bon Vie	.....	1,697	.....	.....	91,403	29,733
Parisienne	1,932	422	1,936	5,900	12,104	48,738
Fiero	2,400	2,706	1,942	5,607	27,670	111,550
Grand Am	2,370	.....	1,831	6,155	.....	20,430
HONDA	3,150	2,028	3,091	9,343	52,318	133,866
VOLKSWAGEN	2,000	2,598	1,774	5,244	95,658	72,880
Total Cars, U.S.	181,176	167,860	181,558	545,761	6,635,197	7,648,379
Total Cars, Canada	20,667	23,092	19,267	60,186	944,595	1,009,438
N. American Cars	201,843	190,952	200,825	605,947	7,579,792	8,657,817
N. American Trucks	87,794	74,093	87,827	263,479	2,870,833	3,825,010
North American Cars and Trucks	289,637	265,045	288,652	869,426	10,450,625	12,482,827

* – All Acadians are built for sale in Canada.

U.S. agencies required to use retreaded tires

PEBBLE BEACH, Calif. – President Reagan has signed a bill requiring all federal procurement agencies to purchase retreaded tires so long as retreads continue to cost less than new tires, according to the Tire Retread Information Bureau here.

This new legislation marks the first time the Federal Governemtn will be an active participant in helping the problem of used-tire disposal by using retreads on government vehicles.

Automotive News

December 24, 1984

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Sunny Sunbird

Jim Dunne

Pontiac's new convertible

Hidden headlamps are the dominant styling feature on this mid-1986 update of the Pontiac Sunbird. Rear-quarter details appear dated in this photo, an indication that only the front-end theme will see production.

FTC cites Detroit deals for closing on Saturday

By Helen Kahn
Washington Bureau Chief

WASHINGTON.–The FTC has charged 105 auto dealers in the Detroit area with illegally conspiring to close on Saturdays and most week nights. The Federal Government agency also charged some of the dealers with illegally agreeing not to advertise prices.

The complaint adds that some dealers who did not abide by the restrictions suffered threats and property damage.

Those actions violated the antitrust laws because they reduced competition among dealers, according to the FTC. Consumers were hurt by having their ability to do comparison shopping lessened and new dealerships had their ability to market aggressively and increase their market share curtailed.

The complaint grew out of an investigation that began last spring.

In Detroit, spokesmen for the Detroit Auto Dealers Assn. declined to comment specifically on the FTC action until they had seen a copy of the complaint.

The FTC complaint lists 115 individuals as well as 105 dealerships and it names the Detroit Auto Dealers Assn. and 18 groups of dealers selling particular lines.

Those groups and individuals are charged with adopting and adhering to a schedule limiting hours of operation. Dealers were not to open on Saturday (except for occasional special sales) and were to close evenings except for Monday and Thursday. Acccording to FTC staff, Detroit is the only major metropolitan area without Saturday sales hours.

Some of the evidence used by FTC was minutes of dealer association meetings. A newspaper ad by the Ford Dealers of Metropolitan Detroit even said they had "voted overwhelmingly" to close their salesrooms on Saturdays.

FTC said there were direct and indirect threats to coerce some dealers into adhering to the restricted hours of operation. The commission cited newspaper accounts of dealers who opened on Saturday suffering damage to new and used cars, being picketed, having their switchboards jammed, their windows broken and their lives threatened.

The FTC complaint also charges the Chevrolet, Chrysler-Plymouth and Cadillac dealer associations, dealers and associated individuals with conspiring to restrict advertising or publishing prices of vehicles and with prohibiting dealers from using classified ads in the local daily papers.

Such actions, the commission said, help dealers maintain higher prices and hurt consumers by

Continued on Page 30, Col. 4

U.S.auto production is highest since 1979

Domestic auto production in 1984 is the highest in five years, and December output is the best in 17 years, according to preliminary figures.

The year's output of 7,830,090 cars is the best since 1979's 8,418,369, and December's targeted 727,472 build is the highest for the month since 1967's 790,694.

The estimated 1984 truck build of 3,105,000 is the best since 1978's 3,676,747. Also the best since 1978 is the slated December output of 275,397. The December total was 276,248 in 1978.

Ford promotes Benton, Lataif, Rewey, Wagner

By Richard Johnson
Detroit Reporter

The upcoming retirement of Thomas C. Page, Ford Motor Co. executive vice president in charge of Diversified Products Operations, has led to a shuffling of top management ranks, including changes at the head of both the Ford and Lincoln-Mercury divisions.

Page will turn 65 on March 28, 1985, and will retire from the company and the board of directors on April 1.

Thomas C. Page

Philip E. Benton Jr., vice president—sales operations for Ford's North American Automotive Operations, has been named to succeed Page as chief of Diversified Product Operations, effective Feb. 1. No replacement for Page on the board of directors was announced.

Benton will be replaced by Louis E. Lataif, Ford Division general manager and one of the company's fastest-rising executives.

Lincoln-Mercury General Manager Robert Rewey will succeed Lataif at Ford Division, and Thomas J. Wagner, Ford Division's general marketing manager, will take over as general manager at Lincoln-Mercury.

The changes were reported just over a month after Ford announced a new management team that will assume command following the retirement of chairman Philip Caldwell early next year. Ford President Donald Petersen and Harold (Red) Poling, executive vice president of North American Automotive Operations, will become chairman and president, respectively, on Feb 1.

Caldwell last week said Page will devote his final months at Ford to "designing the framework for an education and training program that will keep the knowledge and skill levels of company executives at the leading edge of business practice worldwide."

Page, who has been with Ford 32 years, has been in his current post since April, 1981, and became a member of the Ford board of directors in September of that year.

He was named general manager of the former Autolite—Ford Parts Division in 1969 and was elevated to president of Philco—Ford, a predecessor of Ford Aerospace and Communications Corp., in 1971.

Page became a vice president in 1975 and later held a series of top jobs, including vice president for Latin American Automotive Operations. He currently serves as chairman of three non-automotive subsi-

Continued on Page 28, Col. 1

Philip E. Benton Jr.

Louis E. Lataif

Robert L. Rewey

Thomas J. Wagner

NEWSPAPER

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breaking news

Austin buys in Taiwan

TAIPEI, Taiwan.—The Taiwan Government's Industrial Development and Investment Center announced that Britain's Austin Motor Co. will buy 13 types of auto parts from Taiwan manufacturers. They include headlamps, heaters, air conditioners, wheels, seat frames, glass, sheet strips, lock sets, plastic injection moldings and rubber to metal bondings.

1,400 Astros shipped

WARREN, Mich.—Chevrolet has shipped 1,400 Astro compact vans to dealers so far, all cargo models. It's building about 200 vans a day, only three to five of which are passenger models.

See BREAKING NEWS, Page 8, Col. 1

A Christmas Fantasy

Or, Season's grittings from Detroit, one more time

'Twas the night before Christmas and, believing in Santa,
Bean counters were counting, and counting up plenty.
For GM, Ford and Chrysler and e'en AMC,
The year's take was $10 billion—that's spelled with a B.
And speaking of billions, that's what GM spent
Just to get itself inside the EDS tent.

The Koreans made noise like they're ready to start
An attack on this market, and the really hard part
Is that GM's the patron; doesn't care one iota:
It's found a solution to the Japanese quota.
The threat doesn't end with the moves by Daewoo;
For Mexican K-cars are coming here, too.

New labor pacts followed six days of fussin'
But the union still lost its Canadian cousin.
Bricklin lost Bertone, but still needs no new pep,
He's about to go dancing, with the old Yugo two-step.
Uncle Sam's in Detroit, and he's looking for ways
To make all the dealers stay open six days.

With the Japanese soaring, GM was no dummy,
It turned to Toyota, to build 'em by NUMMI.
Mazda decided it couldn't stay out, either
It'll build 'em at Flat Rock and give Ford a breather.
Additions are planned by both Honda and Nissan
That's good for us, too, but we still have to listen
To the sound of those ships steaming up to our shore
With millions of imports, just like before.

Dealers and many old-timers were stunned
By the sudden retirement of GM's Bob Lund.
Meanwhile, in Dearborn, Ford got a new chief;
"All's well that ends well," said Caldwell, in brief.
Iacocca's life story hit the best-seller list,
In dumping on Ford, there's not much it missed.

Then Santa blew in, with a sleigh just enlarged,
Upsized to fit reindeer who are now turbocharged.
He had room in his sled for high-mileage trucks
And a neat little coupe priced at three-thousand bucks.
And I heard him exclaim as he drove toward the stars,
"I wish you cool profits and hot-selling cars."

—Robert M. Lienert

Nova takes a bow on Coast as new GM-Toyota car

By Matt DeLorenzo
Los Angeles Reporter

FREMONT, Calif.—The Chevrolet Nova produced by the GM-Toyota joint venture was unveiled last week at New United Motor Mfg, Inc.'s, assembly plant here.

The medium-blue metallic subcompact was the third full-production-run car built by NUMMI. Three pilot run models were also built, according to NUMMI officials. Officials from Chevrolet, Toyota and NUMMI were on hand at a press conference.

Sporting quad headlamps and the Chevrolet bow tie on the front, the Nova is similar in appearance to the Sprinter which Toyota sells in Japan. Sprinter is part of the Corolla family of vehicles.

Tatsuro Toyoda, NUMMI president, said he felt like a new father. "I am not sure what to do, " he quipped, "pat it on the hood or pass out cigars."

Robert Burger, Chevrolet general manager, said NUMMI's capacity of 250,000 vehicles will be important to the division's goal of selling one million small cars a year.

"No other single plant anywhere is dedicated to producing that many Chevrolets, " Burger said. "In fact, NUMMI is going to be one of GM's biggest suppliers when it reaches full production."

Production of the Nova is expected to begin slowly with the plant operating initally on only one shift.

"We support NUMMI's production plan to bring the Nova on stream at what may seem to be a slow pace, " Burger said. "But we know that will ensure that NUMMI meets its quality targets."

He added that he doesn't expect Nova to go into nationwide distribution until 1986. Although Burger wouldn't confirm Chevrolet's sales plan for the new car, it's likely that the company will chose to market it in areas that have not benefited from GM's Far East strategy—namely the middle part of the country.

Chevrolet is currently selling the Suzuki-built Sprint in nine Western states, while 17 Eastern states have received the Isuzu-built Spectrum. Under Japan's Voluntary Restraint Agreement, GM has been alloted 17,000 Sprints and 29,000 Spectrums for the year ending next March 31.

Chevrolet may use the Chicago Auto Show in February to introduce the car and then roll out sales in the Midwest.

According to Tom McDaniel, Chevrolet's director of international programs, Chevrolet expects to sell about 36,000 1985 Novas through the summer. The

Continued on Page 26, Col. 3

March trial date set for challenge on GM-Toyota

WASHINGTON.—Trial on the Chrysler challenge to the new General Motors—Toyota joint venture will not start until March 4, although cars will start to roll from the NUMMI plant in Fremont, Calif., next month.

Federal Judge Thomas Hogan made the announcement after ruling on a number of issues—including that Chrysler has standing to sue and denying some GM motions.

Chrysler insists that it will pursue its efforts and claims that if it wins, cars can still be produced at the Fremont plant but perhaps be made by GM alone or by Toyota alone. Meanwhile, Chrysler can pursue its own possibilities for joint ventures—either with Japan's Mitsubishi or with South Korea's Samsung group.

On a separate front, GM has not yet asked NHTSA whether it can include NUMMI cars in its CAFE calculations.

Christmas greetings from Chevrolet

Chevrolet is sending holiday greetings to everyone passing by the General Motors Technical Center in Warren, Mich. The 300-foot by 21-foot sign, with letters 15 feet high is visible day and night on the Chevrolet Engineering Building. The banner is the brainchild of Paul Britten, a University of Detroit senior architecture student who gained attention during the World Series when he constructed a 10-story high banner saluting the Detroit Tigers that was hung on the GM Building in Detroit.

On decision to split from international UAW

Bieber calls Canadians 'wrong'

By Marjorie Sorge
Labor Editor

DETROIT.—The Canadian UAW's decision to split from the international union is "both erroneous and wrong" and could be a setback for Walter Reuther's dream of a multinational union, said UAW President Owen Bieber.

In an interview with Automotive News, Bieber accused some people of using the 1984 negotiations as a "vehicle to stir up nationalistic emotions" to accomplish the split.

"Bob (White, UAW vice president and head of the Canadian region) said it is pretty much a process of evolution," Bieber said. "This pretty much tells you what his thinking was and what the thinking of others was."

Bieber also said the name of the UAW could change since the question now is, "Is it national or international?" The UAW's full name is the International Union, United Automobile, Aerospace and Agricultural Implement Workers of America.

White has said the Canadians left the international because they needed autonomy, especially in collective bargaining, and could not get that in the association with the international union.

The 1984 contract with General Motors of Canada, was basically negotiated on this side of the border by Bieber and Alfred S. Warren, GM vice president, industrial relations, sources said.

That move was labeled "interference" by the Canadian leadership.

Bieber, however, said it was not interference since he is the president of the UAW and is responsible for all contracts negotiated by his union.

"I think it was a good settlement," he said. "To use that to try to whip up nationalistic emotions and say that now leads us to the point of separation is both erroneous and wrong. I do resent people trying to use me individually in trying to accomplish what they set out to do."

The big issue in the 1984 talks

Continued on Page 26, Col. 4

Import inventories rise to 17-year high

By Kathleen Hamilton
Assistant Managing Editor

Increases in the inventories of German and Japanese cars pushed the Dec. 1 import-car stockpile to its highest level in 17 months: 232,152 units.

That was enough for 27 days: Still low for an industry that needs about a 60-day supply of imports for unimpeded sales, but higher than importers and dealers have seen for seven months.

Inventories increased despite sales increases for all but the Japanese makes, which once again suffered sales declines because of shortages.

The inventory of imported trucks rose to a 12-month high: 98,396 units But sales increases—especially at Nissan and Toyota—resulted in a days-supply level that exactly matched the Nov. 1 level of 41.5 days.

The Dec. 1 stockpile of 232,152 cars compared to the month-earlier total of 186,567 units and the year-earlier total of 224,290. The 27-day stockpile was higher than the 24-day supply of one month earlier but lower than the year-earlier level of 29 days.

Several import makes experienced big month-to-month changes in their days-supply figures. Chevrolet's big jump, from 34 days to 126 days' worth, was mostly because the company was stockpiling the new Isuzu-built Spectrum early in November and didn't begin selling it until mid-month. Its Suzuki-built Sprint, which accounted for Chevy's entire 34-day supply last month, registered a 41-day supply level this month.

The big numbers at Audi, BMW and Porsche all were due to increased shipments for the start of the new model year, and although those inventories may look bloated now, they will be

Continued on Page 30, Col. 1

IMPORT STOCKS

	Dec. 1, 1984	Nov. 1, 1984	Dec. 1, 1983
Honda	11	6	22
Isuzu	56	51	59
Mazda	37	23	28
Mitsubishi	17	15	41
Nissan	29	24	22
Subaru	16	11	31
Toyota	13	11	13
Chevrolet	126	34	.....
Chrysler	52	48	66
JAPANESE MODELS	23	18	24
Audi	73	48	29
BMW	80	51	62
Mercedes-Benz	8	18	28
Porsche	60	30	20
VW	69	70	77
GERMAN MODELS	53	45	49
Alfa Romeo	66	122	53
IAI	588	662	.....
Jaguar	16	14	20
Maserati	40	44	.....
Peugeot	38	59	40
Renault	169	256	71
Saab	29	25	32
Volvo	39	44	51
OTHER MODELS	47	55	48
TOTAL IMPORT CARS	27	24	29
Isuzu	77	76	129
Mazda	32	16	31
Mitsubishi	26	27	55
Nissan*	45	47	55
Toyota	32	41	50
Chrysler	70	52	85
TOTAL IMPORT TRUCKS	41	41	55
TOTAL IMPORT VEHICLES	32	27	33

*Includes domestic trucks

IH returns to black after 5 red-ink years

CHICAGO.—International Harvester, which has been losing money since its record-setting year of 1979, reported it turned a profit in the fourth quarter of fiscal 1984, though it showed a loss for the full year.

The announcement by Donald D. Lennox, IH chairman and chief executive officer, came less than a month after IH revealed plans to sell its agricultural equipment business, which has been draining the company of about $300 million a year, to Tenneco, Inc., the parent company of the J.I. Case farm equipment company.

Net income for the quarter amounted to $7 million, or 3 cents per share, on sales of $1.30 billion, compared with a loss of $84 million, or $2.77 per share, on sales of $1 billion a year ago.

The fourth-quarter earnings included a $10-million charge for an adjustment to the provision for operational restructuring costs and extraordinary income of $2 million from tax-loss carryforwards. Income from continuing operations before unusual items was $15 million, compared with last year's $84-million loss.

Despite the fourth-quarter profit, IH continued to show a loss for the year. The net loss for the year amounted to $55 million, or $1.34 per share, compared with last year's loss of $485 million, or $15.70 a share, which included $159 million in extraordinary income and unusual items.

Losses from continuing operations amounted to $50 million, compared with a loss of $434 mil-

Continued on Page 28, Col. 5

U.S. firm denies it plans to leave South Africa

Ford continues talks with Amcar

Ford Motor Co. plans to conclude negotiations with South African auto company Amcar Holding PLC in January, said a Ford spokesman, who denies allegations Ford plans to move its operations out of South Africa in response to that country's policies of racial segregation.

"They are business discussions based on business considerations," said the Ford spokesman, who declined to specify the nature of the negotiations.

Ford previously announced it was holding talks with Amcar, and reports in the South African press indicated the companies were discussing a joint production facility to build Ford products—a move that would likely mean shutting down at least a portion of Ford's South African assembly operations. (See Automotive News Dec. 3).

• Ford's two Port Elizabeth facilities currently produce some 40,000 vehicles annually, making it the largest U.S.-based auto company in South Africa—about twice the size of General Motors. Ford's current market position also makes it about equal to Amcar, but Amcar currently is only using about half its assembly capacity.

Amcar is the auto making subsidiary of Anglo American Co., a South African mining conglomerate that is a major supplier of gold and precious metals—including a signifant percentage of the U.S. auto catalyst business. Formerly named Sigma Corp., Amcar began buying out South African auto interests of Chrysler Corp., Mitsubishi and Toyo Kogyo Co., Ltd., in the late 1970s.

A Ford merger would mean its combined sales could challenge Toyota Motor Co., Ltd., currently leader in South Africa with some 25-percent share of market.

Stempel says the teams are formed

BOC setup is nearly complete

By Marjorie Sorge
Labor Editor

WARREN, Mich.—The Buick-Oldsmobile-Cadillac reorganization will be almost fully operational by mid-January, the first anniversary of General Motors' reorganization announcement, according to Robert C. Stempel, vice president and group executive for that group.

According to Stempel, the financial, marketing, major engineering and planning functions are in place.

"I wouldn't want to say we are 100 percent there, but we will be between 75 and 80 percent (by mid-January)," he said. "We have formed up the teams around the platforms and have started working as teams."

In an interview with AUTOMOTIVE NEWS, Stempel also said:

1. There will be more personnel cuts in the financial arm of the BOC group.

2. The biggest growth in the automotive end of GM's business will be at Chevrolet.

3. Some classic models will have a life span of 10 years under the reorganization.

4. The biggest fight in the marketplace will be in the middle market—mid-priced to higher-priced cars where the customers try lots of new options.

5. GM must price more competitively.

6. The BOC group will not be involved in very much diversification and will continue to keep automobiles as the primary business.

7. GM will be able to get cars from the drawing board to the dealers' showrooms in three years in the very near future and will be able to make feature changes within 18 months by the 1990s.

8. Cadillac's market share will stay about the same at 4 percent or show a little growth while Buick and Oldsmobile will be "fighting like the devil to hold 12 to 13 percent and we will obviously be trying to increase that incrementally."

9. GM will be sharing a lot more components with other auto makers in the near future.

Feature changes will be playing a big role in future marketing and manufacturing operations, he said. GM engineers are already getting numerous features "shelf ready" so they can be addded to the vehicles quickly, eliminating the extra engineering time, he said.

"We are shooting for getting these things into the car within 18 months," he said. "But, realistically, in the 1980s it will be two years. But, by the '90s, we had better be responsive in powertrains, car configurations and features in something less than two years."

It will be just about then, in the 1990s, that the computer-age children of today will be ready to buy cars, and they will want computer-age features, Stempel said.

High Toyota jobs go to McCurry and Perkins

TORRANCE, Calif.—Toyota Motor Sales, USA, Inc., has named Robert B. McCurry, 61, to the new position of executive vice president and has promoted James Perkins, 49, to the post of group vice president for sales, marketing and distribution.

In his new position, McCurry will be in charge of sales, marketing, distribution, parts, service and customer relations. He will also be responsible for Toyota Industrial Equipment, a division of Toyota Motor Sales, USA, that imports and sells mainly forklifts.

McCurry spent 28 years with Chrysler Corp. and rose to group vice president for sales, parts and service before retiring in 1978. He had been in charge of Toyota's national sales operation since May 1, 1984, after serving as general manager of the company's Los Angeles region since Jan. 1, 1982.

Perkins assumes McCurry's previous position and will report to McCurry. Besides sales, marketing and distribution, Perkins is also responsible for product planning, dealer development and a subsidiary called Vehicle Processors, Inc.

Perkins joined Toyota in September, 1984. Prior to that, he had been with General Motors for 24 years, most recently as Buick general sales manager.

"When I think of what they consider normal, it blows my mind," he said. "The expectations of those 10, 11, 12, 14-year-olds—by the time they are 25—are going to be so far beyond my imagination it is incredible."

Besides the market still growing up, GM will attempt to appeal more to the lower-wage section of the economy.

"That group of consumers will be big enough and will open up a niche for affordable cars with a host of features," Stempel said. "They don't want to buy second-hand cars and they don't want to buy econoboxes. That becomes a new challenge to get vehicles with features that will appeal to that part of the populace."

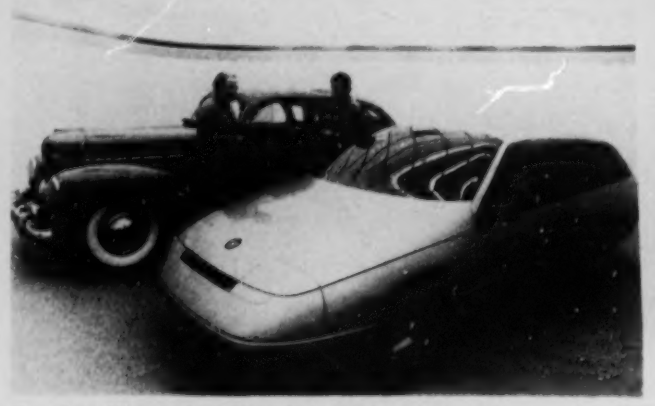
This desire for new and different things will also play a role in BOC's search for joint-venture partners. There are a lot of products the customers want, but it is not financially feasible for GM to create them alone because of the low volume, but GM does not want to miss the window in the market, he said.

According to Stempel, this desire is going to produce "some very strange marriages" and he indicated BOC will be proposing to other companies in the future.

BOC will also be getting some cars from the Chevrolet—Pontiac—GM of Canada Group and will still be sharing products with that unit. But BOC, like other GM units, will also share products with other auto makers, because of the cost, he said.

"We are going to see more and more of the major components shared by manufacturers, shared by people and used by people," he said. "For example, auto

Continued on Page 28, Col. 1



For families of yesterday and tomorrow

The contrast in family cars from yesterday to tomorrow is shown at a classic car show at Chrysler Corp.'s Advanced Product Design Center in Carlsbad, Calif. The 1990s concept family wagon, right, has more passenger room than the restored 1939 Chrysler New Yorker sedan, according to John Pinko, Chrysler California design specialist. At left is Sherwood Kahlenberg, national president of the Walter P. Chrysler Club.

Chrysler begins ads for its new H-cars

By Joseph Bohn
Marketing Editor

Chrysler broke its $10-million campaign on the new H-body LeBaron GTS and Dodge Lancer recently in a pre-launch buildup to the January introductory quarter.

As previously reported, Bennett E. Bidwell, executive vice president, characterized the $10-million expenditure as about "normal" for this kind of launch. A.C. (Bud) Liebler, Chrysler-Plymouth general marketing manager, described the launch for LeBaron GTS as "bigger than either the Chrysler Laser or the Plymouth Voyager launches last year."

The ad campaign for GTS got under way with TV spots on the $450,000 Chrysler Team Invitational golf event on ESPN cable Dec. 13-16, and on NBC pro football telecasts that weekend.

GTS is aimed at the growing "yuppie" market. Print headlines call the GTS an "American sedan that outperforms BMW 528e and Mercedes 190E." Illustrations show the GTS performing on the road and in scenic settings with Ricardo Montalban the spokesman. They also feature the car's interior electronic instrumentation and leather bucket seats.

Tags also say, "We engineered it to outperform Europe's best. It does." A footnote references U.S. Auto Club tests.

Print includes four-page gatefolds in 15 major news weekly, buff and technology magazines, along with spreads in news-weekly, women's, life-style and other publications.

TV is heavy in sports and prime time, as well as some cable.

Kenyon & Eckhardt handles Chrysler-Plymouth.

Lancer TV, including teaser ads that broke in mid-November, and print that followed in mid December, uses the science-fiction effects first seen with the Daytona Turbo Z.

The ads feature people on a road, searching for something, and a hero who sees a glowing something on the ground. A key which he pulls from a glowing crystal diffuses light toward a mountain-top vehicle and so forth. The voiceover says, "When a Lancer makes its presence known, everybody takes notice. Get the key that unlocks the" Lancer's performance.

Commercials of this ilk, such as Lancer and Daytona Z, were done by Dennis Gelbaum, former BBDO executive who now heads Navarac Films, New York. He directed the spots.

First prodcut of 'negotiated' regulation process

EPA 'escape mechanism' due

By Jake Kelderman
Washington Reporter

WASHINGTON.—The EPA is expected to sign this week an agreement with a coalition of heavy truck makers, heavy-duty engine makers, environmentalists and state and local environmental officials that will pave the way for the agency to set stringent emission standards for such vehicles.

At the same time, it will provide the makers with an "escape mechanism" if one or more cannot initially meet those standards.

The first product of the agency's experimental "negotiated" regulatory process, the agreement is the result of a year's work by 23 representatives of environmental, industry, trade and governmental groups.

It would call for makers who could not meet emission standards to pay a penalty equal to the cost of what 90 percent of the makers were paying to comply with the standards, measured in terms of hardware, reduced maintenance, enhanced fuel economy and the like. Failure to comply in the second year would result in an exponential increase in the penalty.

EPA officials said they were delighted by the development because they would now be able to set emission standards based on the experience of industry leaders while not threatening their lesser counterparts.

They expect that no more than 10 percent of the heavy- and light-duty trucks manufactured would need to make use of the pollution tax option in the first year it is available and that fewer than 2 percent would need it in the third year, given the exponential rate of increase in the penalties.

"Indeed," said the official, "we rather doubt that anyone will use the penalties by design because of the extreme cost and the onus of failing to meet the emission standards."

The pollution tax option was authorized by Congress in the 1977 Clean Air Act amendments in recognition of the uneven abilities of the various manufacturers to develop emission control technologies and the importance of setting emission standards as stringent as possible.

However, Congress did not want to reward those slow to toe the line in meeting emission standards.

The agreement will serve as the basis for final rulemaking, the EPA official said. That is expected to be completed by the end of 1985. The taxes will be determined in relation to the amount, in grams-per-brake-horsepower-hour, failing vehicles or engines are above a given standard and they will be applied on a fleetwide basis rather than on a vehicle-by-vehicle basis.

It is also expected that the pollution tax penalty option will be available in the event of a Selective Enforcement Audit (SEA) failure, but not to avoid a recall.

It's Ronald McDonald

Reclining atop a 1985 Dodge 600 convertible, the official car of Chicago's McDonald's Charity Christmas Parade, Ronald McDonald greets fans. The Metro Dodge Dealers supplied 15 convertibles for carrying parade and city celebrities.

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60th year—No. 5054

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Former dealership is bearly occupied

WILLIAMSTOWN, Mass.—Add this to possible uses for a building previously occupied by an automobile dealership.

J-Cubs Bear Co., a producer/seller of limited-edition teddy bears, has opened in the former Ott & Berger dealership. William and Paula Jacobs are turning out 60 different models of bears.

Chevy signs Schuck

Robert F. Schuck signs a Chevrolet sales and service agreement as N.G. Gilsdorf, left, Minneapolis zone manager; Kay Schuck, and W.A. Morrison, Chevrolet district sales manager, look on. Schuck's dealership is Bob Schuck Chevrolet, New Ulm, Minn.

factories list auction dates

American Motors

Dec. 27—Kansas City Auto Auction, Kansas City.

Jan. 3—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Jan. 8—Highpoint Auto Auction, Highpoint, N.C., and D-A Auto Auction, New Stanton, Pa.

Jan. 9—Southern Auto Auction, E. Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Jan. 10—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Jan. 15—Aptco Auto Auction, Taylor, Mich.

Jan. 17—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Jan. 18—Floyd Hauhe, Bridgeton, Mo.

Jan. 22—Highpoint Auto Auction, Highpoint, N.C., and D-A Auto Auction, New Stanton, Pa.

Jan. 23—Southern Auto Auction, E. Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Jan. 24—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

Jan. 8—Harrisonburg Auto Auction, Harrisonburg, Va.

Jan. 9—Golden Gate Auto Auction, Fremont, Calif., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

Jan. 10—Nashville Auto Auction, Nashville, and Skyline Auto Exchange, Fairfield, N.J.

Jan. 16—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Jan. 17—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Jan. 22—Aptco Auto Auction,Taylor, Mich.

Jan. 23—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 24—Skyline Auto Exchange, Fairfield, N.J., and 166 Auto Auction, Springfield, Mo.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

General Motors

Jan. 8—Florida Auto Auction of Orlando, Orlando, and South Seattle Auto Auction, Kent, Wash.

Jan. 9—Brasher's Auto Auction, Fontana, Calif.

Jan. 10—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Jan. 16—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Jan. 17—Nashville Auto Auction, Nashville.

Jan. 22—Southern Auto Auction, E. Windsor, Conn.

Jan. 23—Metro Auto Auction, Kansas City, Mo.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 24—Indianapolis Auto Auction, Indianapolis.

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

December to date	$4,957
Month ago	$5,118
Year ago	$4,308

Model Breakdown
Auction Averages

	DEC. TO DATE	NOV. 1984	OCT. 1984
1984	$9,651	$9,945	$9,894
1983	7,016	6,999	7,471
1982	5,240	5,565	6,074
1981	4,536	4,623	4,474
1980	3,552	3,813	3,986
1979	3,038	3,110	3,204
1978	2,080	2,262	2,350
1977	1,734	1,738	1,647
Overall Average	$4,957	$4,923	$4,984

Gras promoted at Renault

PARIS.—Philippe Gras has moved from commercial and international affairs director at Renault Industrial Vehicles to become the new president-director general.

The appointment follows a major restructuring in the Renault Car Division which saw Pierre Semerena, former head of RIV, replace Pierre Tiberghien in the No. 1 post.

auction directory

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Oral arguments next on passive restraints

Continued from Page 7

automatic belts and by failing to require installation of air bags and nondetachable belts.

The government says Dole was aware of "considerable public fear and dislike of nondetachable belts" and the potential for disabling them and also aware of the considerable extra cost for an air-bag/nondetachable belt mandate.

The government notes it is "correct" for Dole to consider both cost and public acceptability. But State Farm, in its reply brief, labels the government's brief as yet another try to avoid setting a passive-restraint standard.

"Despite a 14-year delay in implementation of the rule, the agency now urges that the court should not decide this case for several more years, and that, if it then rules against DOT, it should remand to the agency for additional years of rulemaking and leadtime," State Farm said.

"The court should reject these transparent efforts at delay and finally resolve the controversy at this time."

State Farm said the issue of whether the MUL rescission provision violates the law will not gather any more relevant facts for court consideration three or four years later and therefore is "ripe" for decision now.

Were the court to reach the issue of damage, added State Farm, it would find delay would mean the needless loss of thousands of lives. If the rule were rescinded, the insurance firm said, it could not even be reinstated in less than a year because of the need for leadtime, and the auto makers might even extend that delay if they have scrapped their plans for passive restraints.

State Farm thinks the government is wrong in its arguments but if the court held for the government and acted now, a remand could occur in 1985, not 1990. Furthermore, add the plaintiffs, delay encourages the auto makers to delay work on advanced systems and instead devote their energies to lobbying for enactment of MULs.

Finally, State Farm says, delay extends the dilemma faced by states: Will enactment of strong MULs result in wiping out the passive-restraint rule that offers additional protection for their citizens?

State Farm disagrees with the government about the relevance of the cases cited to show the MUL rescission provision is not severable. Instead, it cites the 1966 law giving the appellate court the power to affirm or set aside Dole's orders "in whole or in part."

• The record, moreover, shows that passive restraints are desirable in and of themselves, not only if states enact MULs, according to State Farm. State Farm also argues the state MUL rescission provision violates the safety act's goal of uniform national standards.

Although it is possible a passive-restraint standard may still exist in 1990, it is also possible it will be rescinded, "leaving as many as 75 million Americans in 34 states with no more protection than they have today," State Farm said.

DOT's failure to consider alternatives to have both MULs and a standard, said State Farm, is arbitrary and capricious and so is its lack of evidence that MULs covering two-thirds of the population are the equivalent of the passive-restraint standard.

Heritage Honda builds

Heritage Honda, Murray, Utah, has broken ground for this new 40,000-square-foot facility at its present site. When it is completed, in late spring of 1985, the present building will be razed.

Ford to simplify car lines with 3 levels, Edsel says

NEW YORK.—In the near future, Ford Motor Co. will be moving to offer only three models within each of its car lines, according to Edsel Ford, advertising manager for Ford Division.

Speaking at an International Motor Press Assn. meeting here last week, Ford said the company is going to the Japanese theory of offering a "complete car," and many options now available will become standard equipment.

The company, he said, wants to offer an entry-level car, a luxury model and a sporty model within each car line. He would not be specific on which car lines would be affected, or when the moves would be completed, though he said that Escort for next year would be offered only in "L" and "GL" versions. The GT, a sporty Escort, has spun off on its own, he said, but this follows the direction the company wants to travel.

With the model simplification, he said, the company would have to make some pricing concessions. It would be impossible to take the prices for optional equipment that becomes standard and simply add that to the sticker price, he said.

He said Ford would have to "shave some profit and would bite the bullet," but he said that no pricing decisions have been made.

He said model simplifications would reduce manufacturing and marketing costs.

FTC cites deals in Detroit for Saturday close

Continued from Page 1

keeping important information from them.

The FTC complaint starts a legal proceeding during which the charges will be ruled on by an administrative law judge. If the judge finds a violation of law and the commission affirms it, the agency may seek certain specified relief.

For example, the FTC could make all respondents stop their illegal activity and report any violations of the FTC order. It could also make associations keep records of their meetings, change their bylaws to prohibit any such future conspiracies or it could even dissolve dealer associations.

It could also order dealers to open for additional hours during a period of up to one year and order dealers to notify the public of their new hours in any advertising they run.

Although Detroit Auto Dealers Assn. officials declined to comment on specific allegations, they defended their Saturday closing policy last week.

"I'm surprised they did file a complaint," said association president Lou LaRiche, of Lou LaRiche Chevrolet, Plymouth, Mich. "This is a labor problem, not a restraint of trade.

"We've been closed on Saturdays for 11 years now, so what's the big deal? We are open enough hours so that if somebody wants to buy a car, by golly they can."

LaRiche said the shorter hours have "worked out quite well for everybody." He said dealer sales staffs now have less turnover than in the days of Saturday hours and also boast more college graduates and "professional types."

Daniel Hayes, executive vice president of the association, said he will have no reaction to the FTC complaint until he reviews the document. However, he said, "Nothing about the federal bureaucracy surprises me."

Import stocks move upward to 17-year high

Continued from Page 2

sold quickly to a market hungry for those models.

The reduced supply levels at Alfa Romeo and Renault can be traced to increased sales.

The inventory of new imported cars at dealerships and ports was divided this way on Dec. 1: Japanese, 61.81 percent; German, 25.83 percent, and cars from other countries, 12.36 percent.

One month earlier the shares were: Japanese, 61.07 percent; German, 23.14 percent, and other, 15.79 percent.

The stockpile of new imported trucks (including U.S.-made Nissans), at 98,396, was the largest in 12 months: On Jan. 1, 1983 there were 107,535 trucks in inventory.

As noted, those figures translated into a 41.5-day supply both for the latest count and for the one on Nov. 1. On Dec. 1, 1983, the truck stockpile was good for 55 selling days.

The combined car-truck inventory of 330,548 was the highest since July 1, 1983, when there were 338,342 new imported vehicles in stock. The Nov. 1 total was 274,323; the Dec. 1, 1983, total was 305,612.

The supply of import vehicles was the equivalent of 32 days on Dec. 1, 27 days one month earlier and 33 days one year earlier. It was the highest days-supply figure in seven months.

The Japanese cars and their days' supplies were: Honda imports, 11; Toyota, 13; Subaru, 16; Mitsubishi, 17; Mazda, 37; Chrysler captive imports, 52; Isuzu, 56 days, and Chevrolet, 126 days.

The supply of the Chrysler imports broke down this way: Dodge Colt, 44; Plymouth Colt, 47; Dodge Vista, 57; Plymouth Vista, 61; Dodge Conquest, 117, and Plymouth Conquest, 133.

The German makes and their days' supplies: Mercedes-Benz, 8; Porsche, 60; Volkswagen imports, 69; Audi, 73, and BMW, 80.

The days-supplies of the makes from other European countries: Jaguar, 16; Saab, 28; Peugeot, 38; Volvo, 39; Maserati, 40; Alfa Romeo, 66; Renault, 169, and International Automobile Importers, an estimated 588-day supply.

The Japanese trucks and their days' supplies: Mitsubishi, 26; Toyota, 32; Mazda, 32; Nissan, 45; Chrysler, 70, and Isuzu, 77.

Parts-making regulation may curb gray market

NHTSA plans to implement theft law

Continued from Page 28

transmission, auto makers would then be required to mark a certain number of components in each zone, presumably based on theft statistics or replacement cost criteria. This proposition met with generally favorable response from the manufacturers.

One area where a consensus could not be reached was whether factory-replacement parts, or those manufactured by aftermarket companies, should be required to carry the vehicle's VIN.

Although insurers and law enforcement spokesmen agreed that a good deal of record keeping and logistical problems would result, allowing an exemption for replacement parts would provide an alibi to thieves who could argue that their stolen parts were actually replacement products.

In determining which car lines were to be designated as high-theft vehicles, most manufacturers seemed to agree that the FBI's National Crime Information Center's data appeared to be the most complete and could be easily referenced by law enforcement personnel.

Resolution of the gray-market issue was closely tied to the question of whether NHTSA should limit parts-marking authority to original manufacturers only, whether their licensed franchise dealers should be able to mark parts, or whether the technology should be available to all, including the aftermarket industry and the importer-modifiers.

Although law enforcement, insurance and auto maker representatives wanted to keep the marking process as tightly controlled as possible—preferably in the factory—the auto makers were caught in a bind between a desire to control the parts marking themselves and the difficulty of marking replacement parts, should NHTSA require this.

Insurers and law enforcement spokesmen supported the need to keep the numbering technology limited, for fear thieves would gain access to the process and begin numbering stolen parts. But neither the insurers nor the law enforcement representatives wanted to see replacement parts escape a marking requirement, because thieves could claim stolen parts were replacement items.

If the manufacturers are to see the vehicle theft law used as a foil to the gray market, this issue will almost certainly have to be resolved in favor of the manufacturer. That is, the numbering technology would have to be tightly controlled by the original manufacturers and replacement parts would have to come only from the factory, or not be marked at all.

If replacement parts can be marked independently of the factory, NHTSA will have a hard time denying this practice to the modifier-importers.

The law bars the import of vehicles that have not been numbered prior to U.S. entry. However, EPA has allowed the import of non-conforming vehicles under a bond from the U.S. Customs Service, which is refunded once a vehicle is certified.

Former NHTSA administrator Raymond Peck and Ben Jackson, executive director of the compliance association, reasoned that NHTSA could also allow the import of vehicles under bond until they are certified to be in compliance with the theft standard.

25 with Olds

TROY, Mo.—Wally Anderson, president of Troy Motors, Inc., here, has received a 25-year-dealer award from Oldsmobile.

BMW recalls 318i models for heater defect

MONTVALE, N.J.—BMW of North America, Inc., is recalling 5,245 1984 318i models built between January and May of 1983 to inspect for a possible electronic heater control defect.

The company said that it is possible for a control valve to bind, causing excessive current to flow through the wiring to the valve. Smoke and/or smoldering in the instrument panel near the left side of the transmission tunnel may result.

This could occur only when the rotary temperature control knob is at or within a 20-degree rotational angle of the full cold position, the company said.

Owners of the affected 318i models are asked to contact their dealers or any of BMW's regional customer relations offices to arrange repairs.

Year's tally of 7.8 million is best since 1979

Car output soars at year-end

By Louise Kertesz
Detroit Reporter

Domestic auto makers built more cars in two of the last work weeks of 1984 than in any other weeks of the year.

That final sprint brought the estimated calendar-year total to 7,830,090, the best in five years.

Preliminary figures also point to the best December in 17 years and the best fourth quarter in six years.

With no Saturday overtime scheduled because of the holidays, last week's targeted output of 172,889 units was down 9.0 percent from the previous week's record high for the year of 189,998, which topped the previous high set during the week ended Dec. 1 by almost 7,000 units.

Last week's build was 10.58 percent higher than the year-ago week's 154,589.

The estimated 1984 build, up 10.9 percent from last year's 7,112,352, is the highest since 1979's 8,418,369.

Estimated December production of 727,472 cars is up 18.47 percent over the year-ago month's 614,038 and the best December production since 1967, when output for the month reached 790,694.

Fourth quarter production of 2,111,046, according to preliminary figures, is up 4.70 from 1983's 2,016,273 and is the best for the period since 1978, when 2,415,441 cars were completed.

Showing production gains this year (estimated totals) over last year are: American Honda, 136,831, up 147.27 percent from 55,337, as full production of Accords at Marysville, O., was reached in 1984; Chrysler Corp., 1,246,285, up 37.93 percent from 903,553, and General Motors, 4,398,001, up 9.01 percent from last year's 4,034,629.

Preliminary figures indicate calendar-year production declining or holding steady at: Volkswagen of America, 74,861 in 1984, down 23.77 percent from last year's 98,207; American Motors, 191,972, down 4.20 percent from 200,381, and Ford Motor Co., 1,782,140, down 2.09 percent from 1,820,245 in 1983.

Last week's estimated production was shared as follows: GM, 56.84 percent; Ford, 22.88 percent; Chrysler, 14.52 percent; AMC, 2.78 percent; Honda, 1.82 percent, and VWoA, 1.16 percent.

Friday, Dec. 21, was the final work day of the year at U.S. assembly plants, which will be closed for two weeks for the holidays.

Production is scheduled to resume on Jan. 2, 1985.

GM Saturn car likely to need brand-new plant

DETROIT.—General Motor's Saturn Project, its highly publicized small-car program incorporating a variety of low-cost manufacturing techniques, will likely require a brand-new plant site, according to GM Chairman Roger B. Smith.

"We wouldn't put it in a Lake Orion or a Wentzville (GM's two newest assembly plants)," Smith said at the company's year-end Christmas fete. "And the kinds of new techniques it will incorporate make it difficult to put in an old facility."

Commenting on the projected cost of the facility, Smith indicated it could well become the most expensive new plant in GM's history.

Timing of the project is still uncertain, although GM recently began testing Saturn prototypes, and Smith said he was anticipating his first ride in a Saturn "mule" later this month. GM insiders point to a 1988-1989 time frame as the current target.

Chrysler Financial files to borrow $1 billion

DETROIT—Chrysler Financial Corp. has filed with the Securities and Exchange Commission a shelf registration statement covering up to $1 billion in debt securities.

The securities may be offered from time to time at amounts and prices to be determined at the time of offering. Net proceeds will be added to the general funds of Chrysler Corp.'s finance subsidiary.

Truck output in U.S. best in six years

Domestic truck production for the calendar year, the month of December and the fourth quarter is the best in six years, preliminary figures show.

Estimated 1984 production of 3,105,000 trucks is up 29.35 percent from last year's 2,400,429 and the highest since 1978's 3,676,747.

December's targeted output of 275,397 trucks, up 33.12 percent from last December's 206,872, is also the best since December, 1978, when 276,248 trucks were built.

And preliminary figures indicate that fourth-quarter production of 839,865 trucks is also the best in six years. Output for the period in 1978 was 980,442.

Last week's slated truck output of 66,772 dipped 3.52 percent from the previous week's 69,207, since no Saturday overtime was scheduled for Dec. 22 because of the holiday.

Along with domestic auto plants, truck facilities will be closed for two weeks for the holidays, with production scheduled to resume Jan. 2, 1985.

Canadian cars at 6-year high; trucks hit peak

Canadian auto makers posted their best December, their best fourth quarter and their best calendar-year production in six years, preliminary figures indicated.

And by completing 802,228 trucks in 1984, Canadian builders achieved a record production year. They also had their best December and best fourth quarter ever.

December's total of 79,998 cars assembled, down 15.36 percent from November's 94,519, was the highest December output since the 85,377 produced in 1978.

Fourth-quarter production of 256,102 cars was the best for the period since 1978, when 292,183 cars were built.

Calendar-year production of 1,029,250 autos, up 5.88 percent from last year's 968,774, was the highest since 1978 when 1,131,050 cars were assembled.

Last week's slated output of 19,954 cars was down a bit (2.78 percent) from the previous week's 20,525 and was off 14.02 percent from the year-ago week's 23,209.

The 802,228-unit calendar year record for Canadian trucks was 43.03 percent better than last year's 560,864.

The record December output of 70,300 trucks was down 6.47 percent from November's 75,162 and the record fourth-quarter production of 210,947 was only the third-highest quarter this year.

Last week's targeted output of 16,720 trucks was down 3.43 percent from the previous week's 17,313 but was 17.25 percent higher than the year-ago week's 14,260.

Calendar year production at Chrysler's Windsor (Ont.) plant approached the 235,000 mark in the final working days of 1984.

Last week's estimated production of 2,111 Plymouth Voyagers, 2,328 Dodge Caravans and 491 Mini Ram Vans brought the T-115 total for the year to 234,854.

Relocating

SPRINGFIELD, Mass.—Balise Chevrolet-Honda-BMW-Peugeot is relocating its Honda dealership to West Springfield. Balise Oldsmobile will occupy the old Honda facility.

U. S. CAR PRODUCTION

	Week Ended Dec. 22, 1984	Week Ended Dec. 24, 1983	Week Ended Dec. 15 1984	Dec. Est.	1983 Total	1984 Est.
AMERICAN MOTORS	4,800	5,326	4,779	19,508	200,381	191,972
AMC Total	....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	5,326	4,779	19,508	196,310	191,972
Alliance	3,000	2,716	2,920	11,837	153,877	110,535
Encore	1,800	2,610	1,859	7,671	42,433	81,437
CHRYSLER CORP.	25,100	22,619	27,353	109,402	903,553	1,246,285
Plymouth Total	7,400	7,045	7,438	31,782	310,748	378,020
Horizon	2,800	2,714	2,768	11,774	117,731	159,297
Reliant	3,100	4,007	3,114	13,195	186,445	172,203
Caravelle	1,200	129	1,322	5,279	5,317	25,311
Gran Fury	300	195	234	1,534	1,255	21,209
Chrysler Total	7,700	7,171	9,507	35,793	234,203	402,161
LeBaron	2,600	2,015	2,643	9,979	85,868	116,474
LeBaron GTS	1,400	.....	1,514	5,848	.....	10,582
Laser	1,200	1,720	1,281	5,051	23,603	70,084
New Yorker E-Class	1,400	1,751	1,456	5,883	104,999	89,683
Fifth Avenue	1,100	1,685	2,613	9,032	19,733	115,338
Dodge Total	10,000	6,403	10,408	41,827	358,602	466,104
Omni	2,700	2,951	2,832	11,115	126,437	146,210
Aries	3,000	3,153	3,073	12,001	144,006	142,702
Daytona	1,000	1,112	931	4,148	19,399	52,989
Dodge 400	.....	.....	.....	.....	26,442	.....
Dodge 600	1,500	1,078	1,569	6,182	41,077	74,640
Lancer	1,000	.....	1,179	4,541	.....	8,318
Diplomat	800	109	824	3,840	1,241	41,245
FORD MOTOR	39,563	31,597	40,417	161,645	1,820,245	1,782,140
Ford Division	24,440	21,833	25,214	101,387	1,214,222	1,149,779
Escort	6,468	7,422	6,042	25,725	343,632	341,846
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,505	3,693	3,634	14,421	124,225	140,425
LTD	4,732	3,989	5,246	19,656	179,192	225,937
Thunderbird	3,287	3,774	3,297	12,510	186,566	147,388
Crown Victoria	2,169	2,437	2,182	9,224	124,730	86,435
EXP	593	518	1,104	3,911	15,445	42,390
Tempo	3,686	.....	3,709	15,940	216,704	165,358
L-M Division	15,123	9,764	15,203	60,258	606,023	632,361
Mercury Total	11,514	6,826	11,013	44,797	499,495	463,584
Lynx	2,250	1,000	2,314	7,965	89,354	70,791
Capri	502	409	444	1,687	24,697	18,311
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	3,126	2,227	2,598	11,594	99,391	121,015
Cougar	2,721	2,159	2,782	11,626	126,395	117,250
Grand Marquis	1,451	1,031	1,441	6,435	77,147	89,663
LN7	.....	.....	.....	.....	2,210	.....
Topaz	1,464	.....	1,434	5,490	71,700	46,554
Lincoln Total	3,609	2,938	4,190	15,461	106,528	168,777
Continental	657	557	760	2,809	13,513	36,106
Lincoln	2,556	733	2,969	10,951	58,872	107,076
Mark VI/VII	396	1,648	461	1,701	34,143	25,595
GENERAL MOTORS	98,276	91,016	112,503	417,384	4,034,629	4,398,001
Buick Total	19,232	20,545	22,787	90,356	905,608	988,284
Skylark	2,693	3,383	3,379	12,365	112,843	110,625
Skyhawk	1,816	2,689	2,000	7,255	79,169	127,200
Somerset Regal	1,910	.....	2,120	8,194	.....	28,674
Century	3,940	4,209	4,575	20,717	177,076	227,955
Regal	2,578	3,927	3,115	11,703	234,179	174,428
LeSabre/Electra	3,235	4,927	4,256	16,487	249,244	204,747
Riviera	1,200	1,218	1,442	5,275	52,503	53,125
Electra (fwd)	1,860	192	1,900	8,360	594	61,530
Cadillac Total	7,724	6,417	8,071	32,525	308,497	329,094
Cimarron	144	508	61	547	21,021	14,756
Seville	775	659	927	3,394	34,622	38,491
Eldorado	1,555	1,260	1,861	6,838	72,299	75,985
Cadillac	1,760	3,944	1,974	7,587	180,422	110,028
DeVille (fwd)	3,490	46	3,248	14,159	133	89,834
Chevrolet Total	34,620	29,745	39,488	141,344	1,307,429	1,479,411
Chevette	3,020	4,298	3,465	12,928	201,841	173,870
Cavalier	9,375	7,853	10,908	37,662	308,461	400,481
Celebrity	4,513	5,339	5,273	21,958	165,595	279,474
Camaro	4,979	5,092	5,406	20,104	193,121	227,589
Citation	1,707	1,878	2,011	7,400	86,878	103,012
Malibu/El Camino	512	386	301	1,959	107,208	23,683
Monte Carlo	2,464	2,633	2,575	8,673	124,926	99,422
Chevrolet	7,090	1,520	8,544	26,663	91,225	136,319
Corvette	960	746	1,005	3,997	28,174	35,561
Oldsmobile Total	24,653	23,554	25,601	102,148	1,083,262	1,069,341
Omega	.....	1,680	.....	.....	59,965	29,289
Firenza	1,538	1,856	1,787	6,574	54,799	68,037
Cutlass Supreme	3,848	6,149	4,011	17,789	342,929	251,640
Cutlass Ciera	7,121	4,754	7,128	25,808	216,898	251,462
88/98 (rwd)	5,070	7,987	5,716	23,574	365,044	309,057
Olds 98 (fwd)	3,091	90	2,895	12,759	494	82,127
Calais	3,090	.....	2,995	11,711	.....	33,344
Toronado	895	1,038	1,069	3,933	43,133	44,385
Pontiac Total	12,047	10,755	16,556	51,011	429,833	531,871
Acadian*	.....	173	275	637	15,064	14,079
2000 Sunbird	2,616	2,597	3,197	10,237	114,666	136,715
1000	630	705	1,088	3,199	42,175	39,498
Firebird	2,641	2,473	3,661	11,483	99,629	109,219
Phoenix	.....	508	.....	.....	25,053	14,116
Grd. Prix/Bon'vle	.....	1,674	.....	.....	93,084	29,733
Parisienne	1,605	355	2,602	8,175	12,457	51,013
Fiero	2,400	2,270	2,854	8,461	27,705	114,404
Grand Am	2,155	.....	2,879	8,819	.....	23,094
HONDA	3,150	1,505	2,965	12,308	55,337	136,831
VOLKSWAGEN	2,000	2,526	1,981	7,225	98,207	74,861
Total Cars, U.S.	172,889	154,589	189,998	727,472	7,112,352	7,830,090
Total Cars, Canada	19,954	23,209	20,525	79,998	968,774	1,029,250
N. American Cars	192,843	177,798	210,523	807,470	8,081,126	8,859,340
N. American Trucks	83,492	70,947	86,520	345,697	2,961,293	3,907,228
North American Cars and Trucks	276,335	248,745	297,043	1,153,167	11,042,419	12,766,568

* — All locations are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Dec. 22, 1984	Week Ended Dec. 24, 1983	Week Ended Dec. 15 1984	Dec. Est.	1983 Total	1984 Est.
AMERICAN MOTORS	610	698	610	2,440	29,551	22,958
CHRYSLER CORP.	.....	.....	.....	.....	104,365	.....
FORD MOTOR	11,040	9,938	11,129	43,162	272,642	445,208
GENERAL MOTORS	8,055	12,393	8,561	33,472	551,826	550,710
VOLVO	249	180	225	924	10,390	10,374
Total Cars, Canada	19,954	23,209	20,525	79,998	968,774	1,029,250

TRUCK PRODUCTION IN U.S.☆

	Week Ended Dec. 22, 1984	Week Ended Dec. 24, 1983	Week Ended Dec. 15 1984	Dec. Est.	1983 Total	1984 Est.
CHEVROLET	21,301	18,275	21,869	88,316	820,258	976,064
DODGE	4,500	4,079	4,591	20,052	146,232	211,742
FORD	24,591	21,482	25,081	100,819	931,478	1,182,542
GMC	7,800	6,045	8,573	30,425	263,802	322,664
INTERNATIONAL	1,580	988	1,580	6,288	51,679	74,801
VOLKSWAGEN	.....	.....	.....	.....	2,079	.....
JEEP	3,750	3,426	3,950	15,289	113,253	183,515
NISSAN	2,200*	1,342	2,513	10,008	19,979	100,092
AM GENERAL	50*	50*	50*	200*	2,460*	2,560*
MISCELLANEOUS	1,000*	1,000*	1,000*	4,000*	49,200*	51,000*
Total Trucks, U.S.	66,772	56,687	69,207	275,397	2,400,429	3,105,000

CANADIAN TRUCK PRODUCTION

	Week Ended Dec. 22, 1984	Week Ended Dec. 24, 1983	Week Ended Dec. 15 1984	Dec. Est.	1983 Total	1984 Est.
CHRYSLER CORP.	7,170	4,496	8,671	33,074	141,249	364,315
FORD MOTOR	3,648	4,075	3,652	14,590	141,137	155,833
GENERAL MOTORS	5,680	5,583	4,761	22,099	272,791	274,034
INTERNATIONAL	222	106	229	537	5,687	8,043
Total Trucks, Canada	16,720	14,260	17,313	70,300	560,864	802,228
N. American Trucks	83,492	70,947	86,520	345,697	2,961,293	3,907,228

☆ — Now includes window van production. * — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Automotive News

December 31, 1984

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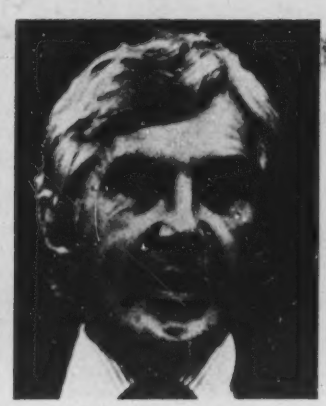
Top Ten news-makers of 1984

Owen Bieber
President, UAW

He successfully guided the UAW to new contracts in his first round of negotiations since taking the top job at the auto union.

Malcolm Bricklin
Chairman, IAI, Inc.

Like Molly Brown, he's unsinkable. He launched a program to import the bargain-priced Yugo in the wake of sports-car difficulties.



John Z. DeLorean
Former auto manufacturer

Not since the Perils of Pauline has anyone evaded disaster the way DeLorean did in his drug trial. The serial of his troubles continues.

Elizabeth H. Dole
Secretary of Transportation

She issued the latest "solution" to 15 years of passive-restraint niff-nawing, complete with a kicker that could nullify the whole thing.

Lee A. Iacoccca
Chairman, Chrysler Corp.

He basked in adulation as the savior of Chrysler Corp. and wrote a best-seller autobiography. What's next: President? Pope?

H. Ross Perot
Chairman, Electronic Data Systems

After a merger with General Motors, his firm forms the nucleus of what arguably could become the most important part of GM.

Peter W. Schutz
Chairman, Porsche AG

In master-minding the aborted decision to overhaul Porsche distribution in the U.S., he single-handedly imperiled the entire franchise systrem.

Roger B. Smith
Chairman, General Motors

He is presiding over one of the most far-reaching overhauls of the GM monolith. There is no part of GM that is beyond his shadow.

Robert White
Vice president, UAW

He led the UAW Canadian region to march to the beat of a distant drummer. Quiet revolution may have noisy aftermath.

Kenichi Yamamoto
President, Mazda Motor Corp.

He rose from rotary-engine godfather to the top at Mazda, the only foreign firm to plan a factory in Michigan, the U.S. industry's home.

Story of the Year: Big Three's record profits

By John K. Teahen Jr.
Managing Editor

It's been said that the business of business is profit. And profits – record profits – earned the Story of the Year designation for 1984 in the 32nd annual AUTOMOTIVE NEWS editorial staff poll.

Each of the Big Three marched to alltime highs in net income with the industry total topping $10 billion.

Second place went to the reorganization at General Motors, and the third-place choice was the expansion of car-building activities in the U.S. by Japanese makers. Mazda, Nissan and Honda were involved.

The substantial upturn in new-car and new-truck sales captured fourth place in the balloting, while fifth place was shared by GM's purchase of Electronic Data Systems and the Transportation Department's mandate of a phase-in of passive restraints beginning with the 1987 models.

The Story of the Year – record profits – began on the first day of 1984 and continued throughout the year. Virtually every day brought new smiles to the faces of the moguls who count the money, and that includes everyone who has a decision-making role.

The full-year total won't be available for several weeks, but it's a sure bet that the four major domestic auto manufacturers topped $10 billion in profits for 1984.

There were alltime highs for GM, Ford Motor Co. and Chrysler Corp., and American Motors also wound up in the black although it did not set a record.

AMC made a profit in each quarter of the year, an especially heartening happenstance. Prior to the fourth quarter of 1983, the company had written its financial reports in red ink for 14 consecutive quarters.

Ford and Chrysler set records for dollar sales and profits in each of the first three quarters of 1984. GM did likewise in the first and second quarters, but six days of mid-September strikes at key assembly plants kept the corporation from a third-quarter profit peak, although dollar sales were an alltime high.

The first nine months of the year brought records in sales and net income for each of the three makers.

For the full year, it appears that GM will show a profit of nearly $5 billion. It looks like $2.9 billion for Ford and $2.4 billion for Chrysler. That's more than $10 billion, far above the previous record of $6.15 billion for the industry in 1983.

The magnitude of the industry's accomplishment can be appreciated by looking back just four years. In 1980, the four makers suffered a combined net loss of $4.2 billion. Even GM lost money that year.

GM's massive reorganization, the second-place choice, was announced last January and it is still going on. One does not restructure a behemoth like General Motors in a single day, or a single month, or even a single year.

GM said the reorganization is designed to bring greater efficiency in engineering, manufacturing and product development. Greater efficiency means lower costs and lower costs mean higher profits. And that's what it's all about.

The new setup established what GM called "two integrated car groups which will function as self-contained business units."

Such factory nomenclature doesn't always find its way into real-world usage, thus the two entities have become known as "supergroups." One is the Chevrolet-Pontiac-GM of Canada (CPC) Group; the other is the Buick-Oldsmobile-Cadillac (BOC) Group.

CPC is often referred to the small-car group; BOC as the big-car group. GM studiously avoids those designations, however.

The new setup has brought much consolidation of activities and elimination of overlapping functions. Some revered names have vanished. There's no longer a Fisher Body Division or a GM Assembly Division; their activities have been integrated into the supergroups.

Even a year later, the role of the car divisions in the new structure is not entirely clear. Obviously, they've lost some of their clout. But they're still headed by corporate vice presidents and they are still important cogs in the GM machine.

The reorganization delighted

Continued on Page 11, Col. 1

NEWSPAPER

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'Big brother at work,' they say

Detroit dealers charge FTC with harassment

By Richard Johnson
Detroit Reporter

A spokesman for embattled Detroit-area auto dealers has accused the FTC of "government by harassment" following the federal agency's charge that local retailers illegally conspired to close on Saturdays and most week nights and that some dealers agreed not to advertise prices.

Daniel Hayes, executive vice president of the Detroit Auto Dealers Assn., said the commission's official complaint is an example of "Big Brother at work."

In its complaint, the FTC named 105 auto dealers and 115 individuals in the Detroit area, the Detroit Auto Dealers Assn. and 18 groups of dealers selling particular lines.

The action resulted from an investigation that commenced last spring. Sixty-seven Detroit-area dealers received subpenas in April from the FTC's Bureau of Competition seeking information dating back to 1965 regarding business hours, leasing and sales policies, tradein allowances and labor rates charged by dealers for service work.

Last summer, the Bureau of Competition quizzed a number of local dealers during a series of non-public hearings in Detroit.

"It is a typical bureaucracy," said Hayes. "They sent the staff out here in May, June and July, and now the commission is not going to tell the staff people they are full of beans."

According to the complaint, dealers violated antitrust laws by reducing competition. The FTC alleges that consumers are damaged because of limits placed on their ability to do comparison shopping. The agency also contends that the ability of new dealerships to compete for a larger market share is diminished by the hours policy.

But Hayes claimed that car prices in the Detroit area are lower than elsewhere in the country because of fewer hours.

"Outside studies show that this is the lowest-cost city of any size in the U.S. in which to buy a car," he said. "Shorter hours mean lower prices and that is the best thing we can do for consumers."

Hayes said low prices in Detroit are not related to the proximity of auto maker assembly operations. He said transportation costs for dealers were equalized several years ago.

Hayes also disputed the contention that Detroit-area car buyers are less able to shop around because of limited hours.

"The average consumer buys a car every seven years, or so," he said. "We are open from 8:30 or 9 o'clock in the morning until six at night and open on Monday and Thursday nights until 9 o'clock. In that period of time over a seven-year span, there is adequate time in which to buy a car."

He also said that dealers generally make themselves available at odd hours when customers have are faced with a scheduling hardship.

But while fewer hours result in lower prices and little inconvenience for consumers, Hayes said Detroit dealers have never conspired to set operating hours in the region.

"I have been to every DADA meeting for the last 10 years with the exception of a few last year, and I can tell you that we never once recommended hours for dealerships," he said.

Hayes claimed the Detroit business hours policy did not result from collusion, but simply evolved over the years.

"Back in the '60s, employes were pressing for something that just about everyone else in our fair town has – nice weekends," he said. "It has been an evolutionary thing going on for 20 years."

The FTC complaint also alleges that dealers who have not complied with the local hours policy have been subjected to threats and property damage.

"I think harassment is reprehensible," said Hayes. "But, fortunately, it has not happened very often over the years."

Hayes said he does not believe that dealers have engaged in an illegal agreement not to advertise prices. The FTC complaint charges the Chevrolet, Chrysler-Plymouth and Cadillac dealer associations, dealers and associated individuals with conspiring to restrict advertising or publishing of prices and prohibiting dealers from using classified ads in local daily papers.

The FTC complaint initiates a legal procedure which will result in the charges being considered by an administrative law judge. If the judge rules that antitrust laws were violated, the FTC may seek certain specified relief, such as ordering dealers to stop illegal activity; forcing a change in association bylaws to prohibit future conspiracies; ordering records kept of association meetings, or dissolution of dealer associations.

Dealers could be ordered to open for additional hours during a period of up to one year and could be ordered to notify the public of new hours in advertising messages.

But Hayes said the FTC will never order Detroit-area dealers to open on Saturdays.

"They'll never get that far," he said. "Our good legal counsael will beat them. We think the FTC is trying to tell small businessmen how to run their businesses. In our opinion, the government has no business in this matter. This is primarily a labor situation and not even a proper function of the FTC."

Soviets dicker with Japan for 'turn-key' plants

TOKYO. – The Soviet Union is exploring the possibility of acquiring "turn-key" plants from Japan, according to the Japan Economic Journal.

According to the story, the Soviets want to introduce Japanese management techniques in new plants to be built along the Bam Railway, better known as the Second Siberian Railway, which was completed last September.

Should a Japanese firm supply a "turn-key" plant, it would provide plant machinery, other hardware, training of engineers and operating know-how.

While this ensures smooth operation of imported plants, it leads to higher operating costs, the paper said.

It added that the Soviets apparently want to adopt the Japanese management system to improve manufacturing productivity under the 12th five-year economic development plan. which begins in 1986.

British, French and West German firms are already participating in the industrial development along the Bam Railway, the paper said, adding that speculation holds that the Soviets are shoppiong in Japan to spur competition among Japan and Western nations in the development of the area.

Mayer is named news editor of Automotive News

Mary Beth Mayer has been named to fill the position of news editor at Automotive News, effective immediately.

Mayer joined Automotive News in 1983 as a staff writer and has also filled assignments in copy-reading and makeup. She came to this newspaper from another Crain Communications publication, AutoWeek.

Mary Beth Mayer

She is a 1982 graduate of Marquette University.

Taiwan considers concessions for Ford Lio Ho

TAIPEI, Taiwan. – The Investment Commission of Taiwan's Ministry of Economic Affairs has tentatively agreed to eight of 20 special requests for concessions made by Ford Lio Ho Motor Co. in connection with its expansion plans, according to the China Economic News Service.

The commission plans to study the other 12 requests. Ford Lio Ho is owned 70 percent by Ford Motor Co. and 30 percent by local interests.

The expansion plan calls for a $35 million investment to enable the company to increase annual production at its Chung Li plant from 40,000 to 90,000 cars by May, 1986. Thirty thousand of the cars will be exported. The export cars will be based on the Ford Laser, and it will be Taiwan's first auto export program.

The eight requests receiving tentative approval will give Ford Lio Ho certain allowances. For instance, for four years the company will not have to pay taxes for additional business income, no duty will be imposed on machinery imported for the expansion and vehicles produced for export will be exempt from rules governing the local-content rate.

Brazilian natives

Extra choices in Brazil

At the recent Brazil XIII Auto Salon, some of the more interesting vehicles were displayed by small, independent producers, with models called "personalized" cars in Brazil. They range from slight modifications to standard production cars to completly new designs, using locally available components. Above is a Miura Targa, a T-top powered by a Volkswagen engine and priced at about $15,000.

Flipped out in Brazil

Hofstetter, a maker of personalized cars in Brazil, showed this gull-winged sportster at the Brazil XIII Auto Salon. It is powered by a turbocharged Volkswagen engine, and a top speed of 137 MPH is claimed. Prices start at $24,000.

Sporty coupe with GM muscles

This Farus Beta coupe was among personalized cars displayed at Brazil XIII Auto Salon. It is powered by a General Motors Monza 1.8-liter engine in either gasoline or alcohol version.

An off-roader from Gurgel

Gurgel, a specialist maker in Brazil, exhibited this off-road Carajas X-15 at Brazil XIII Auto Salon. The water-cooled engine, mounted in front, is available in gasoline, diesel or alcohol versions.

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60th year—No. 5055

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

IVECO'S 'alternative' for Class 6 users

The IVECO Z-340T, powered by a 140-HP turbodiesel, is called an alternative to Class 6 trucks for wholesale/retail distributors. The vehicle has a GVW rating of 18,900 pounds, and IVECO Trucks of North America, Inc., said that fully loaded with a 10,000-pound payload, the Z-340T achieves 12 to 15 MPG.

Class 5 TurboDiesel introduced by IVECO

Jack Walsh
Truck Editor

TARPON SPRINGS, Fla.—IVECO Trucks of North America, Inc., has introduced a new Class 5 model, the Z-340T, which the company calls "a fuel-efficient, state-of-the-art alternative" to heavier Class 6 and 7 trucks.

The Z-340T is the heaviest unit in IVECO's Z-Range line and James R. Bostic, ITONA president, said the newcomer reflects "our commitment to quality and lower cost of ownership."

Powered by IVECO's 140-HP six-cylinder TurboDiesel, the Z-340T has a wheelbase of 149.6 inches, a tilt cab and is rated at 18,900 pounds GVW with a payload/body allowance of 12,044 pounds.

Bostic said wholesale/retail businesses, which represent the best prospects for the new vehicle, can save up to 20 percent on vehicle-operating costs by using the Z-340T.

He estimated that there are 3 to 4 million prospects in what he calls the "phantom-class" market, firms which he said have driving records of about 75,000 miles a year and could use trucks with a 10,000-to-20,000-pound GVW capability.

Bostic noted that U.S. truck makers "have moved away from the middle groups (Classes 3, 4 and 5) in the last 15 years, and this market hasn't had vehicles to meet the needs from both a cost and fuel-efficiency standpoint."

He added that "IVECO has the products to compete in these

Continued on Page 18, Col. 4

Canadian maker of fire trucks gets U.S. orders

MONTREAL.—Pierreville Fire Trucks, Ltd., is expanding its business into the U.S. and reported it has some $13 million in back orders.

Helped by the low Canadian dollar, the company said it has been competing successfully against several U.S. fire-truck builders.

Prior to this year, the company said, it had sold about a dozen trucks in the U.S. Currently, the company said it has more than 40 vehicles on order with prices up to $350,000.

Pierreville trucks are built on a custom basis and buyers can specify chasis and drivetrain components, as well as ladder and pumping equipment.

Chassis and drivetrains are supplied by North American manufacturers.

Of note, the trucks feature a new self-leveling ladder design available up to 110 feet in length.

truck personnel

Mack's Rossetti, Walker, Cantrell get promotions

Joseph P. Rossetti, previously senior vice president—sales, has been elected executive vice president—marketing for Mack Trucks, Inc. He succeeds **Garner L. Davis**, who is retiring after 39 years with the company.

William E. Walker, senior vice president—human resources, becomes executive vice president—human resources.

Paul D. Cantrell, formerly vice president—international operations, has been named executive vice president—international operations.

J. P. Rossetti

P. D. Cantrell

Booth, Gulda, Krivan appointed Rockwell VPs

Halden L. Booth has been named vice president of field sales and service parts for Rockwell International Corp.'s On-Highway Products Operations. He had been vice president of North American field sales and marketing.

Edward J. Gulda has been appointed vice president of

Continued on Page 18, Col. 1

truck industry news

10-month, October truck tallies shatter 1978 marks

Truck registrations hit new highs

Ten-month registrations of new trucks of all types in the U.S. were the highest in industry history, topping the previous mark set in 1978 by 56,018 units.

Through October, 3,344,769 units were registered, according to R. L. Polk & Co. statistics, an increase of 1.7 percent over the 10-month total of 3,288,751 units registered six years ago and 54.6 percent greater than the 2,391,481 tallies recorded in the same period last year.

October tallies also set a record for the month. The total was 349,807 units, 14.7 percent higher than the 304,904 registered in the same month in 1978 and an increase of 32.3 percent over last October's 264,509.

Registrations through October were up sharply over last year in the three major market segments and all weight groups. Both the light and heavy groups topped the 10-month count set six years ago, but only the light group reached an alltime high.

In the January-October period, 3,136,652 light trucks were registered, an increase of 39.5 percent over the year-ago 2,247,991 and 4.7 percent greater than the previous high of 2,996,261 established six years ago.

Medium trucks through October were up 20.1 percent to 47,693 units, compared with 36,695 last year. But they were down 64.6 percent from the 134,594 units registered in the like period in 1978.

Heavy-truck registrations for the 10 months were 54.6 percent higher than a year ago, 160,424 versus 103,795, and 1.6 percent above the 1978 count of 157,896. However, the 10-month total trails the 1979 alltime high of 181,053 by 11.4 percent.

Group 1 registrations through October were up 41.6 percent over last year, from 1,273,313 units in 1983 to 1,802,551. They were 93.2 percent higher than the 933,000 tallied six years ago.

HD registrations up 54.6 pct. for 10-month period

Registrations of new heavy trucks in the U.S. during the first 10 months of 1984 totaled 160,424 units, according to R.L. Polk & Co. statistics, an increase of 54.6 percent over the year-ago 103,795 units.

In October, 18,676 units were registered, a gain of 52.9 percent over the 12,215 tallied in the same month last year.

Registrations of Group 7 trucks through the first 10 months totaled 54,986, up 35.1 percent over the 40,710 in the year-earlier period.

The Group 8 count through September was 105,438, an increase of 67.1 percent over last year's 63,085.

International continued to lead Ford in heavy-truck registrations with a 10-month total of 36,653 units, compared with 30,914 for runnerup Ford.

In October, International increased its lead over Ford by 1,504 units.

International was also No. 1 in Group 8 registrations with 24,073 tallies through October, while Ford was the Group 7 leader with 21,173 units.

Group 2 tallies of 1,303,203 this year were 36 percent higher than last year's 958,154, but 35.5 percent behind the 2,021,950 units registered in 1978.

The Group 3 total of 30,898 units this year was 87 percent higher than last year's 16,524 units and 25.1 percent behind the 41,241 units tallied in 1978. However, during October this year, only 2,264 units were registered, compared with 2,561 units last October, a decline of 11.6 percent.

The popularity of compact trucks is responsible for the big increase in Group 1 registrations over the 1978 total and the sharp decline in Group 2 tallies.

Group 4 tallies through October totaled 596 units, up from last year's 277 and 95.1 percent behind the 12,062 units registered in 1978.

The Group 5 count of 3,290 this year led last year's 615 tallies and 1978's 2,476 tallies.

The switch from gasoline to diesel power has resulted in a shift in registrations from Group 6 to Group 7 since 1978.

The Group 6 count of 43,807 this year compares with 38,803 last year, an increase of 12.9 percent, and 120,056 in 1978, a decline of 64.6 percent.

Through October, the Group 7 total of 54,986 represents a gain of 35.1 percent over the 40,710 registered last year and an increase of 74.9 percent over the 31,445 registered in 1978.

The 10-month total of 105,438 Group 8 trucks was 67.1 percent higher than the 103,795 heavies registered in the like period a year ago, but 16.6 percent below the 1978 total of 126,451.

Chevy will meet new EPA rules soon after Jan. 1

Chevrolet will be able to meet 1985 EPA emission standards for trucks over 8,500 pounds GVW, according to a top engineering executive, but will be allowed to supply the RV industry with an alternative engine while RV makers modify their vehicles to accept the new power plants.

RV builders have been granted a six-month exemption from the new emissions standards because Chevrolet motor-home chassis will feature a new heat-shielded dual-exhaust system and other changes that will require modifications to RV bodies.

Chevrolet will supply RV builders with 1985 California-certified engines, which are adaptable to current motor homes.

Chevrolet supplies more than 90 percent of all Class A motor-home chassis, commonly powered by its 454-cubic-inch gasoline engine.

Chevrolet will be able to deliver emissions-certified vehicles over 8,500 pounds GVW shortly after the Jan. 1 deadline, according to Kenneth Hanson, chief engineer, powertrain operations, Chevrolet-Pontiac-Canada Group.

Until the new engines are ready, Chevrolet will lose production of these vehicles, he said.

"We think it will be only a couple of weeks after the first of the year," he added. "The exhaust

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U.S. TRUCK REGISTRATIONS

TEN MONTHS, 1984 VS. 1983★

Make	10 mos., 1984	Percent Share of '84 market	10 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	958,873	28.67	756,737	31.64	−2.97
Chevrolet	910,046	27.21	723,581	30.26	−3.05
Dodge	347,733	10.40	205,298	8.59	+1.81
GMC	253,389	7.58	200,676	8.39	−0.81
Jeep	118,556	3.54	55,850	2.34	+1.20
Plymouth☆	64,738	1.93	6,953	0.29	+1.64
International	54,633	1.63	41,689	1.74	−0.11
Mack	20,650	0.62	12,360	0.52	+0.10
Freightliner	13,201	0.39	8,845	0.37	+0.02
Kenworth	11,248	0.34	6,023	0.25	+0.09
Peterbilt	10,353	0.31	6,252	0.26	+0.05
White	5,388	0.16	1,944	0.08	+0.08
Mercedes	1,983	0.06	2,328	0.10	−0.04
Volvo	1,567	0.05	1,287	0.05	.....
Autocar	1,060	0.03	784	0.03	.....
Western Star	546	0.02	253	0.01	+0.01
Miscellaneous☆☆	570,805	17.06	360,621	15.08	+1.98
TOTALS	3,344,769	100.00	2,391,481	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; Any statistical history excludes Oklahoma; Maine, October, 1984, delayed.
☆—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY—DUTY REGISTRATIONS

TEN MONTHS, 1984 VS. 1983★

Make	10 mos., 1984	Percent Share of '84 market	10 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	36,653	22.85	24,932	24.02	−1.17
Ford	30,914	19.27	21,681	20.89	−1.62
GMC	21,545	13.43	13,126	12.65	+0.78
Mack	17,790	11.09	10,574	10.19	+0.90
Freightliner	13,201	8.23	8,845	8.52	−0.29
Kenworth	11,248	7.01	6,023	5.80	+1.21
Peterbilt	10,353	6.45	6,252	6.02	+0.43
Chevrolet	8,292	5.17	6,299	6.07	−0.90
White	5,388	3.36	1,944	1.87	+1.49
Volvo	1,567	0.98	1,287	1.24	−0.26
Autocar	1,060	0.66	784	0.76	−0.10
Mercedes-Benz	744	0.46	799	0.77	−0.31
Western Star	546	0.34	253	0.24	+0.10
Miscellaneous	1,123	0.70	996	0.96	−0.26
TOTALS	160,424	100.00	103,795	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; Maine, October, 1984, delayed; No registrations for Oklahoma, 1983.

Makers assemble 8,315,780 cars

'84 model-run output up 44 pct.

By Louise Kertesz
Detroit Reporter

Auto production during the 1984 model run was the highest in five years, surging 44.15 percent ahead of the 1983 model run.

Car makers produced 8,315,780 units in the 1984 model run, up from 5,768,893 for 1983, which was the second lowest model-year output since 1961.

The 1984 total, the best since 1979's 9,526,024, fell 1.6 million short of 1973's alltime high of 9,915,802.

During the 1984 model run, all the domestic makers recorded increases in production.

American Honda's full production of Accords in the U.S. – they were launched in November, 1983 – gave it the year's greatest increase.

Honda's total production of 117,200 was more than triple its 1983 output of 33,508.

Chrysler Corp. posted an increase of 59.40 percent during the model run, to 1,176,144 cars, up from 1983's 737,835.

The company introduced two new models in 1984, the Chrysler Laser and the Dodge Daytona, and moved production of the Plymouth Gran Fury, Chrysler Fifth Avenue and Dodge Diplomat from Canada to the U.S.

Ford Motor Co., adding the Ford Tempo and Mercury Topaz to its lines, recorded an increase of 45.79 percent during the model year. Ford began building Tempoo and Topaz in the spring of 1983, but all production was counted in the 1984 model run.

Ford Motor's output was 1,813,523 cars, versus 1,243,887 in 1983.

Volkswagen of America increased its output by 42.01 percent during the model run, producing 104,301 cars, versus 73,446 in 1983.

General Motors' production of 4,895,988 cars during the model run was up 38.40 percent from 1983's 3,511,491.

The Pontiac Fiero and the redesigned Chevrolet Corvette joined GM's lines in 1984 and the maker added U.S. production of the Pontiac Parisienne.

The Chevrolet Cavalier recorded the highest production of any 1984 nameplate (462,612), representing 5.49 percent of total U.S. output

GM introduced its front-wheel-drive C-cars last April as 1985 models and did not count their totals in the 1984 model run.

American Motors, adding the Renault Encore, produced 208,624 cars in the model run, increasing its output 23.65 percent over 1983's 168,726.

How domestic production was shared

U.S. CAR MODEL-YEAR OUTPUT, '84 VS. '83

	1984 Model Year	Pct. of Output	1983 Model Year	Pct. of Output	Pct. of Change '84 vs. '83
AMERICAN MOTORS	208,624	2.50	168,726	2.92	– 0.42
AMC Total	.....	0.00	26,521	0.46	– 0.46
Concord	.....	0.00	5,300	0.09	– 0.09
Spirit	.....	0.00	3,491	0.06	– 0.06
Eagle	.....	0.00	17,730	0.31	– 0.31
Renault Total	208,624	2.50	142,205	2.46	+ 0.04
Alliance	121,015	1.46	142,205	2.46	– 1.00
Encore	87,609	1.04	.....	0.00	+ 1.05
CHRYSLER CORP.	1,176,144	14.14	737,835	12.79	+ 1.35
Plymouth Total	357,764	4.30	273,489	4.74	– 0.44
Horizon	147,902	1.78	94,829	1.64	+ 0.14
Reliant	187,245	2.25	174,170	3.02	– 0.77
Caravelle**	7,932	0.09	4,490	0.08	+ 0.01
Gran Fury	14,685	0.18	.....	0.00	+ 0.18
Chrysler Total	375,853	4.52	159,882	2.77	+ 1.75
LeBaron	111,808	1.34	78,970	1.37	– 0.03
Laser	69,720	0.84	.....	0.00	+ 0.84
Chrysler E	36,494	0.44	43,305	0.75	– 0.31
New Yorker E	69,748	0.84	37,607	0.65	+ 0.19
Fifth Ave.	88,085	1.06	.....	0.00	+ 1.06
Dodge Total	442,527	5.32	304,464	5.28	+ 0.04
Omni	142,494	1.71	101,514	1.76	– 0.05
Aries	150,702	1.81	136,440	2.37	– 0.56
Daytona	53,635	0.65	.....	0.00	+ 0.65
Dodge 400	.....	0.00	28,413	0.49	– 0.49
Dodge 600	72,070	0.87	38,097	0.66	+ 0.21
Diplomat	23,626	0.28	.....	0.00	+ 0.28
FORD MOTOR	1,813,523	21.81	1,243,887	21.57	+ 0.24
Ford Division	1,180,708	14.20	783,225	13.58	+ 0.62
Escort	331,802	3.99	244,780	4.24	– 0.25
Fairmont	.....	0.00	80,833	1.40	– 1.40
Mustang	141,480	1.70	120,873	2.10	– 0.40
LTD	213,742	2.57	155,758	2.70	– 0.13
Thunderbird	170,551	2.05	121,999	2.12	– 0.07
Crown Victoria	86,084	1.04	56,736	0.98	+ 0.06
EXP	23,016	0.28	2,246	0.04	+ 0.24
Tempo	214,033	2.57	.....	0.00	+ 2.57
L-M Division	632,815	7.61	460,662	7.99	– 0.38
Mercury Total	475,381	5.72	359,594	6.24	– 0.52
Lynx	66,056	0.79	69,497	1.21	– 0.42
Capri	20,642	0.25	25,736	0.44	– 0.19
Zephyr	.....	0.00	25,203	0.44	– 0.44
Marquis	107,812	1.30	67,358	1.17	+ 0.13
Cougar	131,171	1.58	75,743	1.31	+ 0.27
Grand Marquis	90,341	1.09	95,718	1.66	– 0.57
LN7	.....	0.00	699	0.01	– 0.01
Topaz	59,359	0.71	.....	0.00	+ 0.71
Lincoln Total	157,434	1.89	101,068	1.75	+ 0.14
Continental	30,468	0.36	16,831	0.29	+ 0.07
Lincoln	93,622	1.13	53,381	0.93	+ 0.20
Mark VII	33,344	0.40	30,856	0.53	– 0.13
GENERAL MOTORS	4,895,988	58.88	3,511,491	60.87	– 1.99
Buick Division	987,980	11.88	808,416	14.01	– 2.13
Skylark	111,211	1.34	104,647	1.81	– 0.47
Skyhawk	145,393	1.75	63,152	1.09	+ 0.66
Century	219,858	2.64	127,926	2.22	– 0.42
Regal	224,754	2.70	228,239	3.96	– 1.26
Buick*	228,901	2.75	234,218	4.06	– 1.31
Riviera	57,863	0.70	50,234	0.87	– 0.17
Cadillac Division	300,300	3.61	292,814	5.08	– 1.47
Cimarron	21,898	0.26	19,294	0.33	– 0.07
Seville	39,997	0.48	30,430	0.53	– 0.05
Eldorado	77,806	0.94	67,416	1.17	– 0.23
Cadillac	160,599	1.93	175,674	3.05	– 1.12
Chevrolet Division	1,868,662	22.48	1,175,200	20.37	+ 2.11
Chevette	243,904	2.93	169,563	2.94	– 0.01
Cavalier	462,612	5.56	218,588	3.79	+ 1.77
Celebrity	309,288	3.72	105,923	1.84	+ 1.88
Camaro	261,592	3.15	154,381	2.68	+ 0.47
Citation	102,205	1.23	92,211	1.60	– 0.37
El Camino	24,244	0.29	117,426	2.02	– 1.73
Monte Carlo	136,778	1.64	96,319	1.67	– 0.03
Chevrolet*	276,492	3.33	220,789	3.83	– 0.50
Corvette	51,547	0.63	.....	0.00	+ 0.63
Oldsmobile Division	1,144,225	13.76	916,583	15.89	– 2.13
Omega	52,986	0.64	53,926	0.93	– 0.29
Firenza	82,475	0.99	40,752	0.71	+ 0.28
Cutlass Supreme	309,124	3.71	271,892	4.71	– 1.00
Cutlass Ciera	280,839	3.38	169,650	2.94	+ 0.44
Oldsmobile*	370,701	4.46	340,758	5.91	– 1.45
Toronado	48,100	0.58	39,605	0.69	– 0.11
Pontiac Division	594,821	7.15	318,478	5.52	+ 1.63
Acadian**	5,866	0.07	11,640	0.20	– 0.13
2000	169,290	2.04	78,329	1.36	– 0.68
1000	55,083	0.66	25,977	0.45	+ 0.21
Firebird	128,304	1.54	74,884	1.30	+ 0.24
Phoenix	22,847	0.27	27,493	0.48	– 0.21
A6000	.....	0.00	5,576	0.09	– 0.09
Bonneville	29,269	0.35	54,414	0.94	– 0.59
Grand Prix	23,953	0.29	40,165	0.70	– 0.41
Parisienne	25,624	0.31	.....	0.00	+ 0.31
Fiero	134,585	1.62	.....	0.00	+ 1.62
HONDA	117,200	1.41	33,508	0.58	+ 0.83
VOLKSWAGEN	104,301	1.26	73,446	1.27	– 0.01
Total Cars, U.S.	8,315,780	100.00	5,768,893	100.00	.....

*Total does not include Electra, DeVille and Olds 98 fwd models, since Buick, Cadillac and Oldsmobile consider them '85 models.
*Standard Chevrolet total includes Canadian production.
**Caravelle and Acadian built for sale in Canada only.

Reagan budget proposal perils loans for exporters

By Jake Kelderman
Washington Reporter

WASHINGTON. – U.S. makers of heavy-duty equipment, off-road vehicles, construction equipment, trucks, trailers and locomotives could see as much as 10 percent or more of their export business go by the wayside if Congress agrees with a proposal to do away with any new loans for the Export-Import Bank.

This proposal by the Reagan Administration is part of its efforts to reduce the federal budget deficit.

The Export-Import Bank is the major source of loans, insurance and loan guarantees for exports of this type of equipment.

Last year, for example, it authorized $327,016,000 in loans, insurance and loan guarantees for transportation equipment exports, $132,301,000 in loans, insurance and guarantees for construction equipment and $71,189,000 for railroad locomotives.

According to a spokesperson for the bank, such items as auto and truck parts and accesories, buses, diesel engines, firefighting vehicles and passenger cars and taxis are included in the transportation category.

Within the construction equipment category are included such items as cranes and hoists, loaders, graders, earthmovers, scrapers and track-type tractors, she said.

The total amount the Export-Import Bank contracted for in transportation and construction equipment last year was $5,305,060,000, according to the bank, but not all of that would be lost to the producers of this equipment under the Reagan budget proposal, the spokesperson said.

"Only the loan part of our program would be cut," she said, "and 90 percent of our operations are typically in the insurance and loan guarantee areas which would not be cut."

U.S. vehicle and equipment makers are extremely reluctant to talk about export sales in which the Export-Import Bank is used.

General Motors' Electromotive Division, for example, makes extensive use of the Export-Import Bank to sell its railroad locomotives, but a spokesman there said the division would have no comment for competitive reasons. Ford said it did virtually no business with the Export-Import Bank last year.

Should Congress go along with the Reagan Administration proposal for the Export-Import Bank loan cutoff, the companies utilizing its financial assistance could expect to lose, using 1983 bank figures, approximately $32.7 million in transportation-related export sales, $13.2 million in construction equipment sales and approximately $7.1 million in railroad locomotive sales in fiscal 1985.

The heavy-duty, off-road, and construction equipment industries have only this year begun to recover from the 1980-1982 recession.

Mazda offers scholarships for study in Japan

LOS ANGELES. – Mazda Motor Corp. has announced a scholarship program to enable 10 American high school and college students to study in Japan in the summer of 1985.

Seven fully paid two-month scholarships are open to all U.S. students; three have been reserved for Mazda dealers' children and employes.

Applicants will be judged on the basis of academic record, extracurricular activities, work experience, teacher recommendations and an essay on why they wish to study in Japan.

Students selected for the program will stay with Japanese host families and experience Japanese life and culture first-hand.

Application forms can be obtained by calling Youth For Understanding, the administering organization, toll-free at 800-424-3691 or by writing to: Youth For Understanding, Scholarship Administration, 3501 Newark St. N.W., Washington, DC 20016.

Applications must be requested by Dec. 31 and returned by Jan. 25, 1985. Winners will be announced March 1, 1985.

3 GM lines for Anderson

RED LODGE, Mont. – Conrad A. Anderson is operating Anderson Chevrolet-Pontiac-Oldsmobile, Inc., here.

Their 25th

George Salomon, left, and Carl Curcio, of Bright Bay Lincoln-Mercruy, Inc., Bay Shore, N.Y., receive a plaque commemorating the dealership's 25th anniversary.

Nissan, Premier join to produce cars in India

TOKYO. – The government of India has approved a plan by Nissan Motor Co., Ltd., and Premier Automobiles, Ltd., the second-largest passenger-car maker in India, for technological cooperation in the production of the Fiat 124.

According to the contract between the two firms, in the spring of 1985 Nissan will begin to supply a 1,200-cc engine and transmission parts for the car to be produced by Premier.

Nissan will also send technical staff to assist Premier in developing capabilities for local production.

Nissan will supply engine and transmission parts for 15,000 cars per year, increasing to 30,000 after two or three years.

Also in cooperation with Premier, Nissan plans to begin local production of the Sunny in about five years, beginning at a rate of 10,000 units per year and increasing to 50,000 units per year.

Nissan is also promoting a cooperative venture for local production and sales of the Atlas, a small truck, together with Allwyn Nissan, Ltd., of Hyderabad, India. Production is scheduled to begin in the spring of 1985.

GM's McDonald to speak at U.S.-Japan conference

ANN ARBOR, Mich. – General Motors President F. James McDonald will be featurered speaker at the Fifth Annual U.S.-Japan Automotive Industry Conference here March 5 and 6.

With the theme, "Entrepreneurship in a Mature Industry," the conference also will include Rosabeth Moss Kanter, author of *The Change Masters: Innovation and Productivity in the American* Corporation; Donald Ephlin, UAW vice president; Edmund Carpenter, executive vice president of ITT, and a representative of the Japanese automotive industry.

Automotive World News

Production overseas

ITALY
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	142,355	144,168
Bertone	4,025	5,009
deTomaso	53	55
Fiat Auto	954,377	872,171
Autobianchi	66,117	62,324
Ferrari	2,097	1,651
Fiat	805,013	734,168
Lancia	81,150	74,028
Lamborghini	157	129
Maserati	5,085	4,229
Nuova Innocenti	13,299	12,522
Pininfarina	2,208	1,676
Total	1,121,560	1,039,959

Commercial vehicles

Alfa Romeo	.....	326
Fiat	20,637	21,444
Sevel	44,778	52,540
Fiat	22,186	26,409
PSA	22,592	26,131
Total	65,415	74,310
Total vehicles	1,277,975	1,114,269

UNITED KINGDOM
Cars

	9 mos. 1984	9 mos. 1983
BL	289,946	327,894
Austin Rover	281,842	318,430
Range Rover	8,104	9,464
Carbodies	1,138	1,633
Ford	230,835	241,112
Jaguar	24,527	20,456
Lotus	624	430
Panther	333	N.A.
Reliant	82	68
Rolls-Royce	1,497	1,217
Talbot	67,734	91,555
TVR	290	207
Vauxhall	85,893	94,171
Others	456	541
Total	703,355	779,284

Commercial vehicles

Bedford	36,591	36,413
BL	51,485	63,584
Austin Rover	11,978	18,286
Freight Rover	12,714	13,283
Land Rover	18,590	22,780
Leyland Veh.	8,203	9,235
ERF	1,306	1,092
Foden	545	473
Hestair Dennis	698	566
MCW	373	279
Reliant	148	105
Renault TI	3,250	3,484
Seddon Atkinson	1,274	838
Others	176	415
Total	173,719	182,637
Total vehicles	877,074	961,921

JAPAN
Cars

	9 mos. 1984	9 mos. 1983
Daihatsu	125,639	140,581
Fuji	181,603	171,423
Honda	629,166	611,681
Isuzu	56,312	92,364
Mazda	591,248	661,197
Mitsubishi	400,404	382,360
Nissan	1,397,020	1,396,289
Suzuki	117,584	96,094
Toyota	1,789,861	1,775,259
Total	5,288,837	5,327,248

Commercial vehicles

Daihatsu	296,917	255,599
Fuji	222,055	225,764
Hino	45,375	38,512
Honda	113,654	137,235
Mazda	279,524	227,121
Mitsubishi	403,193	349,874
Nissan	477,869	477,619
Suzuki	28,206	24,246
Toyota	748,434	664,664
Others	490	519
Total	3,236,571	2,979,758
Total vehicles	8,525,408	8,307,006

Registrations overseas

WEST GERMANY
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	10,795	10,497
Austin Rover	6,036	3,656
Bertone	716	793
BMW	138,229	133,615
Daihatsu	5,719	5,403
Ferrari	262	N.A.
Fiat Auto	95,223	87,061
Ford	251,000	250,741
General Motors	342,424	393,528
Honda	34,307	27,635
Isuzu	2,447	998
Jaguar	1,583	777
Lada	7,460	6,945
Mazda	57,398	51,092
Mercedes-Benz	201,106	214,287
Mitsubishi	39,031	32,408
Nissan	52,151	40,038
Peugeot SA	85,648	80,737
Citroen	33,595	36,851
Peugeot-Talbot	52,053	43,886
Pininfarina	657	581
Porsche	9,837	10,665
Renault	76,022	78,402
Saab	3,266	3,152
Seat	4,253	699
Skoda	1,763	1,321
Subaru	5,853	4,419
Suzuki	12,554	11,439
Toyota	45,454	44,602
VW-Audi Group	578,102	601,957
Audi	125,839	152,414
VW	452,263	449,543
Volvo	13,063	12,800
Others	1,119	1,116
Total	2,083,478	2,111,949

UNITED KINGDOM
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	3,715	7,094
BL	281,388	289,499
BMW	23,259	22,537
Daihatsu	4,405	4,685
Fiat Auto	45,353	45,238
Ford	434,032	46..,703
FSO	4,863	3,878
General Motors	252,660	231,035
Honda	16,602	16,581
Hyundai	4,353	3,171
Jaguar	6,787	6,215
Lada	13,764	17,116
Lotus	482	339
Mazda	15,184	16,168
Mercedes-Benz	12,984	12,275
Mitsubishi	9,230	8,210
Nissan	94,782	93,860
Panther	214	91
Peugeot SA	84,952	95,607
Citroen	22,840	22,858
Peugeot-Talbot	62,112	72,149
Reliant	93	79
Rolls-Royce	571	587
Saab	7,814	8,333
Skoda	9,789	10,019
Subaru	2,397	2,951
Suzuki	2,869	2,928
Toyota	28,158	28,007
VW-Audi Group	87,085	93,211
Audi	17,853	17,622
VW	69,232	75,589
Volvo	52,970	54,685
Zastava	5,203	3,872
Others	3,703	4,217
Total	1,563,860	1,598,844

NORWAY
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	55	58
BMW	1,650	1,673
Chrysler	14	55
Dacia	14	5
Daihatsu	586	840
Fiat	3,880	1,733
Ford	12,195	12,692
General Motors	9,459	11,433
Honda	2,150	2,462
Lada	2,000	2,460
Lancia	59	102
Mazda	9,063	11,094
Mercedes-Benz	1,331	1,320
Mitsubishi	3,003	3,005
Nissan	4,386	6,161
Peugeot SA	4,975	4,302
Citroen	1,612	1,540
Peugeot	2,826	1,867
Talbot	537	895
Renault	325	382
Saab	1,789	1,625
Skoda	398	371
Subaru	806	954
Toyota	7,018	6,535
VW-Audi Group	8,142	9,514
Audi	1,542	1,790
VW	6,600	7,724
Volvo	6,115	6,278
Others	159	94
Total	79,592	85,143

SWEDEN
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	926	636
BMW	3,354	3,127
Daihatsu	836	861
Fiat Auto	5,668	4,440
Ford	22,282	17,190
General Motors	17,119	16,225
Honda	2,858	2,414
Jaguar	32	14
Lada	1,376	1,639
Mazda	9,202	9,978
Mercedes-Benz	4,722	3,984
Mitsubishi	1,449	1,276
Nissan	6,493	4,560
Peugeot SA	6,289	5,135
Citroen	2,895	2,235
Peugeot-Talbot	3,394	2,900
Porsche	264	168
Renault	2,171	1,791
Saab	23,988	23,546
Skoda	245	307
Toyota	7,375	6,864
VW-Audi Group	21,398	17,986
Audi	5,348	3,794
VW	16,050	14,192
Volvo	49,909	48,129
Others	17	11
Total	188,391	170,772

DENMARK
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	237	261
Austin Rover	353	60
BMW	2,163	2,006
Dacia	791	262
Daihatsu	1,661	2,626
Fiat Auto	6,681	5,495
Ford	20,174	14,715
FSO	1,116	544
General Motors	16,324	13,847
Honda	1,241	1,032
Jaguar	30	24
Lada	3,641	4,344
Mazda	10,815	10,832
Mercedes-Benz	747	702
Mitsubishi	1,695	887
Nissan	6,425	6,520
Peugeot SA	8,106	7,078
Citroen	5,058	4,044
Peugeot-Talbot	3,048	3,034
Renault	559	583
Saab	1,495	1,776
Skoda	6,140	6,562
Subaru	151	224
Suzuki	91	6
Toyota	13,289	9,615
Trabant	87	125
VW-Audi Group	7,984	4,852
Audi	451	641
VW	7,533	4,211
Volvo	4,841	3,440
Wartburg	825	906
Zastava	673	19
Total	118,342	99,603

HOLLAND
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	3,765	3,514
American Motors	7	22
Austin Rover	5,276	6,568
BMW	11,191	12,998
Chrysler	15	40
Daihatsu	3,622	3,934
Fiat Auto	28,243	25,213
Ford	46,609	41,264
FSO	46,609	41,264
General Motors	59,614	62,747
Honda	11,203	9,767
Hyundai	2,182	2,851
Lada	5,728	7,363
Mazda	14,395	16,911
Mercedes-Benz	7,515	7,730
Mitsubishi	11,062	12,038
Nissan	18,511	19,805
Peugeot SA	40,364	40,833
Citroen	19,047	19,737
Peugeot-Talbot	21,317	21,096
Porsche	148	185
Renault	21,370	24,611
Saab	2,633	3,101
Seat	5,203	569
Skoda	2,979	2,271
Subaru	2,347	3,022
Suzuki	8,981	9,239
Toyota	15,764	17,214
VW-Audi Group	35,873	31,797
Volvo	18,957	17,961
Zastava	923	1,417
Total	384,664	385,101

ITALY
Cars (sales)

	9 mos. 1984	9 mos. 1983
Alfa Romeo	93,673	78,729
Austin Rover	17,223	20,655
BMW	22,405	22,145
Fiat Auto	687,618	673,717
Autobiachni-Lancia	106,969	102,387
Fiat	580,174	571/330
Ferrari	475	N.A.
Ford	55,055	55,720
General Motors	41,190	42,208
Japanese (all)	2,120	1,772
Jeep	324	309
Lada	173	545
Mercedes-Benz	10,415	10,217
Maserati	2,137	3,893
Nuova Innocenti	13,555	10,123
Peugeot SA	85,669	82,350
Citroen	46,444	48,184
Peugeot-Talbot	39,225	34,166
Porsche	731	852
Renault	113,656	131,259
Saab	1,564	1,932
Seat	23,896	1,669
VW-Audi Group	64,676	73,766
Audi	11,616	18,246
VW	53,060	55,520
Volvo	16,431	13,640
Others	5,634	5,018
Total	1,258,145	1,230,519

SWITZERLAND
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	6,386	5,748
American Motors	117	164
Austin Rover	2,074	1,715
BMW	10,221	8,995
Daihatsu	1,059	1,076
Fiat Auto	18,736	18,708
Ford	18,899	20,260
General Motors	29,649	26,007
Honda	6,887	5,936
Isuzu	432	448
Mazda	7,310	10,218
Mercedes-Benz	4,268	3,512
Mitsubishi	7,062	7,445
Nissan	8,342	12,540
Peugeot SA	19,035	19,429
Citroen	8,405	8,190
Peugeot-Talbot	10,630	11,239
Porsche	1,140	1,058
Puch	104	142
Renault	12,117	12,063
Rolls-Royce	41	56
Saab	1,017	942
Skoda	192	254
Subaru	5,233	5,348
Suzuki	2,993	3,339
Toyota	13,988	14,602
VW-Audi Group	33,344	31,905
Audi	8,242	9,560
VW	25,102	22,345
Volvo	4,852	5,207
Total	215,535	219,117

AUSTRIA
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	2,132	2,369
BL	241	463
BMW	6,751	7,016
Daihatsu	665	927
Fiat Auto	12,626	11,633
Ford	17,863	16,992
General Motors	20,580	26,582
Honda	3,457	3,530
Isuzu	69	137
Lada	1,250	1,468
Mazda	17,262	22,332
Mercedes-Benz	5,496	6,805
Mitsubishi	4,617	4,080
Nissan	8,679	13,403
Peugeot SA	11,873	12,385
Porsche	388	445
Renault	8,240	9,366
Saab	337	393
Seat	597	111
Skoda	1,826	2,737
Suzuki	2,338	2,238
Toyota	8,353	10,137
VW-Audi Group	33,593	41,305
Volvo	2,729	2,946
Others	214	19
Total	173,112	200,543

JAPAN
Cars

	9 mos. 1984	9 mos. 1983
Daihatsu	81,204	82,517

Continued on Page 22

Automotive World News

Renix aims at diversification

Renault-Allied firm plans to expand its customer base

By Richard Feast
European Editor

Renix, the automotive electronics company formed in the late 1970s by Renault of France and Bendix Corp. of the U.S., is on the way to becoming a FF 1 billion a year operation before 1988. At current exchange rates that comes to $105 million in annual sales.

Now about half way to that goal, Renix is profitable and working at diversifying its product and client base. Renix chairman Richard A. Tillie, however, acknowledges that 1984-85 results will suffer somewhat because French auto maker Renault, its main customer for automotive electronic ignition and injection systems, is struggling.

While Renault is starting to make a comeback, Renix's biggest lift is expected to come from North America. Within two years, all vehicles (including Jeeps) turned out by American Motors, Renault's U.S. affiliate, will have fuel-injection systems, and 70 percent will come from Renix, according to sales and marketing director Cyrille Emelianoff.

The drive to find new kinds of customers is aimed at giving Renix stability. At present it sells 70 percent of its output to Renault, 20 percent to AMC and 10 percent to Volvo in Sweden and Holland. By the end of the decade Renix expects the figures to be 30 percent each to Renault and AMC, and 40 percent spread among other customers.

Renix currently is designing a complete engine-management system for Volvo. Future projects are expected to include a Peugeot version of that French auto company's joint-project (with Fiat) 1-liter engine, and electronic controls for a four-speed automatic transmission on which Renault and West Germany auto maker Volkswagen are collaborating.

Richard Tillie: Reaching for $100 million in annual sales.

The average age of Renix workers is 29. Many are research engineers.

Within a few months, DBA, a Bendix company, is expected to unveil a truck anti-lock braking system using Renix electronics. Renix also is working on a multiplex wiring system for buses, and is in the early stages of developing electronics for suspension control.

Company officials also believe there is potential for developing products outside the transportation field, including medical equipment and any market that might use electronic voice-recognition systems. This is long-term, however, and for the next several years Renix will be closely tied to the auto industry.

Renix was formed in November 1978 with Renault owning 51 percent and Bendix, now part of Allied Corp., 49 percent. Today it's capitalized at FF 50 million ($5.3 million) and managed by a nine-member team headed by Tillie, who's been with Renault 37 years. The supervisory board has four members each from Renault and Allied, headed by Tillie and John H. Campbell, a Bendix group vice president.

Renix is centered around Toulouse, an area Tillie likens to the U.S. West Coast's Silicon Valley, "but much smaller." Toulouse also is the home of prestige high-tech companies such as Aerospatiale, Thomson-CSF, Matra and Motorola, so Renix is in good company.

Renix's first factory and headquarters opened in the suburb of Mirail in February 1980, and was followed by smaller plants in nearby Boussens (1983) and St. Gaudens, Foix and Pouvourville (1984). To support its growing North American business, Renix opened a 10-person office in Detroit last June. The company's first product was electronic ignition, and it will produce about 1.15 million units in 1984 and an estimated 1.35 million in 1985. Its next product was a control system for automatic transmissions, now running just below 200,000 units annually, mostly exported to AMC since automatics are low-volume in Europe.

Renix also will turn out 60,000 cruise control units in 1984 and 70,000 in 1985. About 100,000 diesel preheaters, a newer product, will be produced in 1985, while the company's so-called "short run" department in 1985 will turn out about 33,000 control units for bus heating and diagnostic systems.

Another main product line, electronic-control boxes for fuel-injection, bowed in 1983; nearly 60,000 were made this year and volume is projected at 145,000 in 1985. Meantime, the company's early emphasis on ignition products is decreasing.

Average age of Renix's 920 employes is 29. Research engineers represent a high percentage of the work force. Quality control is top priority; a red-alert system can bring the entire production operation to a halt within an hour of a problem being positively identified, according to quality director Bernard Deutz d'Arragon. This month Renix was named winner of the Industry and Quality Award by the French Industry Ministry and *L'Usine Nouvelle* magazine.

Renix sales are climbing. The company lost FF 9.0 million on sales of FF 18 million in 1980, and lost FF 2.5 million on sales of FF 76 million in 1981. The turning point was 1982 when sales of FF 210 million yielded a profit of FF2.5 million. In 1983 sales were FF 336 million ($35.7 million at current exchange rates) and profit totaled FF 21.4 million ($2.3 million). Says Tillie: "This covered previous losses, reconstituted capital stock and enabled an employe profit-sharing scheme."

Tillie does not believe 1984 results will be as good as 1983. Renault's heavy losses are putting a squeeze on Renix prices, which makes diversification even more imperative. Renix has a five-year FF 350 million ($37.2 million) investment program under way, which will be about 15 percent of anticipated sales for the period, according to Tillie who says investment in electronics "must be higher than mainstream auto making."

Registrations

Continued from Page 20

Fuji	64,411	58,499
Honda	180,161	170,766
Isuzu	32,221	44,857
Mazda	161,935	187,218
Mitsubishi	151,033	135,555
Nissan	620,722	633,880
Suzuki	57,222	68,610
Toyota	937,435	915,792
Imports (all)	31,481	27,454
Total	2,317,825	2,325,148

FRANCE
Cars

	8 mos. 1984	8 mos. 1983
Alfa Romeo	14,545	19,204
Aro	676	392
Austin Rover	20,715	19,161
BMW	20,675	22,582
Ferrari	66	99
Fiat Auto	67,002	68,017
Ford	92,712	92,004
FSO	1,356	1,402
General Motors	49,240	53,134
Honda	4,796	5,414
Jaguar	109	137
Lada	17,256	17,373
Mazda	7,926	9,068
Mercedes-Benz	11,826	12,459
Mitsubishi	2,332	2,594
Nissan	8,977	11,182
Nuova Innocenti	936	1,329
Peugeot SA	383,216	438,778
Citroen	151,873	177,027
Peugeot	201,141	198,191
Talbot	30,202	63,560
Porsche	1,031	1,146
Renault	376,291	462,965
Saab	783	510
Seat	10,839	242
Skoda	3,005	3,852
Toyota	7,834	8,736
VW-Audi Group	61,948	78,533
Audi	15,708	17,492
VW	46,240	61,041
Volvo	10,345	8,847
Zastava	980	1,265
Others	107	51
Total	1,176,452	1,339,735

world news briefs

AR wants dealers

Trevor Taylor, sales and marketing director, says Austin Rover wants to reduce its reliance on the U.K. market from 80 percent to 60 percent of total sales volume. A campaign is under way to add dealers on the European mainland in an attempt to boost AR's market share to nearly three percent.

Ceramic start

Renault of France and Norton Corp., Massachusetts, agree to develop a new generation of ceramic engines for cars. The venture, called Ceratech, will be based at Tarbes in southwest France.

Convertibles catch on

The U.K. importer of Czechoslovakian Skodas is offering customers a convertible conversion (see accompanying photos). Done in England, the conversion adds $1,400 to the very competitive price of $4,300 for the Rapid Coupe model.

Peugeot loses less

Peugeot, France's privately held auto company, cut its losses in first-half 1984 to $43 million, about half as much as a year earlier. Group sales climbed seven percent to $4.9 billion.

New paint shop

A $38 million paint facility is put into operation by Volvo Car B.V., Holland, at its Born factory. Besides improving product quality and the work environment, it will enable production to be boosted from a present level of 100,000 units annually to 120,000. Volvo Car builds the 340/360 series, and in 1986 starts producing its replacement which will be sold in the U.S.

Saab spending

Saab Car Div., Sweden, is spending $41 million to raise annual production 25 percent to 150,000 units. The money is being spent over three years. As a group, Saab-Scania AB sales rose 27 percent in the first eight months of 1984 compared to a year earlier, reaching $1.86 billion.

Renault robots

Renault Automation, subsidiary of Renault's industrial group, signs a technical agreement with Toyoda Machine Works Ltd., subsidiary of Japan's Toyota Motor Corp., to produce industrial robots in 1985. Software and most hardware will be supplied by the French company. Toyoda will supply certain mechanical components. The pact gives Renault exclusive marketing and distribution rights in France and nonexclusive marketing rights worldwide.

Seat system

Minebea Co. Ltd., Tokyo, develops a system to measure body pressure distribution, for use in seat design. The computerized unit (CRT, printer, floppy disc, keyboard), using customer software, displays pressure values of up to 320 sensors for seat and back cushion; isobar graph; cross section of isobar graph for contour evaluation; and dynamics of individual sensor pressures over a designated period of time.

C2700-1

Automotive News

January 7, 1985

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GM and Ford to miss 1985 CAFE figure

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Both General Motors and Ford Motor Co. have told NHTSA they anticipate missing the 1985 CAFE standard because the public is buying larger cars with larger engines although both firms make lots of smaller, more-fuel-efficient cars.

Ford's miss is estimated as 1.6 MPG below the 27.5 MPG passenger-car standard (using volume of 1,945,869) and GM projects its failing as 2.4 MPG (using volume of 4,474,000).

Despite the fact that the light-truck fuel-economy standard for 1985 was changed to accommodate its needs, Ford now said it thinks it will reach only 19.1 MPG, 0.4 MPG below the revised standard. GMexpects to exceed the standard by 0.4 MPG.

Addressing its shortfall in passenger-car CAFE, GM said that, as a full-line manufacturer, it has had a "more dramatic shift" in CAFE than a company offering a narrower line of vehicles.

GM also pointed out that it has kept making an investment in more-fuel-efficient vehicles and has even increased capacity in smaller vehicles beyond the number its customers are buying. The company said that some of its competitors have postponed such plans because of the recession or the shift in customer demand.

However, since the public is not buying GM's small cars and since GM has used up all its carryforward credits, it plans to offset its shortfall by using carryback credits from 1986, 1987 and 1988.

While GM is pleased with the "short-term relief" given by Congress in 1980 when it enacted the three-year carryforward and three-year carryback provisions, GM still wants more regulatory leeway from EPA.

The company has said, for example, that the 0.2-MPG adjustment factor for changes in test procedure is not enough. Despite these objections, GM uses in its projections the 0.2 MPG which EPA allows both for test procedure changes and for changes in fuel characteristics. Even so, in its projections, GM has counted the total of 0.4 MPG EPA has so far allowed.

Ford, in order to meet its projected 1.6-MPG shortfall, plans to use what carryforward credits it has and to start using carryback credits.

Ford expects to meet the 1985 light-truck fuel economy standard because it now has some extra carryforward credits since it has recalculated earlier fuel economy taking into account the allowances proposed by EPA for test fuel chanarcteristics.

Due in Europe in '86

New baby Volvo

Volvo will launch an all-new middle-class model next year, being developed under the G-1 code name. It will be the first Volvo with front-wheel drive. Buyers will have the choice of five-spdeed or CVT transmission. Engine size ranges from 1.4 to 2.0 liters. At present, Volvo plans to limit marketing to Europe.

Hyundai nearing decision on sale of cars in U.S.

By Richard Johnson
Detroit Reporter

Officials at Hyundai Motor Corp. are awaiting final word from corporate headquarters in Seoul, Korea, on whether to pursue U.S. marketing plans, but the company's Canadian arm is still hoping for a 1985 launch in this country.

Following its huge sales success in Canada in 1984, Hyundai has received numerous inquiries from U.S. dealers anxious to obtain franchises, according to John Kim, senior coordinator to vice president for Hyundai Auto Canada in Markham, Ont., near Toronto.

Hyundai is planning a reception at the upcoming NADA convention in San Francisco and will use the event to gauge interest in franchises. But if response to recent publicity about Hyundai's U.S. plans is any indication, the Korean auto maker will have little trouble rounding up a network of retailers.

"Many American dealers are very interested in a Hyundai franchise," said Kim. "They have phoned me and said they want to have a dealership, but we have not started dealer recruitment officially."

Kim said U.S. dealers have been impressed both by positive reports from the company's franchise-holders north of the border, and by Hyundai's sales performance in Canada.

At public introduction of its Pony subcompact last January, Hyundai projected sales of 5,000 units for the calendar year. But the final total, due to be reported late last week, was expected to reach 25,000.

Through Friday, Dec. 28, Hyundai reported 1984 sales of 24,328. The Korean firm will finish fourth among Canadian importers for the year, behind Honda Canada, Inc.; Toyota Canada, Inc., and Nissan Automobile Co. of Canada. But Hyundai has been running third, ahead of Nissan, since August.

The new Canadian entry captured about 5 percent of the overall domestic market in 1984, according to William Ker, national sales manager for Hyundai Auto Canada, who said Hyundai's Canadian operation now accounts for roughly 20 percent of the parent company's worldwide automobile sales.

The Canadian sales success has resulted in pressure to remove a tariff loophole that allows the Pony to be shipped duty-free from Korea. The Pony is imported under a special tariff applicable

Continued on Page 53, Col. 1

No increase at this time, company says

Ford won't follow GM price hike

By John K. Teahen Jr.
Managing Editor

Ford Motor Co. last week decided not to play follow-the-leader with General Motors on 1985 car prices.

Philip E. Benton Jr., Sales Operations vice president, said, "Ford has chosen not to increase prices of its 1985 cars at this time in an effort to maintain the continuation of the sales momentum established by Ford and LLincoln-Mercury dealers in the 1984 calendar year."

The words "at this time" apparently mean that Ford has not slammed the door completely on a price hike, but the company obviously is not marching in lockstep with GM.

Chrysler Corp was still studying the matter at presstime.

GM sent its rivals to their calculators, computers and the like by announcing a $296 hike that took effect Jan. 2.

It was GM's second increase of the 1985 model year. Coupled with a $292 average boost at the beginning of the season, it brought GM's hike on its new cars to an average of $588.

Auto observers had various explanations of GM's action. One thesis was that it might be a profit hedge against a sales year that might not be as good as the auto makers have proclaimed in their public utterances.

Others looked back to last fall's labor contract. The new pact was hailed as noninflationary, but some onlookers feel that GM gave away the store.

Said one price analyst last week, "Any increase in labor costs is playing into the hands of the Japanese, especially if the Voluntary Restraint Agreement is not renewed or if the Japanese 'quota'

Continued on Page 56, Col. 1

breaking news

Nissan's first U.S.-built car to roll early

SMYRNA, Tenn.—Nissan Motor Mfg. Corp. said its first U.S.-made auto, a Sentra, will roll off the line here March 26, roughly one month ahead of schedule. Plans for a second shift to be added in June are on schedule, Nissan said. Over a three-year period, capacity will be expanded to 140,000 trucks and 100,000 cars; Nissan built 100,000 cars here last year.

BMW puts $5.6 million in robot vision firm

PITTSBURGH.—A newly formed subsidiary of American Robot Corp. here has received $5.6 million in equity and research money from BMW to support advanced machine vision products.The new company, American Industrial Vision Corp., is developing vision systems for inspecting complex assemblies, dimensional gauging, seam location and tracking and adaptive control of robots. Romesh Wadwani, chairman of American Robot, said BMW is looking for investments and research and development agreements with American companies offering specialized technologies with potential to improve development and production methods in its car, motorcycle and engine plants.

Show sold out with waiting list for openings

Bigger turnout predicted for NADA convention

WASHINGTON.—Reflecting the economic resurgence in automotive retailing, attendance at the NADA convention later this month is expected to top last year's tally of 17,000.

The convention will be held Jan. 26-29, with most sessions held in San Francisco's new Moscone Center. Some events will take place at the Civic Auditorium.

"Dealers are hungry for the kind of knowledge and information which is being presented," said James P. Jennings, outgoing NADA president.

"They've had to be professional managers to survive the recession of the early 1980s and now they want to be still better executives to thrive in the marketplace of the future."

Space for the equipment and services exhibition, which will be held in Moscone Center, was booked in less than a week after it was offered, NADA said. More than 120 companies are on a waiting list for any openings that might develop.

Workshop presentations, which reflect carefully researched topics covered by successful dealers, allied industry executives and expert consultants, will address 37 subjects in 96 sessions.

In addition, 21 separate make meetings will be held for dealers to provide forums for discussions of important issues and market conditions.

The annual Time Magazine Quality Dealer Awards will be presented at the opening session, which begins at 3 p.m. Saturday, Jan. 26, at San Francisco's Civic Auditorium. These awards are presented to outstanding new-car dealers for exceptional performance in their dealerships, combined with exceptional community and civic service.

Keynote speaker at the convention's opening session Saturday

Continued on Page 50, Col. 1

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But showroom date is months away

Ford Aerostar bows at two auto shows

By Matt De Lorenzo
Staff Correspondent

LOS ANGELES.—Ford's entry into the compact-van market, Aerostar, made its debut at the Los Angeles Auto Show and the Washington International Auto Show over the weekend, even though Job One isn't scheduled until May and the sale date is tentatively scheduled for June.

The rear-wheel-drive van will be offered in two versions, Aerostar Wagon (a window van geared to the passenger market) and Aerostar Van (a panel unit for commercial use). Base power plant is a 2.3-liter, four-cylinder engine, while a 2.8-liter V-6 is optional.

Louis Lataif, Ford Division general manager, said here, "65 percent (of Aerostar buyers) will replace their car" when they buy the truck. He said Ford expects to build and sell 200,000 units in the first year, 60 percent wagons and 40 percent vans. About 10 to 12 percent will be allocated for RV and custom conversions. Lataif said the target market is 30-to-35-year-old, college-educated buyers with household incomes of $40,000 plus. He expects half of them to be women.

Aerostar will have a 2,000-pound payload capacity and a trailer towing capability up to 5,000 pounds.

Lataif said Aerostar is expected to fit in a niche between the offerings of Chrysler Corp. and General Motors in the market. "The Chrysler entries are primarily passenger" units, he said, estimating that 90 to 95 percent of the build are window units. "GM's is much more commercial. We think we will be right in the middle."

Speaking at the Washington auto show, Berle Stajich, compact light-truck marketing product planner for Ford Division, said the Aerostar will not get dual rear doors for at least a year.

This will hinder the company's efforts in reaching service-industry customers, but Stajich said the schedule could not be moved up.

The service industries will be the prime target of Aerostar.

The success of Chrysler's small vans has fueled expectations that the new segment could reach as many as 800,000 to one million units, although Ford is taking a more conservative view.

"We're estimating it to be 600,-000 to 650,000 for all the players," Lataif said, adding that at 200,-000 units, "we will get a third share" which is where the company wants to be.

Chrysler's decision to stick with large cars in St. Louis rather than adding a second source for the minivans may lend credence to this more conservative estimate of the market.

"Euphoria took over for a while, now reality is setting in," Lataif said of early estimates of the segment's strength.

Lataif said the introduction of Aerostar may reduce station wagon sales by as much as 10 to 15 percent, but he doesn't see the vehicle replacing station wagons across the board at Ford.

"The draw (to Aerostar) won't be concentrated in one area," he said, noting that he expects to get buyers from full-size vans, station wagons and passenger cars.

Lataif confirmed that 4WD is planned for the van, although it may be as far as two years away. He doesn't see 4WD Aerostar hurting Bronco or Bronco II sales.

Lataif said he is anxious to see Aerostar, which will be sold as a 1986 model, on the road. The delay in bringing the vehicle to market is not product related, but rather the result of putting together the new modular production system in St. Louis, he said. Work on the nearly mile-long assembly line is expected to be completed soon.

In Brazil, Del Rey is a Ford

Ford of Brazil has provided a facelift for its 1985 Del Rey. The Del Rey is totally Brazilian in design and has no counterpart in Ford's U.S. lineup. It is similar in size to a Ford Tempo.

Tire makers hike prices 1-3 pct. on replacement units

DETROIT.—Nine tire manufacturers, including five major producers, announced price increases of 1—3 percent for replacement tires, effective Jan. 1 or early 1985.

Manufacturers raising prices include Firestone Tire & Rubber Co.; Goodyear Tire & Rubber Co.; B.F. Goodrich Co.; Uniroyal, Inc., and General Tire & Rubber Co.

Other producers increasing prices are Kelly-Springfield Tire Co., Armstrong Rubber Co., McCreary Tire & Rubber Co. and Dunlop Tire & Rubber Corp.

Prices to original equipment manufacturers were set last summer and are not affected.

To bring Yugo cars to U.S.

Bricklin forms shipping company

By John A. Russell
New York Staff Writer

NEW YORK.—A new shipping company, Automobile Transportation International, has been formed by Fram Shipping, Ltd., of Bermuda, and Bricklin Industries, Inc. The company will transport the Yugo 55 to the U.S.

ATI also purchased stock in Yugo America, Inc., the importer of the Yugoslavian subcompact, for an undisclosed price. However, a spokesman for Yugo said it was a seven-figure investment and the money came from an initial investment by Fram Shipping.

Fram Shipping, established in Bermuda in 1974, is a holding company and ship brokerage company. There are 21 companies under the Fram umbrella, and the interests are varied. They include coal mining operations and shipping operations.

ATI is owned jointly by Fram and Bricklin Industries, the parent company of Yugo America, Inc.

Under the arrangement, ATI will transport the Yugo cars through direct contracts and long-term leases. A spokesman for Yugo said that because of ATI's expertise in shipping, it would handle the contracts with various shipping companies.

The company has not decided which port or ports of entry it will use in the U.S..

Per Arneberg, managing director of Fram Shipping, has become managing director of ATI.

He said, "Fram Shipping, Ltd., is pleased to join with Malcolm Bricklin and his associates in this exciting venture. We look forward to what we believe will be an important step in the marketing of new automobiles from overseas."

Bricklin said he intends to import 35,000 cars during the first 12 months starting in late May and expand to 76,000 cars in the second year.

The Yugo is to have a suggested retail price of $3,990.

Mileage guide for '85 models issued by DOE

WASHINGTON.—The cars themselves have been on the market for a while but the 1985 Mileage Guide is just now making it.

The Department of Energy, which handles the guide's distribution, said last week that dealers must display them and have copies available for prospective customers on or before Jan. 11. The department said that any dealer who does not yet have the guides should contact the Technical Information Center in Oak Ridge, Tenn., at P.O. Box 62.

The guide this year gives both city and highway fuel economy ratings discounted for real world performance: That is to say, the city number is discounted by 10 percent from the EPA's dynamometer generated figure and the highway number is discounted by 22 percent.

Mexican engine due for U.S.-built Nissan

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Nissan Sentras that will begin rolling from the company's Smyrna (Tenn.) assembly plant this spring will be a product of more than just Japanese and American cooperation. Mexico eventually will play a part.

According to a report in the Japan Economic Journal, Nissan's U.S. manufacturing subsidiary will begin importing engines for the vehicles from Nissan's Mexican operation by the end of 1985 or the beginning of 1986.

This will be done for two reasons: To cut production costs and to satisfy a Mexican Government requirement that 50 percent of all goods manufactured by foreign-owned companies be exported.

Nissan Mexicana, which started operations in July, 1983, currently produces 8,000 to 9,000 four-cylinder engines a month for front-wheel-drive subcompact cars.

About half of those go into vehicles the subsidiary produces and the other half are shipped to Japan for installation in cars Nissan exports. Nissan Mexicana also produces stampings for the Smyrna facility.

"We have confidence in the quality and performance of engines made at the Mexican plant," a Nissan official said.

Mexico is expected to play an increasing role in the North American auto market, primarily as a supplier to the industry. This is because of its very low wage rates, its proximity to the U.S. and its export policy which requires any foreign producer to export 50 percent of its production.

In additon to Nissan, Chrysler Corp., Volkswagen and Ford Motor Co. now, or will, source from plants south of the border.

Merkur to start early in California market

By Matt De Lorenzo
Staff Correspondent

LOS ANGELES.—Merkur XR4Ti, Ford's German-built sport sedan, will go on sale in California Jan. 24, two months ahead of the national introduction, Robert Rewey, Lincoln-Mercury general manager told a news conference here. The car made its debut at the Los Angeles Auto Show over the weekend.

Starting at a base price of $16,-538 in five Western states, the XR4Ti will be sold by Lincoln-Mercury dealers holding the Merkur franchise. Base price elsewhere will be $16,361. The higher-priced version includes air conditioning, Pirelli P6 tires, alloy wheels and scheduled maintenance for the first three years or 36,000 miles. About 20,000 of the cars are expected to be sold in the first year.

Currently, 725 of Lincoln-Mercury's 840 dealers have been qualified to handle the new franchise, Rewey said, adding that more car lines will be offered through the new network. He predicted the Merkur, which will also feature a four-door sedan and wagon models different from the XR4Ti, will hit 100,000 sales by 1990.

"That's about 10 percent of the projected Lincoln-Mercury volume for the beginning of the decade," Rewey said. "Merkur will lead Lincoln-Mercury into a new growing segment of the market, giving us incremental sales and improved market shares."

The XR4Ti's launch will be supported with the Merkur Commitment owner program, similar to the division's Lincoln Commitment effort.

That program includes a 36-month, 36,000-mile warranty, an

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60th year—No. 5056

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Magazine, NADA mark 16th year of sponsorship

63 nominated for Time awards

NEW YORK.—Time magazine has received 63 nominations from automotive trade associations in 43 states and the District of Columbia for the 16th annual Time Magazine Quality Dealer Awards (TMQDA) program.

Sponsored by Time in cooperation with NADA, the TMQDA program honors outstanding franchised new-car and truck dealers for exceptional performance in their dealerships, combined with distinguished community service.

The 1985 awards will be presented Jan. 26 at the opening business session of the annual NADA convention in San Francisco.

At that ceremony, 20 finalists will be selected and from among them the Time Magazine Quality Dealer of the Year will be singled out. The Quality Dealer of the Year serves as spokesman for TMQDA winners and represents them in meetings in Washington with Cabinet members and with his congressional delegation.

Winners are chosen by a panel of faculty members from the University of Michigan Graduate School of Business Administration. In appreciation, Time makes a grant of scholarship funds to the Graduate School of Business Administration in the name of Time, NADA and all TMQDA winners.

"This is the 16th year of Time and NADA sponsorship of the

Continued on Page 24, Col. 3

A Misle milestone

Henry Misle, left, co-owner of Misle Imports, Lincoln, Neb., and Bryan Misle, general manager of the dealership, accept a 10-year award from Randall Spicher, district sales manager of Mazda Distributors (Gulf), Inc. Misle Imports was the first Mazda deal in Nebraska.

Total is highest in 8 years

Mid-December sales rise 9 pct.

Jenny L. King
Detroit Reporter

Mid-December domestic new-car sales, aided by an extra selling day, posted a 9.16-percent increase over 1983 and pushed the year-to-date total to 7,771,433. It was the best total for the Dec. 11-20 period in eight years.

With nine selling days in the 1984 period, the six major U.S. auto makers managed to add more than 16,000 units to the number of new cars sold a year earlier for a 9.16-percent gain. On a daily-rate basis, they were down 2.97 percent (21,801 in 1984; 22,469 in 1983).

Domestic sales in the Dec. 11-20 period added to 196,209, up from 179,749 a year ago.

On a year-to-year basis, three of the makers were up, whereas the daily-rate comparison shaved it to two makers ahead. Chrysler Corp. and Ford Motor Co. were up both ways and General Motors missed in the daily-rate contest.

Chrysler reported sales of 26,516 new passenger cars, up 15.68 percent from 22,922 in 1983 (up 5.40 percent daily rate). Ford was up 13.73 percent, to 47,035 from 41,358 (up 1.08 percent daily rate). GM sales of 115,095 were up 8.29 percent from 106,284 (off 3.74 percent daily rate).

American Motors reported estimated sales of 3,200, down 20.00 percent from 4,000 a year earlier (down 28.80 percent daily rate). Honda had its first sales decline since it began selling U.S.-built cars, slipping 2.75 percent to 2,939 from 3,022 (down 13.49 percent daily rate) and Volkswagen was off 34.17 percent, to 1,424 from 2,163 (down 41.62 percent daily rate).

Chrysler and Ford were the only makers to increase their shares of the market in the period. Chrysler climbed to 13.51 percent from 12.75 percent and Ford was up to 23.97 percent from 23.01 percent. GM slipped to 58.66 percent from 59.13 percent. AMC was down to 1.63 percent from 2.23 percent. Honda had 1.50 percent in 1984 compared with 1.68 percent a year earlier and VW skidded to 0.73 percent from 1.20 percent.

• In a year-to-year comparison, eight of the domestic makes earned increases, ranging from 5.22 percent for Ford to 56.35 percent for Buick. Plymouth was up 9.50 percent, Chrysler was up 26.76 percent and Dodge was up 11.72 percent. Ford was up 5.22 percent, Mercury was up 19.81 percent and Lincoln was up 52.75 percent. Buick was up 56.35 percent and Chevrolet gained 7.67 percent.

There were minus signs before the results of the remaining makes. Cadillac was off 20.00 percent, Oldsmobile dropped 3.58 percent and Pontiac was down 7.70 percent. AMC dropped 55.56 percent, Renault was down 9.68 percent, VW was down 34.17 percent and Honda dropped 2.75 percent.

Calendar-year sales through Dec. 20 were up 17.95 percent, to 7,771,433 from 6,588,692 in 1983.

DOMESTIC SALES

	Dec. 11 20, 1984	Dec. 11 20, 1983
Renault		
Alliance-Encore	2,800 †	3,100 †
AMC	400 †	900 †
AMERICAN MOTORS	3,200 †	4,000 †
Chrysler	9,004	7,103
Plymouth	7,963	7,272
Dodge	9,549	8,547
CHRYSLER CORP.	26,516	22,922
Ford	30,536	29,021
Mercury	11,830	9,874
Lincoln	4,669	2,463
FORD MOTOR CO.	47,035	41,358
Buick	28,486	18,219
Cadillac	7,022	8,778
Chevrolet	38,104	35,389
Oldsmobile	22,590	23,429
Pontiac	18,893	20,469
GENERAL MOTORS	115,095	106,284
VOLKSWAGEN	1,424	2,163
HONDA	2,939	3,022
U.S. INDUSTRY TOTAL	196,209	179,749

† Estimate

Budd Co. creates Transit America

TROY, Mich.—Budd Co. has created Transit America, Inc., from its Philadelphia-based Transit Division railcar design and manufacturing operations.

This move enhances opportunities for growth in the railcar segment of the business, relieving its dependence on Budd, which is primarily an automotive products company, according to a company spokesman.

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The Rogue 22' Motor Home offers all the standard features of the Ranger and also includes deluxe features such as: dash air, roof air, cruise control, color T.V., AM/FM cassette stereo, storage pod and Continental tire kit. The Rogue has 4 spacious floor plans and 4 designer interior colors to choose from. Luxury combined with affordability PLUS a 5 Year - Unlimited Mileage warranty available!

ROGUE ROYALE 23

This completely self-contained Mini Motor Home is as spacious inside as many of the more expensive, larger Motor Homes available on the market today. Standard features on this coach include a microwave oven, generator power plant, roof air, dash air, dual stereo system, upholstered velour furniture, Bar/vanity, and much, much more. The Rogue Royale is designed for the veteran traveler who enjoys quality, style and a low price! Also available is a 5 Year - Unlimited Mileage Warranty.

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RANGER MARKETING
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RIVERSIDE, CA 92504
(714) 687-1227 (714) 687-1251

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(714) 687-1227 or 687-1251

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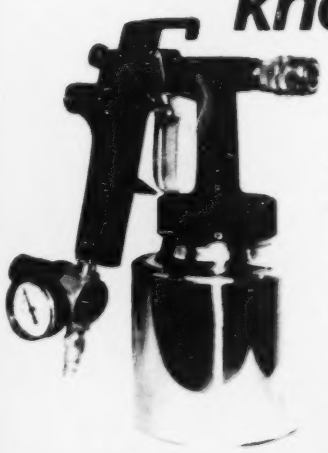

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U.S. seeking $100,000 fine in odometer case

WASHINGTON. – The Justice Department has charged an Oklahoma used-car dealer with violating the federal odometer law. The case, brought in federal district court in Tulsa, seeks $100,000 in fines.

Acting Assistant Attorney General Richard K. Willard said the action was brought against Burton L. Eddings, of Commerce, Okla., who was doing business as Commerce Auto Sales.

The Motor Vehicle Information and Cost Savings Act and NHTSA regulations require odometer disclosures and other recordkeeping when car titles are transferred.

Last year, a NHTSA investigator inspected records of vehicles titled by Eddings and found widespread violations from October, 1982, to January, 1983.

During that period, according to the complaint, Eddings received title to 485 vehicles but failed to acknowledge receipt of mileage statements for any or to retain such statements at his place of business, as required by law.

In addition, says the complaint, Eddings failed to provide odometer mileage statements when retransferring title to the 485 vehicles.

Each law violation carries a maximum $1,000 penalty with a maximum of $100,000 for any series of violations.

The complaint asks that Eddings be permanently enjoined from further violations.

Dealer sentenced to five years for odometer fraud

HARRISBURG, Pa. – A former automobile dealer was sentenced to a maximum of five years in prison in the U.S. Middle District Court on charges of rolling back odometers on used cars before selling them to other dealers and for failing to file income tax returns.

U.S. Attorney Sally Lied said it was the largest rollback case brought in any federal court.

Saying that he wanted to make it clear that such criminal activity "is not going to be brushed off," Judge William Caldwell sentenced Richard Lee Becker, former owner of Imperial Motors, York, to a total of 187 years in jail, the sentences to be served concurrently for a maximum of five years.

Becker had pleaded guilty to 120 counts stemming from rollbacks and three counts of failing to file income tax returns for 1981-1983, during which time the government said he had a gross income of at least $150,000.

A former employe of Becker's, Ralph E. Laughman, was sentenced to one year in prison on one count of rolling back an odometer, and another employe is scheduled for sentencing in January.

Noting that 90 percent of the 1,200 car titles Becker processed through the state Bureau of Motor Vehicles involved cars with rolled-back odometers, Lied said, "His business was to roll back odometers."

No. 1 in Vermont

SOUTH BURLINGTON, Vt. – With completion of its showroom expansion, Mayo's Subaru is now the largest Subaru dealership in Vermont.

IMPORTED CAR SALES

	Oct. 1984	Oct. 1983	10 Mos. 1984	10 Mos. 1983
Alfa Romeo	235	185	3,088	3,651
Audi	6,020	3,017	59,994	37,637
4000	319	700	10,100	9825
4000d	...	19	.....	932
4000S	789	.....	3,416	.....
4000S Quattro	281	.....	3,492	.....
5000S	3,739	1,983	34,850	16,778
5000S turbo gas	656	83	4,994	1,888
5000d/td	...	29	.....	5,174
Quattro turbo	4	2	59	237
Coupe	232	201	3,083	2,799
Tourist	...	.....	.....	4
BMW	5,971	4,562	57,728	47,703
318	...	.....	.....	.....
320	1,740	2,825	25,112	27,756
325e	1,914	.....	11,531	.....
528	...	.....	.....	.....
533	1,347	1,143	12,283	13,348
633csi	179	167	2,202	2,063
733	791	427	6,600	4,536
Chevrolet Sprint	1,210	.....	8,522	.....
Chrysler	...	.....	.....	.....
Mitsubishi	11,047	9,615	74,327	86,434
Colt (Dodge/ Plymouth)	8,667	6,817	55,693	61,295
Conquest	...	.....	.....	.....
Sapporo	...	.....	.....	.....
Challenger	544	1,448	6,220	23,715
Vista (Dodge/ Plymouth)	1,836	1,350	12,414	1,424
Fiat	...	208	316	5,263
Honda	35,177	32,285	315,998	297,807
Civic	14,970	7,081	114,464	114,824
Civic CRX	5,014	3,480	36,639	3,480
Accord	10,543	16,298	108,292	146,630
Prelude	4,650	5,426	56,603	32,873
I.A.I.	100	.....	1,466	.....
Isuzu	1,638	1,505	14,637	17,264
I-Mark	381	491	3,491	10,530
Impulse	1,257	1,014	11,146	6,734
Jaguar	1,517	1,128	14,186	12,370
XJ6	1,227	914	11,499	10,309
XJS	290	214	2,687	2,061
Lancia	...	10	21	563
Maserati Biturbo	140	.....	1,833	.....
Mazda	15,065	14,578	143,262	147,688
GLC	4,370	3,858	38,478	44,892
626	6,022	6,147	59,784	57,288
RX-7	4,673	4,573	45,000	45,508
Mercedes-Benz	6,890	5,678	61,467	59,149
190D	237	71	4,457	71
190E	1,485	634	12,712	634
240D	2	149	25	9,651
300D	1,388	1,596	13,135	15,868
300CD	136	163	1,254	1,663
300TD	220	228	1,971	2,262
300SD	912	1,420	10,405	15,566
380SE	844	99	5,237	99
500SEL	463	303	3,198	4,112
380SL	...	.....	.....	.....
SLC	1,059	838	7,089	7,679
500SEC	144	177	1,284	1,544
Mitsubishi	4,179	3,186	32,869	26,385
Starion	601	473	5,476	4,953
Cordia	838	1,244	11,928	10,195
Tredia	867	1,469	11,967	11,237
Mirage	946	.....	.....	1,892
Galant	927	.....	1,606	.....
Nissan	42,059	35,112	409,088	446,314
Sentra	14,987	14,205	162,796	179,696
Pulsar	3,180	4,642	32,609	53,544
Stanza	3,214	3,723	37,565	55,237
Maxima	9,437	6,866	54,258	62,701
200SX	4,837	1,944	53,262	30,472
300ZX	5,890	3,282	63,307	60,230
Hawaii	514	451	5,285	4,434
Peugeot	1,745	1,142	16,272	12,132
Porsche	1,375	1,566	17,041	18,324
944	952	904	10,839	10,809
911	266	235	3,697	4,438
928	157	187	1,912	2,120
Tourist	...	240	593	957
Renault	710	2,313	10,388	28,726
LeCar	...	128	.....	10,859
18i	157	615	2,593	5,555
Fuego	553	1,570	7,795	12,312
Saab	2,898	1,970	27,820	21,611
900	820	572	6,680	5,778
900S	992	438	8,128	5,391
Turbo	935	875	12,229	10,020
Tourist	149	85	783	422
Subaru	12,090	12,045	132,883	132,912
Toyota	49,787	53,789	463,568	461,300
Starlet	...	328	259	6,077
Corolla	14,419	14,264	132,804	116,756
Tercel	10,267	13,541	85,697	128,047
Celica	6,900	10,306	72,772	103,230
Supra	2,494	2,519	25,024	22,159
Camry	9,090	6,025	76,932	41,056
Cressida	1,911	3,900	26,825	33,355
Land Cruiser	395	354	3,274	3,945
Van	2,617	2,018	28,346	2,044
4Runner SR5	785	.....	4,859	.....
Hawaii	900	534	6,766	4,631
Other	9	.....	.....	.....
Volkswagen	5,850	5,671	86,901	61,495
Rabbit Convertible	664	569	10,237	8,157
Jetta	1,297	1,510	30,448	15,919
Vanagon	1,012	1,228	15,668	11,815
Quantum	1,708	1,187	15,234	13,989
Scirocco	1,169	1,177	15,314	11,626
Volvo	7,072	6,748	87,942	76,471
DL	2,808	3,574	39,737	38,297
GL	1,157	1,485	22,823	13,584
GLT Turbo	817	885	8,492	11,556
GLS	...	7	.....	211
DL/GL	846	246	4,442	4,096
Coupe	...	.....	.....	12
740GLE	86	.....	86	.....
740 Turbo	1	.....	1	.....
760	389	338	3,695	5,775
760 TurboDiesel	421	162	3,028	1,857
760 GT	463	.....	4,283	.....
Tourist	84	57	1,355	1,083
TOTAL	212,700	196,313	2,041,542	2,000,959

truck industry news

Rock says industry total will hit 4.3 million units

GMC chief sees record '85 sales

By Matt DeLorenzo
Los Angeles Reporter

ANAHEIM, Calif. – Calling the truck market the most dynamic segment of the automotive industry in the past decade, John Rock, manager, GMC Truck & Coach Operation, predicted truck sales would hit a record 4.3 million units in 1985.

That number would best the previous record of 4.1 million units set in 1978.

Rock said GMC expected to close out 1984 with 323,000 sales (280,000 light and 43,000 medium and heavy-duty) which reflects a 17 percent increase in light-duty units; a 56 percent gain in medium-duty, and a 98 percent increase in heavy-duty units. Overall, GMC's sales for 19 were up 22 percent over 1983, he said.

He expects the upward trend to continue into 1985 despite signs that the recovery may be maturing.

For 1985, Rock is projecting GMC sales of 365,000 units, which would break the previous record of 351,000 units set in 1978.

Noting that 1984 is the fourth consecutive year of rising truck sales, Rock said the increasing truck penetration is evidence that consumers are choosing trucks as their primary vehicles.

"The national passion for light trucks was maintained during some of the darkest days of the recession," he said. "Over the last five years, more than 13.5 million light-duty trucks have been sold in the U.S."

Rock said trucks now are considered a functional necessity, and pointed to the popularity of GMC's S-15 Jimmy sport/utility vehicle among women as proof.

"For example, surveys indicate that women are the primary drivers of nearly 30 percent of the 4X4 GMC compact S-15 Jimmy sports utility trucks purchased today."

For 1985, Rock sees "150,000 people switching over from the car side to the truck side for their primary vehicle."

In addition to showing the new Safari compact van and the rest of the vehicles in the GMC line, Ralph Tredway, who is in charge of GMC's light-truck engineering, talked about the 4.3 liter V-6 engine that will be optional in the Safari and the base engine on all GMC full-size light trucks and vans.

The new V-6 replaces the 250-cubic-inch Chevrolet in-line six-cylinder power plant as a base engine. GMC will continue to offer the 5.7-liter gasoline and 6.2-liter diesel V-8s as options.

The 4.3-liter V-6 is rated at 155 HP with 230 foot pounds of torque using a compression ratio of 9.3:1. The engine is also fitted with a four-barrel carburetor.

Dean Forester, director, medium and heavy-duty truck and bus engineering, said GMC also is offering powertrain

Continued on Page 30, Col. 5

Diagnosis called must for truck mechanics

By Arthur Flax
Assistant Truck Editor

The trucking industry needs people who can maintain vehicles, not overhaul them, according to Blaine Johnson, director of research and development at Ryder Truck Rental, Inc.

Johnson, who participated in a mechanic-training panel at the SAE Truck and Bus Meeting in Dearborn, said Ryder wants "generic" mechanics who can diagnose problems in electronics, fuel systems, engines and air conditioning.

Johnson said Ryder employs some 7,000 mechanics and 900 maintenance supervisors who service about 84,000 trucks.

Most of a mechanic's time is spent lubricating, adjusting and diagnosing trucks, according to Johnson.

"We know how long a vehicle will last," said Johnson. "We don't plan to do any engine or transmission overhauls."

Only 6 percent of a mechanic's time is spent on overhauls, he said.

"The mechanic we demand is one who can diagnose what needs to be overhauled and get the vehicle back in service," Johnson said.

"Our mechanics spend most of their time avoiding what they were taught in (trade) school," he added.

He indicated that trade schools spend a great deal of time teaching mechanics to overhaul components.

"If a trainee spends most of his time assembling and disassembling components, he won't know the fundamentals of the systems," he said.

Johnson said Ryder tries to select people who have good work habits and are "teachable." The company invests about $4,000 in training each mechanic, he said. About 15 percent of those hired are "raw recruits." The best mechanics, said Johnson, come from a farm background.

In order for "vo-tech" schools to develop good mechanics, truck users must supply equipment and

Continued on Page 30, Col. 3

Truck calendar

1985

Feb. 14-17 – Seventh Annual Convention, Truck Renting & Leasing Assn., The Registry, Scottsdale, Ariz.

Feb. 27-March 2 – 21st annual convention, National Truck Equipment Assn., Monterey Conference Center, Monterey, Calif.

April 10-11 – National Van Conversion Assn., first annual All Industry Supplier Show, Century Center, South Bend.

April 10-14 – First South Florida Truck Show, Miami Beach Convention Center.

April 20-23 – 22nd Annual Convention and Exposition, NADA American Truck Dealers Division, Sheraton Washington, Washington.

Aug. 6-11 – 31st annual Midwest Manufactured Housing/RV Show, Notre Dame University, South Bend.

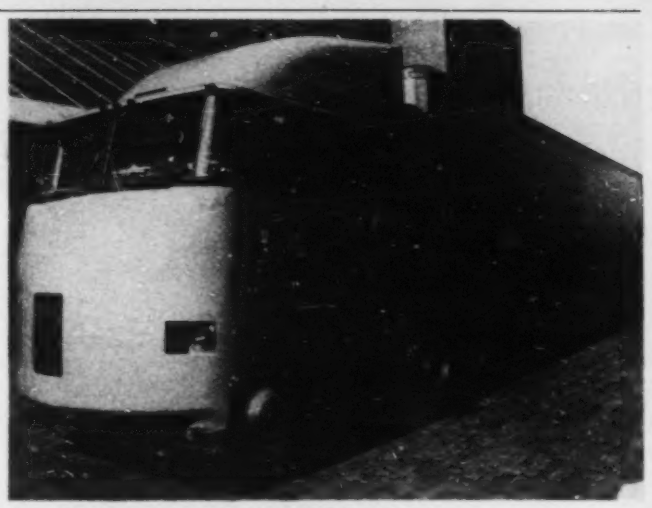
Oct. 20-24 – 52nd annual convention, American Trucking Assns., Hilton Hawaiian Village, Honolulu.

Oct. 29-Nov. 11 – 33rd Annual RV & Manufactured Housing Show, Dodger Stadium, Los Angeles.

Nov. 26-29 – 23rd Annual Show, Recreational Vehicle Industry Assn., Kentucky Fair & Exposition Center, Louisville.

Big Three November, year-to-date sales

	November		year to date	
	1984	1983	1984	1983
Ford				
Vans	15,556	14,127	162,677	153,725
Club Wagon	2,983	2,478	29,784	26,807
Ranger	18,670	15,086	206,220	171,584
Courier	.....	.....	.....	5,657
Bronco	4,585	4,300	43,212	37,843
Bronco II	8,266	7,673	91,651	54,666
Pickups	45,835	40,820	504,739	409,325
Mediums	3,225	.....	36,978	.....
Heavies	890	655	11,055	6,857
Chevrolet				
Vans	10,179	12,406	146,520	129,882
Sportsvan	1,094	1,489	20,560	16,591
Astro	224	.....	224	.....
S-10	14,123	13,950	175,949	182,585
S-10 Blazer	12,224	11,573	130,727	93,592
El Camino	1,533	2,090	21,570	22,002
Blazer	3,549	3,127	43,461	27,454
Suburban	4,095	3,822	47,165	33,711
Pickups	37,026	37,561	427,565	372,662
Mediums	1,856	899	28,472	14,338
Chrysler				
Vans	5,019	4,956	66,130	66,299
Ram Wagon	2,904	2,800	37,032	33,609
Voyager	7,117	580	75,295	580
Caravan	7,577	756	78,385	756
Mini Ram Van	2,561	2	19,506	2
Ram 50	4,184	2,954	47,306	30,501
Other Plymouth Trucks	.....	127	378	7,039
Ramcharger	2,607	2,009	25,848	19,011
Rampage	417	690	9,260	9,746
Pickups	10,986	7,268	122,781	77,433
GMC				
Vans	3,558	3,069	43,380	42,491
Safari	17	.....	17	.....
S-15	3,440	3,170	40,971	37,350
S-15 Jimmy	3,164	2,648	31,736	18,821
Jimmy	736	695	7,910	6,475
Caballero	177	208	2,508	1,963
Suburbans	1,214	1,079	15,013	10,082
Pickups	10,019	9,119	113,068	95,779
P Models	567	309	5,576	3,752
Mediums	985	611	13,628	6,802



Modified Ford CLT 9000 'sips' fuel

This modified Ford CLT 9000 tractor/trailer combination, done by Bob Sliwa, a Glastonbury (O.) owner/operator, averaged 9.33 MPG on a cross-country run. Modifications included the conversion of a trailer nose cone to the front of the tractor. The rig was powered by a reworked Cummins 400 engine and a 13-speed Fuller RTO transmission.

Gains in truck design linked to technology

By Arthur Flax
Assistant Truck Editor

Advances in technology will improve the quality, payload, vehicle dynamics and emissions of trucks, according to a panel of chief truck engineers at the SAE Truck and Bus Meeting in Dearborn.

Paul A. Turvill, general manager, PACCAR, Inc., Technical Center, said, "We look at ourselves as capital-equipment suppliers. The most compelling reason our customers buy are economic."

He said improvements in trucks will come in the areas of more integrated aerodynamics and systems design, greater payload and higher efficiency.

To place the evolution of trucks in perspective, he said he recently heard "an IBM guy say planes are archaic compared to computers. If they had kept up, we would be able to fly from New York to L.A. in 44 minutes for $6.80. The only catch is, you would have to fit 600 people in the size of a shoebox."

"Trucks evolve, passenger cars surprise," said Ralph Tredway, director, light-duty engineering, General Motors Truck & Bus Group.

"My goal is not to make the vehicle last longer. I want to make the time it takes to wear the truck out more comfortable." Trucks, he said, don't have to last forever because advances in technology will make older vehicles obsolete. A truck, said Tredway, should require few repairs during its useful life.

To increase serviceability, Tredway predicted trucks will feature cleaned-up engine compartments, multiplex wiring (one wire control of electronic components) and greater use of access panels.

On his "wish list" were improvements in quality in design and manufacture, durability and utility.

Under the heading of utility, he envisioned a "deproliferation" of truck models and multi-use product design. For example, he said, one basic cab module could be used as the basis for an entire line of cabover and conventional trucks.

Among Tredway's visions of the future were computer-controlled, hydraulically variable suspensions to account for empty and loaded truck conditions, electromotive drive whereby a low pollutant constant-speed engine driving a generator would power a motor at each truck wheel and all-wheel steering which, he said, has applications on off-road utility vehicles and vans.

William B. Smyth, Freightliner

Continued on Page 27, Col. 1

Off-road track for Jeeps set up at Michigan deal

TAYLOR, Mich. – An off-road test track has been created at Taylor AMC/Jeep/Renault here to demonstrate the rough-terrain ride and handling characteristics of Jeep vehicles.

"Jeep sport/utility vehicles are right at home when it comes to tackling rough road and off-road environments," said Tom Szott, general manager, Taylor AMC/Jeep/Renault. "Hazards typically encountered by four-wheel-drive vehicles in the backwoods have been created behind our dealership."

The off-road course was designed with the assistance of Mark Smith, a Jeep enthusiast from Georgetown, Calif., who has been running the Jeepers Jamboree for more than 25 years.

The Jamboree is an annual event for Jeep CJ enthusiasts that takes them over the rugged terrain of the Rubicon Trail from Georgetown to Lake Tahoe, Nev.

The Taylor off-road course is one of a number built with Smith's assistance at AMC/Jeep/Renault dealerships in metropolitan markets across the country.

Szott said customer response to the new track has been outstanding.

"Faced with bog pits, rock piles and 'camelback' humps, their initial reaction is that there's no way any vehicle can get through these obstacles," Szott said. "But one trip around the track makes them believers.

"With the off-road track right behind our dealership, our customers can experience for themselves the remarkable tough terrain capabilities of Jeep vehicles before they buy," Szott said.

Quality, payload, dynamics, emissions improved, too

Technology assists truck design

Continued from Page 22

Corp. senior vice president – engineering and technology, said trucks will benefit from more integrated design.

He added that trucks would evolve aerodynamically, getting away from the "hang-on" aero aids and moving to ground-up aerodynamic design.

Suspension systems, he said, must be improved to enhance ride quality as well as handling.

"We need a better means of improving ride than using an air seat," he continued. "Heavy tractors are just a big mass of spring systems. New technology will allow us to get hold of that."

A high premium will be placed on lightweight vehicles, Smyth said. That will require tractor makers to get together with trailer builders.

"If you have a 15,000-pound tractor, maybe 10,000 pounds (and a loaded trailer), you're at the end of the fishbowl," he said.

Trucks, he said, must be made environmentally acceptable.

"If we don't reconcile that fact, we are burying our heads in the sand," Smyth said.

Edward T. Mabley, Ford Truck Operations heavy-truck product-development manager, said, "We must forget about any opportunity to waive (EPA's) particulate standards, and accept that there will be one."

It is better, he said, for the industry to consider the health benefits and go after the problem as a whole.

Frank Pekar, Mack Trucks, Inc., director of product development, predicted electronics would be used to improve drivetrain efficiency.

He envisioned low-profile/run-flat "super-single" tires, small high-temperature cooling systems for less frontal area and weight, more efficient and hotter-running engines to go with the cooling systems and retractable tractor-trailer gap seals for highway and city operation. He also anticipated effective splash and spray suppression devices and anti-lock brakes.

In fact, most engineers predicted anti-lock brakes would make a comeback.

Daniel L. Rivard, Ford Truck Operations light-duty product development manager, said, "If you look at the physics of the situation, it leads to anti-lock."

Smyth said truck users are beginning to see that anti-lock brakes will be beneficial.

"The day is not too far off when the marketplace will generate demand," he said.

Chevy deal for Ducote

Kenneth J. Ducote signs a Chevrolet agreement for Ken Ducote Chevrolet, Inc., Kaplan, La. Looking on are J.W. Croft, left, Chevrolet's New Orleans zone manager, and J.W. Cox Jr., assistant zone manager – sales.

GMC chieftain predicts record sales in 1985

Continued from Page 22

improvements in its larger vehicles.

The 8.2-liter Detroit Diesel V-8 turbodiesel has been bumped to 230 HP from 205, and torque has been improved from 430 to 505 foot pounds.

In addition to these increases in torque and power, Forester reported that emissions have been reduced with the addition of evaporative emission canisters for the first time on medium trucks. Use of this equipment, to meet new pollution standards, has reduced hydrocarbon emissions by 80 percent over uncontrolled units, he said.

Rock said the new Isuzu-built Forward cabover medium-truck continues to sell well. Offered in GVWs of 27,500 and 29,700 pounds, the Forward is powered by a 5.7-liter in-line six-cylinder turbodiesel. The engine is rated at 165 HP and 335 foot pounds of torque.

Asked about increased foreign competition in the heavy-duty market, Rock said he expects it to continue as manufacturers look to new markets to boost incremental sales.

"The economic cycle around the world has not picked up as it has in the U.S.," Rock said, adding that "these manufacturers are looking around the world to pick up volume."

Since heavy trucks represent only 7 percent of the market, Rock feels the influx of competitors is "a show of the need for a sorting out that is going to happen."

Japanese exports slip in September

TOKYO.—New-car exports by Japanese makers totaled 325,848 in September, compared with 329,705, a year earlier, according to figures compiled by the Japan Automobile Manufacturers Assn.

Leading destinations by make were: U.S. 147,970; West Germany, 19,684; Canada, 18,884; Malaysia, 14,986; U.K., 10,782; Australia, 9,527; Libya, 8,109; Puerto Rico,7,954; Netherlands, 6,138; Saudi Arabia, 5,523, and France, 5,030.

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Won't seek arbitration in Connecticut

Ford shifts stand on lemon law

HARTFORD.—In a move to concentrate on its national customer satisfaction program, Ford Motor Co. has withdrawn its application for Connecticut certification of its Lemon Law arbitration program.

The Ford decision leaves only one auto maker—Chrysler Corp.—applying for a state-authorized program in Connecticut.

The decision also seems to indicate a challenge by auto makers to take Connecticut's Lemon Law to court on a federal level, according to Rep. John J. Woodcock III, Democrat, who was a catalyst for implementation of the state Lemon Law several years ago.

Under guidelines of the Lemon Law revised by the Connecticut Legislature in 1984, to gain state approval of their consumer arbitration programs, manufacturers must comply with specified program concepts.

(The state arbitration program, in place since Oct. 1, allows car owners to address complaints involving manufacturers without certified programs to the state Department of Consumer Protection.)

Louis Plummer, Ford representative, said that Ford withdrew its application for certification because the company wanted to stress a national approach.

Ford preferred not to redesign its arbitration program to comply with Connecticut's limited requirements covering only new cars under warranty, Plummer said.

For its part, in October Connecticut rejected Ford's application, on a tentative basis. The state said that Ford's program ineffect in Boston should be extended to Connecticut and that the company's provisions for awards covering physical and property damage were limited.

While the matter of awards could have been resolved, Ford decided that the broader, national approach was preferable, said Plummer.

It may well be that when the first case is filed by a Connecticut consumer, the auto makers will seek relief in a federal court, said Woodcock.

Assistant State Attorney General Robert M. Langer disclosed that state government officials have voiced concern that if no manufacturer's certification is issued, the state Consumer Protection Department will experience unanticipated fiscal burdens.

Akama named president of Bridgestone in U.S.

TORRANCE, Calif.—Norifumi (Ken) Akama has been named president of Bridgestone Tire Co. of America. He succeeds Kunio Satake, who has returned to Japan for a new assignment with the parent Bridgestone Corp.

Akama, 46, has been with Bridgestone 24 years. Since April, 1983, he has been executive vice president of the company's U.S. sales and marketing subsidiary.

Dealers donate in Florida

The Florida Independent Automobile Dealers Assn. presented Dr. Lindy McGowan, second from right, executive director of Hope Enterprises, a check for $28,350 as a donation to the three homes for battered and abused children under the jurisdiction of Hope Enterprises. With McGowan, from left, are: Cher Ray, president, FIADA women's auxiliary; Bill Ray, FIADA president, and M.L. Vaughn, FIADA Marathon Committee chairman.

Power Equipment Options on 1984 U.S. Models

	Tinted glass	Percent of output	Power steering	Percent of output	Power brakes	Percent of output	Power side windows	Percent of output	Rear window defroster	Percent of output
AMC Total	152,143	72.93	99,122	47.51	208,624	100.00	1,936	0.93	147,878	70.88
Alliance	91,091	75.30	60,876	50.30	121,015	100.00	1,660	1.40	84,404	69.70
Encore	61,052	69.70	38,246	43.70	87,609	100.00	276	0.30	63,474	72.50
CHRYSLER CORP.	1,052,959	90.95	1,094,983	94.58	1,157,779	100.00	313,933	27.12	724,168	62.55
Plymouth Total	297,369	85.00	316,536	90.48	349,832	100.00	5,587	1.60	189,410	54.14
Horizon	118,470	80.10	118,913	80.40	147,902	100.00	NA	.....	79,571	53.80
Reliant	164,214	87.70	182,938	97.70	187,245	100.00	3,370	1.80	100,176	53.50
Gran Fury	14,685	100.00	14,685	100.00	14,685	100.00	2,217	15.10	9,663	65.80
Chrysler Total	369,797	98.39	375,853	100.00	375,853	100.00	250,788	66.73	299,177	79.60
LeBaron	110,466	98.80	111,808	100.00	111,808	100.00	51,991	46.50	69,209	61.90
Laser	65,537	94.00	69,720	100.00	69,270	100.00	28,376	40.70	54,660	78.40
New Yorker/E-Class	105,709	99.50	106,240	100.00	106,240	100.00	82,336	77.50	87,223	82.10
Fifth Avenue	88,085	100.00	88,085	100.00	88,085	100.00	88,065	100.00	88,085	100.00
Dodge Total	385,793	89.28	402,594	93.17	432,094	100.00	57,558	13.32	235,581	54.52
Omni	120,122	84.30	116,703	81.90	142,494	100.00	NA	.....	66,972	47.00
Aries	132,166	87.70	147,236	97.70	150,702	100.00	4,973	3.30	78,214	51.90
Daytona	49,660	92.60	53,635	100.00	53,635	100.00	20,059	37.40	39,636	73.90
Dodge 600	36,297	97.10	37,381	100.00	37,381	100.00	13,195	35.30	26,092	69.80
Dodge 600K	23,916	98.60	24,013	99.00	24,256	100.00	12,007	49.50	9,145	37.70
Diplomat	23,626	100.00	23,626	100.00	23,626	100.00	7,324	31.00	15,522	65.70
FORD MOTOR	1,544,481	85.16	1,626,982	89.71	1,577,257	86.97	746,143	41.14	128.873	62.24
Ford Division	954,327	80.83	1,018,323	86.25	978,857	82.90	298,739	25.30	596,489	50.52
Escort	153,956	46.40	189,127	57.00	135,044	40.70	NA	.....	118,785	35.80
Mustang	140,065	99.00	141,055	99.70	136,387	96.40	49,094	34.70	69,184	48.90
LTD	205,406	96.10	213,742	100.00	213,742	100.00	62,626	29.30	121,833	57.00
Thunderbird	167,311	98.10	170,551	100.00	170,551	100.00	126,549	74.20	111,029	65.10
Crown Victoria	84,793	98.50	86,084	100.00	86,084	100.00	51,909	60.30	54,491	63.30
EXP	14,661	63.70	8,654	37.60	23,016	100.00	NA	.....	12,866	55.90
Tempo	188,135	87.90	209,110	97.70	214,033	100.00	8,561	4.00	108,301	50.60
L-M Division	590,154	93.26	608,659	96.18	598,409	94.56	447,404	70.70	532,384	84.13
Mercury Total	432,720	91.03	451,225	94.92	440,966	92.76	289,970	61.00	374,950	78.87
Lynx	31,377	47.50	43,002	65.10	31,641	47.90	NA	.....	25,828	39.10
Capri	20,539	99.50	20,312	98.40	20,642	100.00	4,851	23.50	18,764	90.90
Marquis	106,842	99.10	107,812	100.00	107,812	100.00	80,967	75.10	96,384	89.40
Cougar	128,810	98.20	131,171	100.00	131,171	100.00	109,003	83.10	109,134	83.20
Grand Marquis	89,889	99.50	90,341	100.00	90,341	100.00	90,341	100.00	80,855	89.50
Topaz	55,263	93.10	58,587	98.70	59,359	100.00	4,808	8.10	43,985	74.10
Lincoln Total	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00
Continental	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00
Lincoln	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00
Mark VI/VII	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00
GENERAL MOTORS	4,556,774	91.35	4,578,591	91.79	4,726,093	94.75	2,197,883	44.06	3,056,572	61.28
Buick Total	956,854	96.85	985,072	99.71	987,980	100.00	486,765	49.27	661,976	67.00
Skylark	102,778	92.42	111,211	100.00	111,211	100.00	13,266	11.92	75,916	68.26
Skyhawk	130,854	90.00	142,485	98.00	145,393	100.00	11,631	8.00	105,991	72.90
Century	215,021	98.00	219,858	100.00	219,858	100.00	103,507	47.00	157,384	72.00
Regal	221,437	99.00	224,754	100.00	224,754	100.00	114,951	51.00	115,430	51.00
LeSabre/Elec.(rwd)	228,901	100.00	228,901	100.00	228,901	100.00	185,547	81.00	160,725	70.00
Riviera	57,863	100.00	57,863	100.00	57,863	100.00	57,863	100.00	46,530	80.00
Cadillac Total	300,300	100.00	300,300	100.00	300,300	100.00	297,607	99.10	217,463	72.42
Cimarron	21,898	100.00	21,898	100.00	21,898	100.00	19,205	87.70	21,898	100.00
Seville	39,997	100.00	39,997	100.00	39,997	100.00	39,997	100.00	34,117	85.30
Eldorado	77,806	100.00	77,806	100.00	77,806	100.00	77,807	100.00	56,256	72.30
Cadillac	160,599	100.00	160,599	100.00	160,599	100.00	160,599	100.00	105,192	65.50
Chevrolet Total	1,557,325	84.43	1,620,778	87.87	1,621,050	87.89	453,635	24.60	1,038,409	56.30
Chevette	107,318	44.00	42,927	17.60	40,732	16.70	NA	.....	92,196	37.80
Cavalier	373,467	80.73	440,869	95.30	462,612	100.00	4,349	9.40	230,381	49.80
Celebrity	293,824	95.00	309,288	100.00	309,288	100.00	58,146	18.80	187,738	60.70
Camaro	248,198	94.88	261,592	100.00	243,542	93.10	131,581	50.30	172,128	65.80
Citation	83,440	81.64	101,285	99.10	100,059	97.90	3,679	3.60	65,002	63.60
Monte Carlo	131,444	96.10	136,778	100.00	136,778	100.00	63,875	46.70	75,091	54.90
Chevrolet	268,087	96.96	276,492	100.00	276,492	100.00	140,458	50.80	167,831	60.70
Corvette	51,547	100.00	51,547	100.00	51,547	100.00	51,547	100.00	48,042	93.20
Oldsmobile Total	1,109,306	96.95	1,143,070	99.90	1,144,225	100.00	696,596	60.88	756,432	66.11
Omega	46,840	88.40	52,986	100.00	52,986	100.00	6,305	11.90	35,501	67.00
Firenza	71,258	86.40	81,320	98.60	82,475	100.00	5,608	6.80	49,073	59.50
Cutlass Supreme	304,487	98.50	309,124	100.00	309,124	100.00	146,525	47.40	157,344	50.90
Cutlass Ciera	267,920	95.40	280,839	100.00	280,839	100.00	119,357	42.50	196,868	70.10
88/98 (rwd)	370,701	100.00	370,701	100.00	370,701	100.00	370,701	100.00	272,095	73.40
Toronado	48,100	100.00	48,100	100.00	48,100	100.00	48,100	100.00	45,551	94.70
Pontiac Total	632,989	89.01	529,351	74.44	672,538	94.57	263,280	37.02	382,292	53.76
2000	144,235	85.20	162,349	95.90	169,290	100.00	17,606	10.40	89,724	53.00
1000	22,749	41.30	14,927	27.10	16,800	30.50	NA	.....	28,313	51.40
Firebird	124,455	97.00	128,304	100.00	128,304	100.00	73,646	57.40	78,779	61.40
Phoenix	16,488	72.20	22,732	99.50	22,520	98.60	1,560	6.80	14,625	64.00
Gd.Prix/Bon.	52,781	99.20	53,222	100.00	52,222	100.00	30,102	56.60	17,219	32.40
Parisienne	25,522	99.60	25,624	100.00	25,624	100.00	18,959	74.00	11,810	46.10
Fiero	126,375	93.90	NA	.....	134,585	100.00	60,159	44.70	56,929	42.80
A 6000	120,384	98.50	122.193	100.00	122,193	100.00	61,248	50.10	84,893	69.50
HONDA	117,200	100.00	108,644	92.70	117,200	100.00	NA	.....	117,200	100.00
VOLKSWAGEN	104,301	100.00	9,394	9.00	104,301	100.00	NA	.....	104,301	100.00
Total Cars, U.S.	7,527,858	89.73	7,517,696	89.61	7,891,254	94.06	3,259,895	38.86	5,278,992	62.92

Ford, brewer to sponsor 5 drag-race cars

DETROIT.—Ford Motor Co. and Anheuser-Busch, Inc., will go a step beyond the norm in their sponsorship of drag racing this year.

Usually, a sponsor concentrates efforts in one class of racing. In 1985, however, Ford and the big brewer are teaming up to sponsor five cars and drivers in five of drag racing's complicated system of clasification.

Their decals will be on cars in these classes: Funny Car (Tempo), Pro Stock (Thunderbird), Super Gas (Thunderbird), Super Stock (Mustang) and Competition Eliminator (Mustang). The cars will be on the Budweiser Motorcraft Superteam.

"This is a logical expansion of our involvement with motorsport," said Kenneth W. Myers, product and marketing manager for Ford Parts and Service Division.

He said Ford hopes to see records set by each of the five drivers and their cars during the coming season.

Kenny Bernstein, of Dallas, Funny Car record holder with a speed of 260.11 MPH, put together the five-car team. He said Ford and Anheuser-Busch will spend about $750,000 during the year.

French body firm to build Taiwanese plant

TAIPEI, Taiwan.—Chausson of France, which has been designing and manufacturing molds, auto bodies and van assemblies for 47 years, plans to build a factory here.

San Fu Motors, the local representative for Renault, said Chausson would manufacture molds for auto bodies in Taiwan and would also offer design services.

1985 opens with a short week

Makers start year with 112,590

By Louise Kertesz
Detroit Reporter

Domestic makers, returning to work after the holidays, scheduled production of 112,590 cars during the first week of 1985.

The total for the three-day work week was 34.28 percent below the 171,313 for the full work week ended Dec. 22, 1984, and 17.27 percent lower than the 136,097 cars built during the first week of 1984 when plants operated for four days.

American Honda's Marysville (O.) facility was the only U.S. assembly plant operating during the short week ended Dec. 29. It built 1,536 Accords in the three-day period.

Actual production figures show that December output of 562,005 cars was down 8.47 percent from 1983's 614,038.

Companies shared last week's estimated production as follows: General Motors, 60.91 percent; Ford Motor Co., 21.86 percent; Chrysler Corp., 14.30 percent; American Honda, 1.68 percent; Volkswagen of America, 1.07 percent, and New United Motor Mfg., Inc., 0.18 percent.

American Motors' Kenosha facility was down last week for inventory adjustment. The plant is scheduled to resume production today (Jan. 7).

GM's Fiero plant in Pontiac was down last week in what a spokesman called "the second phase of facility changes needed to accelerate production of the V-6 and GT models." The plant is scheduled to return to work today.

U.S. production of the Pontiac 6000, which began in Tarrytown, N.Y., in early December, will now be included in the weekly report.

Also included is estimated output of the Nova, the GM-Toyota joint venture car built in Fremont, Calif. by New United Motor Mfg., Inc. (NUMMI).

GM scheduled two overtime shifts Saturday (Jan. 5) at the following plants: Flint (Buick B and G Lines); Lansing (Oldsmobile No. 1); Detroit; Doraville, Ga.; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City; Willow Run, Mich., and Wilmington, Del.

One shift was scheduled Saturday at GM plants in Lansing (Oldsmobile No. 2) and Orion Township, Mich.

Chrysler scheduled one overtime shift Saturday at its plant in Sterling Heights, Mich., and two shifts at its facility in St. Louis (No. 2).

Chrysler also has scheduled a nine-hour daily shift this week at the Sterling Heights plant. Two nine-hour daily shifts are scheduled for the St. Louis plant.

California to get Merkur Jan. 24, two months early

Continued from Page 3

800 number hotline to handle customer complaints and a personal followup from a Ford Parts and Service Division representative after the sale to ensure customer satisfaction.

"Within 30 days, new owners will receive a letter from Lincoln-Mercury Division thanking them for selecting a Merkur," Rewey said. "Included with the letter will be a unique Merkur key chain and special owner's identification card personalized with his or her name, vehicle number, delivery date and the hotline 800 number."

The buyer will receive an owner's log book in which service information and trip logs can be recorded. The first mailing will also have a customer satisfaction survey. A newsletter is being started by the division to keep the owner body up to date on press and industry reaction to Merkur as well as other functional and technical information.

As part of the Merkur launch on the West Coast, Lincoln-Mercury is supplementing the 36/36 warranty with a full maintenance provision for buyers in California, Oregon, Washington, Alaska and Hawaii. According to Rewey, the only things the buyers will be responsible for in the first three years of ownership in those states will be gas and oil. Twenty percent of XR4Ti's production has been allocated to the West Coast.

The XR4Ti is a three-door hatchback powered by a 175 HP turbocharged 2.3-liter four-cylinder fuel-injected engine. The rear-wheel-drive car features five-passenger seating, a unique bi-plane rear spoiler, gas shocks and a high level of standard equipment. Only five regular extra-cost options will be offered initially; automatic transmission, moonroof, power window and door lock convenience group, leather trim and metallic paint. Speed control and a fuel computer are options that will be added later.

The cars are assembled for Ford by Wilhelm Karmann GmbH of Germany and will be shipped to five U.S. ports—Baltimore; Jacksonville, Fla.; Houston; Los Angeles, and Portland, Ore.

Rewey feels that XR4Ti, which is being positioned against other European imports such as BMW, Volvo, Saab and Audi, won't cut into Ford's sales of the SVO Mustang. When asked what domestic cars Lincoln-Mercury expects to conquest with Merkur, he identified Corvette, Fiero and Firebird. The company is also looking at owners of Japanese cars who want to move up.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
AMERICAN MOTORS	366	488	609	1,829	488	366
FORD MOTOR	6,078	7,014	11,061	32,146	7,014	6,078
GENERAL MOTORS	5,120	9,867	7,975	24,922	9,867	5,120
VOLVO	135	128	249	675	128	135
Total Cars, Canada	11,699	17,497	19,894	59,572	17,497	11,699

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
CHEVROLET	14,056	15,912	20,518	66,696	15,912	14,056
DODGE	2,100	3,109	4,694	15,563	3,109	2,100
FORD	14,803	16,304	23,828	75,170	16,304	14,803
GMC	4,092	5,259	7,646	23,876	5,259	4,092
INTERNATIONAL	952	953	1,582	4,717	953	952
JEEP	2,475	2,777	3,985	12,121	2,777	2,475
NISSAN	1,320*	1,321	2,632	8,011	1,321	1,320
AM GENERAL	30*	40*	50*	200*	40*	30*
MISCELLANEOUS	600*	800*	1,000*	4,000*	800*	600*
Total Trucks, U.S.	40,438	46,475	65,935	210,354	46,475	40,438

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
CHRYSLER CORP.	5,700	4,374	7,264	26,037	4,374	5,700
FORD MOTOR	2,128	2,702	2,563	10,831	2,702	2,128
GENERAL MOTORS	3,976	5,028	5,885	16,587	5,028	3,976
INTERNATIONAL	141	107	229	545	107	141
Total Trucks, Canada	11,945	12,211	15,941	54,000	12,211	11,945
N. American Trucks	52,383	58,686	81,876	264,354	58,686	52,383

* — Now includes window van production. ☆ — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

Truck production opens January with 40,438

Domestic makers scheduled assembly of 40,438 trucks during the three-day week that began the year.

The total was 38.67 percent below the 65,935 built during the final work week of December and 12.99 percent lower than the 46,475 assembled in the first week of 1984, when plants worked four days.

December's actual production of 210,354 trucks was up a bit (1.68 percent) from 1983's 206,872 and was the best December build since 1978's 276,248 units.

General Motors' Pontiac Truck and Bus Plant No. 2 is down for inventory adjustment until Jan. 21. The shutdown involves 1,800 workers.

Pontiac Truck and Bus Plant No. 6 is down until Jan. 14 due to a shortage of parts needed to meet an emission control standard that became effective Jan. 1. It means a layoff of 2,000 people.

GM scheduled two overtime shifts Saturday (Jan.5) at its plants in Janesville, Wis.; St. Louis, and Lordstown, O.

First '85 week brings 11,699 cars in Canada

Returning for a three-day work week after the holidays, Canadian makers scheduled production of 11,699 cars last week, 41.19 percent below the 19,894 built during the full week ended Dec. 22 and 33.14 percent lower than the year-ago week's 17,497, which had one more work day.

December auto output of 59,572 was down 17.97 percent from the year-ago month's 72,618.

The truck build was pegged at 11,945 last week, a drop of 25.07 percent from the 15,941 assembled in the final work week of December and 2.20 percent less than the year-ago week's 12,211.

December's production of 54,000 trucks was the best ever for that month.

Chrysler Corp.'s Windsor (Ont.) plant scheduled assembly of 1,720 Plymouth Voyagers, 1,828 Dodge Caravans and 396 Mini Ram Vans, starting the year with a total of 3,944 T-115s.

F&I firm moves

ARLINGTON, Tex.—F&I Management & Affiliates has moved to expanded office facilities.

U. S. CAR PRODUCTION

	Week Ended Jan. 5, 1985	Week Ended Jan. 7, 1984	Week Ended Dec. 22, 1984	Dec. Total	Jan.1 to Jan. 7, 1984	Jan. 1 to Jan. 5, 1985
AMERICAN MOTORS	.....	.....	5,024	14,863	.....	.....
Renault Total	.....	.....	5,024	14,863	.....	.....
Alliance	.....	.....	3,102	9,240	.....	.....
Encore	.....	.....	1,922	5,623	.....	.....
CHRYSLER CORP.	16,100	16,990	26,600	82,861	16,990	16,100
Plymouth Total	4,400	4,245	7,655	23,386	4,245	4,400
Horizon	1,600	385	2,750	8,319	385	1,600
Reliant	1,800	3,526	3,313	10,008	3,526	1,800
Caravelle	800	128	1,238	3,977	128	800
Gran Fury	200	206	354	1,082	206	200
Chrysler Total	6,000	6,770	9,198	28,813	6,770	6,000
LeBaron	1,400	1,858	2,601	7,662	1,858	1,400
LeBaron GTS	1,000	.....	1,342	4,595	.....	1,000
Laser	700	1,572	1,190	3,654	1,572	700
New Yorker E-Class	700	1,757	1,500	4,467	1,757	700
Fifth Avenue	2,200	1,583	2,565	8,435	1,583	2,200
Dodge Total	5,700	5,975	9,747	30,662	5,975	5,700
Omni	1,700	346	2,840	8,440	346	1,700
Aries	1,400	2,880	2,785	8,537	2,880	1,400
Daytona	600	1,341	997	2,965	1,341	600
Dodge 600	800	1,280	1,570	4,667	1,280	800
Lancer	800	.....	900	3,416	.....	800
Diplomat	400	128	655	2,627	128	400
FORD MOTOR	24,608	29,092	38,437	121,192	29,092	24,608
Ford Division	15,995	20,086	23,829	76,146	20,086	15,995
Escort	4,135	5,946	6,526	18,806	5,946	4,135
Mustang	2,103	2,551	3,400	10,691	2,551	2,103
LTD	3,291	3,524	4,708	15,125	3,524	3,291
Thunderbird	2,373	3,280	2,773	9,306	3,280	2,373
Crown Victoria	1,296	1,636	2,183	7,192	1,636	1,296
EXP	333	434	591	2,791	434	333
Tempo	2,464	2,715	3,648	12,235	2,715	2,464
L-M Division	8,613	9,006	14,608	45,046	9,006	8,613
Mercury Total	6,453	5,858	10,986	33,051	5,858	6,453
Lynx	1,090	1,027	2,160	6,570	1,027	1,090
Capri	297	256	438	1,212	256	297
Marquis	1,599	1,237	3,162	8,453	1,237	1,599
Cougar	1,977	1,549	2,308	7,959	1,549	1,977
Grand Marquis	864	1,193	1,442	4,838	1,193	864
Topaz	626	596	1,476	4,019	596	626
Lincoln Total	2,160	3,148	3,622	11,995	3,148	2,160
Continental	390	609	655	2,178	609	390
Lincoln	1,530	786	2,565	8,496	786	1,530
Mark VI/VII	240	1,753	402	1,321	1,753	240
GENERAL MOTORS	68,592	86,000	96,098	319,817	86,000	68,592
Buick Total	14,313	19,227	18,780	67,712	19,227	14,313
Skylark	1,905	2,720	2,717	9,389	2,720	1,905
Skyhawk	1,455	2,963	1,943	5,616	2,963	1,455
Somerset Regal	1,296	.....	1,588	5,925	.....	1,296
Century	2,858	3,619	3,958	15,260	3,619	2,858
Regal	2,088	3,953	2,269	8,853	3,953	2,088
LeSabre/Electra	2,868	4,742	3,227	12,116	4,742	2,868
Riviera	698	1,060	1,168	4,054	1,060	698
Electra (fwd)	1,145	170	1,910	6,499	170	1,145
Cadillac Total	5,140	5,754	7,587	24,910	5,754	5,140
Cimarron	376	359	143	358	359	376
Seville	471	589	761	2,615	589	471
Eldorado	880	1,130	1,520	5,254	1,130	880
Cadillac (rwd)	974	3,599	1,701	5,997	3,599	974
DeVille (fwd)	2,439	77	3,462	10,686	77	2,439
Chevrolet Total	25,309	28,161	35,816	112,800	28,161	25,309
Chevette	2,367	3,489	3,076	10,154	3,489	2,367
Cavalier	7,245	6,955	9,567	29,184	6,955	7,245
Celebrity	3,436	4,501	4,643	17,071	4,501	3,436
Camaro	3,056	4,580	5,379	15,868	4,580	3,056
Citation	1,295	1,489	1,771	5,889	1,489	1,295
Malibu/El Camino	420	516	543	630	516	420
Monte Carlo	1,344	3,760	2,579	7,742	3,760	1,344
Chevrolet	5,570	2,257	7,244	23,232	2,257	5,570
Corvette	576	614	1,014	3,030	614	576
Oldsmobile Total	17,119	23,385	23,975	76,706	23,385	17,119
Omega	.....	1,397	.....	.....	1,397	.....
Firenza	1,247	1,751	1,487	4,776	1,751	1,247
Cutlass Supreme	2,553	6,647	3,858	12,397	6,647	2,553
Cutlass Ciera	5,086	4,676	7,205	20,785	4,676	5,086
88/98 (rwd)	3,583	8,063	4,703	16,988	8,063	3,583
Olds 98 (fwd)	1,909	140	3,064	9,653	140	1,909
Calais	2,220	.....	2,787	9,088	.....	2,220
Toronado	521	711	871	3,019	711	521
Pontiac Total	6,711	9,473	9,940	37,689	9,473	6,711
Acadian**	.....	243	271	1,179	243	.....
2000 Sunbird	2,078	2,544	2,328	7,709	2,544	2,078
1000	490	570	488	2,214	570	490
Firebird	1,624	2,346	2,045	8,130	2,346	1,624
Phoenix	.....	399	.....	.....	399	.....
6000	110	.....	.....	111	.....	110
Grd. Prix/Bon'vle	.....	1,202	.....	.....	1,202	.....
Parisienne	1,050	437	1,307	5,532	437	1,050
Fiero	.....	1,732	2,029	6,736	1,732	.....
Grand Am	1,359	.....	1,472	6,078	.....	1,359
HONDA	1,890	2,147	3,151	10,743	2,147	1,890
NUMMI (Nova)	200*	.....	.....	20	.....	200*
VOLKSWAGEN	1,200	1,868	2,003	12,509	1,868	1,200
Total Cars, U.S.	112,590	136,097	171,313	562,005	136,097	112,590
Total Cars, Canada	11,699	17,497	19,894	59,572	17,497	11,699
N. American Cars	124,289	153,594	191,207	621,577	153,594	124,289
N. American Trucks	52,383	58,686	81,876	264,354	58,686	52,383
North American Cars and Trucks	176,672	212,280	273,083	885,931	212,280	176,672

*Estimated.
**— All Acadians are built for sale in Canada.

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Automotive News®

January 14, 1985

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A new car and a new business concept

GM's Saturn Corp.: Something for all

By Marjorie Sorge
Labor Editor

General Motors' new subsidiary, Saturn Corp., offers an entirely new concept in doing business, a new subcompact car and it has something for everybody.

According to GM Chairman Roger B. Smith, it is also the first time GM has added a new nameplate since 1918 when Chevrolet joined GM. The Saturn car is expected to appear as a 1989 model.

Headquarters for Saturn will be in the Detroit area, according to Jospeh J. Sanchez, president of the new corporation. No site has been selected for the actual production facilities although some sources say Michigan, Ohio and Kentucky are primary possibilities.

Saturn gives GM a learning center for new ideas, involves the UAW in its entire operation and creates an entirely new UAW-GM labor agreement, moves toward stopping the Japanese production onslaught in the U.S., allows Ford Motor Co. and Chrysler Corp. to watch and see if GM can make it before they come out with their Alpha and Concept 90 projects respectively and boosts shareholder confidence, observers said.

The corporation may someday become a multinational marketing company and the Saturn may become a world car, Sanchez said.

The new corporation will eventually have assets of $5 billion and initial capitalization of $150 million, Smith said. It will be a self-contained business reporting to Lloyd E. Reuss, head of the Chevrolet-Pontiac-GM of Canada passenger-car group.

At $5 billion, Saturn Corp. is bigger than American Motors which has assets of almost $2 billion. But Sanchez said he would like the company to be "Chrysler-size as soon as we can."

Chrysler had assets of about $7 billion in 1983.

According to Smith, GM formed Saturn as a separate corporation so it would start with a "clean sheet" and produce a minimum amount of paperwork.

"When you start a brand-new corporation, you don't hand them all of the great big personnel, purchasing, financial manuals," he said. "When they start off by themselves they're going to develop their own systems.

"And I'm hopeful that working with EDS (GM's new data processing subsidiary, Electronic Data Systems) they can develop a system where everything is on computers and you don't get a bundle of reports coming in every morning telling you a lot of things you never wanted to know anyway.

"What I'm hoping is that they'll go punch their computers and bring up any piece of data they want. We may not even have a mail boy except to the order room down there."

Some analysts believe that Saturn Corp. will end up being GM's high-tech subsidiary and all

Continued on Page 57, Col. 1

More on Saturn
Reaction, Page 3
Marketing plans, Page 3

Saturn—concept for the future

Joe Wilsons photos

Proud of the 'clean-sheet' results

Saturn, General Motors' new subsidiary, has something for everybody. The high-tech corporation was created to start with a "clean sheet" with a minimum amount of paper work and has a new company-union joint relationship. From left, are GM Chairman Roger B. Smith, GM President F. James McDonald, UAW Vice President Donald Ephlin and GM Vice Chairman Howard Kehrl.

Saturn model lineup is expected to grow

By Dan McCosh
Detroit Reporter

GM's Saturn Corp. is expected to quickly expand beyond the basic two-door and four-door sedans that will launch the "no-year car" program, say GM sources close to the program.

A "sporty" liftback sedan, station wagon and possibly a minivan are further derivatives in the works, giving the new franchise sufficient depth to sustain considerably more than the initial planned 500,000-annual selling volume GM expects.

Addition of the new models also could dramatically increase the volume of the Saturn project—possibly even up to the one-million-per-year range implied by Saturn President Joseph J. Sanchez' claim that Saturn will get "as big as Chrysler."

GM's announcement that Saturn wouldn't go to other divisions handling small cars disappointed many GM dealers, but GM executives insist that neither Chevrolet nor Pontiac will be shortchanged in the small-car field.

The Saturn project still doesn't have an official launch date, but GM Chairman Roger B. Smith indicates that the car could be in production within two years after construction of the new plant begins. This points to a 1988 launch, probably for a 1989 model year designation.

The Saturn project car unveiled at the Saturn Corp. announcement had running gear installed—notably a 1.9-liter all-aluminum engine constructed with a "lost foam technique" block. It was the first time since the ill-fated Vega that GM has shown an all-aluminum engine.

"The four-cylinder engine is one of several we have under consideration, we have to make that

Continued on Page 57, Col. 4

Holiday sales slump leads to 63-day supply

Car stocks rise to 11-month high

By Kathleen Hamilton
Assistant Managing Editor

The number of new domestic cars in dealer and factory inventories on Jan. 1 rose to 1,417,164, the highest level since July 1, thanks in large part to the traditional holiday buying slump.

That translated into a 63-day supply of cars—the highest days-suply figure since Feb. 1, when the supply also was worth 63 days.

On Dec. 1, there were 1,405,417 cars in stock—a 58-day supply. On Jan. 1, 1984, the stockpile was 1,357,995, worth 66 days.

Each make and market segment experienced a month-to-month increase in days-supply levels. The sales rates at each of the makers were to blame: Fewer sales mean their stockpiles will last longer.

American Motors' figures are worth a second look: Its sales declined during the month, but its production increased. Since companies count any cars shipped to dealers as sales on its year-end balance sheet, the effect of a 133-day supply on Jan. 1 will be worth millions of dollars on 1984's books. The ideal stockpile for a domestic make is a 50-day supply, although the industry average for the subcompact segment—AMC's strong suit—is way above that ideal.

Chrysler Corp.'s rather large increase in its days-supply figure, on the other hand, is due solely to decreased sales; its production stayed steady during the month.

Ford Motor Co. noted its heavy stock of EXP reflects dealer stockpiling in anticipation of Ford's plan to halt production on the model until 1985½. High numbers for Grand Marquis and Crown Victoria also reflect

Continued on Page 58, Col. 1

breaking news

Roberts, Edsel Ford promoted

DEARBORN.—Ross H. Roberts has been appointed general marketing manager for Ford Division, and Edsel B. Ford II has succeeded him as general marketing manager for Lincoln-Mercury Division. Both appointments are effective Feb. 1. Ford formerly was advertising manager for Ford Division. Roberts succeeds Thomas J. Wagner, who will become L-M general manager Feb. 1.

UAW petitions NLRB for EDS election

DETROIT.—The UAW has submitted representation petitions for 14 EDS units in the U.S. to the National Labor Rela-

SEE BREAKING NEWS, P. 8, Col. 1

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GM's new baby

Saturn gets an engine

GM unveiled a running prototype of the four-door Saturn sedan, with sheet metal unchanged from the first Saturn announcement more than a year ago. Reversing GM's normal styling procedure, a new body shape is still under development, according to the GM Design Staff. Saturn ultimately will get a more rounded shape.

Domestic sales jump 17 pct., imports set record for 1984

By Jenny L. King
Detroit Reporter

Though the torrid sales pace cooled considerably the last several months of the year, domestic and import auto makers cannot help but regard 1984 as a successful 12 months. It was a record year for many and a very good one for most others.

Domestic sales, with gains every month, arrived at the Dec. 31 finish line with a total that was 17.01 percent ahead of 1983's. The imports sailed to a record total, powered by four record months that included each of those in the final quarter.

Import sales were up 2.41 percent compared with the preceding calendar year and pulled the total industry's advantage down to 13.22 percent from the 17.01 notched by the domestics.

Import penetration continued to shrink, dipping to 23.48 percent from 25.96 percent in 1983, and down from 27.84 percent in 1982.

Totals for the six major U.S. auto makers reached 7,951,517 in 1984, best year for the domestics since the 8,315,622 reported in 1979 and up 17.01 percent from 6,795,302 in 1983. The calendar year record for the industry was etched back in 1973 when 9,669,689 new passenger cars were delivered. Second best was the 9,307,998 reported in 1978.

The import record total of 2,440,258 was up 2.41 percent from 2,382,799 a year earlier and was some 45,000 units ahead of the previous yearly record of 2,395,036 set in 1980.

Grand total for the industry was 10,391,775, up 13.22 percent from 9,178,101 in 1983 and best since 1979 when the final figure was 10,641,099.

Ford Motor Co. reported the largest year-to-year sales gain among the larger U.S. makers with a 25.97-percent increase. Ford sales totaled 1,979,317 in 1984 compared with 1,571,321 the preceding year.

Chrysler Corp.'s 17.27-percent increase was next best, followed by a 13.17-percent gain at General Motors. Chrysler passenger-car sales totaled 986,998 in 1984 compared with 841,622 in 1983. GM's total was 4,587,508 domestics, up from 4,053,561 a year earlier.

Of the smaller makers, Honda had the most spectacular year in 1984, its sales of U.S.-built cars more than doubling to 133,601 from 50,402. American Motors' final number was stunted by its diminishing AMC line, which was down 56.21 percent for the year with Renault Alliance/Encore up just 16.01 percent. AMC reported a grand total of 190,255 units, off 1.60 percent from 193,351 a year earlier.

Volkswagen, which sold more than 170,000 U.S.-built Rabbits in 1980, watched its fortunes continue to sour in 1984. VW sales were down 13.18 percent, to 73,838 from 85,045 in 1983.

GM retained the largest segment of the domestic market in 1984, but its share was down nearly two percentage points in favor of Ford, Chrysler and Honda. GM sales accounted for 57.70 percent, down from 59.65 percent. Ford earned 24.89 percent, up from 23.12 percent; Chrysler claimed 12.41 percent, up from 12.39 percent, and Honda expanded to 1.68 percent from 0.74 percent.

AMC dipped to 2.39 percent of the domestic market from 2.85 percent and VW was down to 0.93 percent from 1.25 percent.

Buick and Oldsmobile announced record sales for 1984, with each division celebrating its second consecutive record year. Buick was

Continued on Page 60, Col. 1

A quick rundown of rising market

U.S. new-car sales for 1984 totaled 10,391,775 and included 7,951,517 domestics and a record 2,440,258 imports. The total was up 13.22 percent from 9,178,101 in 1983, when 6,795,302 domestics and 2,382,799 imports were delivered.

The industry record, set in 1973, was 11,427,478. Best domestics year also was 1973 when sales reached 9,669,689. The previous imports record was 2,395,036 notched in 1980.

Import penetration dropped to 23.48 percent in 1984 from 25.96 percent in 1983. Record penetration was 27.84 percent in 1982.

GM relaxing rules on franchise holding

By Marjorie Sorge
Labor Editor

General Motors dealers will be able to be the dealer-operator of more than one GM dealership within the next month, according to GM President F. James McDonald.

A decision on how many franchises a dealer may hold will be made in the very near future, according to James Vorhes, GM vice president, Customer Sales and Service Staff, and the dealers will be notified immediately.

The change in policy was made so GM dealers can have a franchise for the Saturn and not have to give up their current GM store to get it, Vorhes said. The Saturn car, which will probably be a 1989 model, will likely be sold at a separate facililty and require a separate franchise, according to McDonald.

Currently, GM dealers are allowed to hold one franchise and have as much as 49-percent interest in nine others, after 10 years. The initial investment in a new deal can be up to 85 percent.

Dealers, who expected the policy change, hailed the move. They have been urging the change for years.

"The Chevrolet dealers' council has supported it and brought it forth," said Dan Boone, Dan Boone Chevrolet, Houston, a member of the council. He added he'd like to see GM's policies eased even further.

The strict policy is one reason so many dealers have added an import line, and he partly blames GM's restrictive policy for climbing import penetration.

"If they had done this 15 years ago or so, we'd still have the Big Three instead of the Big Eight," said Boone, who also owns a Mitsubishi dealership.

Greg Sutcliff, Sutcliff Chevrolet, Harrisburg, Pa., said he was encouraged by GM's policy change.

"If a Toyota dealer can hold more than one franchise, there is no reason why a GM dealer cannot, too," he said.

According to Vorhes, the new franchising system will still allow dealers to invest in nine other franchises. The difference will be that they will be able to be the owner/operator of more than one.

"We're looking at Saturn as plus business for General Motors, and we need all the existing franchises that we have, and Chevrolet, Pontiac, Buick, Cadillac and Oldsmobile are going to remain just as strong and stronger," McDonald said.

According to Vorhes, the new franchising system have no effect on current dual deals.

McDonald met with representatives of the GM dealer body and NADA last week to get their input into the criteria needed to assign dealers the Saturn franchises.

"We have not worked out all the details on what a separate franchise is or what a separate agreement is," McDonald said. "but it would probably require separate facilities. We did say the General Motors dealers would be the preferred applicants, that we have not determined the number, we have not determined the timing of appointments, nor have we established the criteria for the selection of those dealers."

While the bulk of the Saturn cars will be going to current GM dealers there will be an opportunity for exclusive Saturn deals, Vorhes said.

"We want a world-class dealer organization selling Saturn," he said. "To sell Saturn you must be the best."

Dealers getting Saturn will likely be required to set up separate facilities, although that has yet to be finalized, Vorhes said. That could include a separate showroom and sales force with a common service area in the existing dealership, he said.

Vorhes said GM expects most dealers will be large enough and financially able to put up a new building to sell Saturn. However, he said GM's Motors Holding Division will be available to dealers who need help.

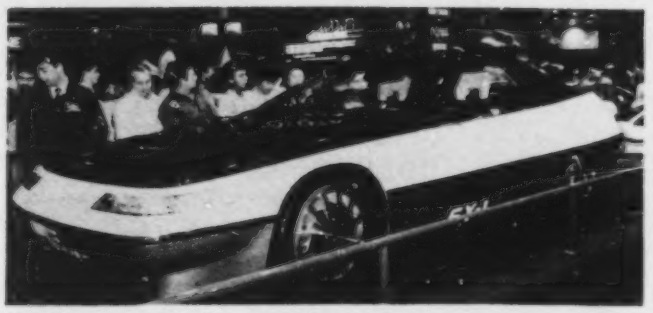
According to Smith, the Saturn dealers will be selling whatever the corporation produces, but, he said it is possible that Sanchez could negotiate with the BOC Group for example and buy a car from them

There is also a lot of interest in selling the cars in shopping malls, Vorhes said, and GM expects to

Continued on Page 58, Col. 1

For a sleek, slick commute

Premiering at the Greater Los Angeles Auto Show was this four-seat concept car from Isuzu, the CO-A (Capsule Open Air). Designed as a commuter car, the CO-A features a targa top, a video screen, a laser compact disk player and a state-of-the-art audio system.

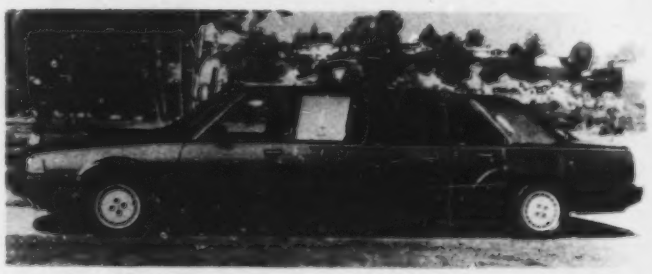


Toyota twin-turbo six show car

A Toyota prototype, the FX-I, showed up last week at the opening of the Greater Los Angeles Auto Show. It is powered by a twin-turbocharged six and is heavily laden with the latest in electronic technology.

Bitter shows off 4-door

This sedan, Bitter's first four-door, was put on display last week at the Greater Los Angeles Auto Show. The luxury auto was designed and built in Germany.



For Honda honchos

This Honda Accord LX has undergone a 52-inch stretch by Marquis Custom Coach and was on display at the Greater Los Angeles Auto Show. The rear doors have been widened to 49 inches. Amenities include a velour interior, color television, AM/FM tape stereo and an electric moonroof.

Show cars also on stage

L.A. hosts new cars' U.S. debut

By Matt De Lorenzo
Staff Correspondent

LOS ANGELES.—A number of new cars, ranging in price from Toyota's $10,999 MR2 to Rolls-Royce's $185,000 limousine, made their U.S. debut during the Greater Los Angeles Auto Show last week.

Sharing the stage with those two entries were Ferrari's Testarossa, Ford's Aerostar van and Merkur XR4Ti, Bitter's four-door sedan, Oldsmobile's Calais Indy Pace Car and specialty cars such as a 52-inch stretch Honda Accord LX limousine.

Several other show cars were also presented to the U.S. public for the first time.

Toyota displayed its futuristic FX-1 prototype, Ford showed the Ghia-built Vignale Mustang, Chrysler's Pacifica Design presented its A-45 concept vehicle, while AMC-Jeep had two versions of its Wagoneer/Cherokee sport-utility vehicles specially prepared by Molly Design.

The four-door Wagoneer was raised several inches, a new dash with full instrumentation was installed and the vehicle was painted a desert gray with navy blue accent striping.

The two-door Cherokee was presented in a sportier vein, painted in a Ferrari red and equipped with a kid-glove leather interior and Nardi sport steering wheel.

At the AMC-Jeep-Renault stand, Dean Greb, Western sales manager for the company, announced that it was continuing

Continued on Page 58, Col. 4

They thought it was theirs

Chevy dealers miffed by Saturn franchise

By Michelle Krebs
and Jake Kelderman
Of the Automotive News Staff

General Motors' announcement requiring dealers to have a separate franchise to sell its new Saturn model caught dealers by surprise, and it was not a particularly pleasant surprise for Chevrolet dealers who had counted on selling the Saturn.

With GM's announcement last week that it was establishing a new corporation, Saturn Corp., the auto maker said dealers would have to apply for a Saturn franchise and a separate facility would be required.

The details regarding the new franchise remain hazy.

"What we want to do is build a ladder with a clean-sheet approach just like we did with the automobile, the engineering and the manufacturing," said GM Chairman Roger B. Smith. "We want to get the product to the market the way the market wants to be served."

GM President F. James McDonald said GM wanted "new and unique marketing concepts" applied to the Saturn. He added that GM had not determined the number of Saturn dealers to be appointed, the timing of the appointments nor the criteria upon which they would be selected.

"We have not worked out all the details or what a separate franchise is or what a separate agreement is, but it would probably require separate facilities," McDonald said. "We did say the General Motors dealers would be the preferred applicants."

NADA sources indicated that whatever GM does with Saturn in terms of sales and distribution will have repercussions for the entire franchise system.

"When you start with a 'clean sheet,' anything is possible," said a high-ranking NADA officer.

Dealer protection laws protect only existing dealers, the NADA official noted. Since Saturn will be a new corporation, so, too, will be the franchise agreement.

Among the possibilities suggested by other dealer sources was an agreement whereby the title would not transfer to the dealer and pricing authority would remain with the manufacturer. Such an approach, sources said, would allow Saturn to deal with the major complaint consumers have with the car-buying process—negotiation over the price of a car and the "gouging" that goes on with popular models.

Porsche tried a similar approach last year, but was forced to back down, sources said, because it had to work with its existing dealer network. Under Saturn, GM would not have that problem.

Some Chevrolet dealers, particularly those who sell

Continued on Page 58, Col. 1

From American Custom Coachworks

American Custom Coachworks, Ltd., Beverly Hills, Calif., plans to produce 150-200 Lincoln Touring Limousines which will wholesale to Lincoln dealers for $31,000. Suggested retail price is $41,500.

Sanchez for Saturn —a unanimous choice

By Marjorie Serge
Labor Editor

Joseph J. Sanchez, 54, was the unanimous pick of everybody at General Motors for the job as president of the new Saturn Corp. Roger Smith said so, and he should know.

Sanchez was general manager of Oldsmobile where he developed a good rapport with the UAW on the GM20 project, a skill that will be needed in the new subsidiary where the company and the union are to work as one.

Joseph J. Sanchez

Sanchez was given a lot of latitude in running Oldsmobile, which has set sales records the last two years.

"At the risk of embarrassing Joe, I don't want to tell you all of his superior qualities," Smith said when making the announcement. "But I will say that you should look at where Joe has been, a lot of overseas work down in Uruguay and Brazil where hestruggled with a small independent company and made it grow."

Sanchez, who speaks Spanish, is a native of New York City and received his bachelor's degree from City College of New York. He began his overseas work for GM in 1960 as a field sales representative in Santiago, Chile.

In 1964, he became a zone manager for GM Overseas Distribution Corp., based in Panama. He moved to Caracas as vehicle sales manager of General Motors de Venezuela in 1965 and was named managing director of General Motors Uruguaya in 1968.

He became director of sales for General Motors Argentina in 1972 and was named managing director later that year. He returned to Uruguay in 1974 as regional manager for GMODC, became managing director of General Motors do Brasil in 1976 and was also responsible for GM Uruguaya from 1980 until he went to Oldsmobile in 1983.

He became a GM vice president in 1979 and will retain that title.

Sanchez will be assisted by Reid Rundell, formerly executive director of the Saturn project, who will now be executive vice president for strategic business planning at Saturn Corp.

There are also four Saturn vice presidents:

John Middlebrook, vice president for sales, service and marketing.

Tom Manoff, vice president, finance.

Jay Wetzel, vice president, engineering.

Guy Briggs, vice president, manufacturing operations.

"I am excited about this because it is a chance to do it differently," Sanchez said. "I don't want to say if we fail, everybody does because somebody else can maybe do it better. But you have to admit that this is the correct way of approaching a problem. Set it up separately so you can clearly define responsibility.

"If we go under, you have got one minority member here who is going to retire early. If I retire at 57, you'll know I'm in trouble."

$60 million to $100 million predicted

Huge ad budget seen for Saturn

By Joseph Bohn
Marketing Editor

WARREN, Mich.—General Motors' new Saturn car line will ultimately compete with Chevrolet and Pontiac small cars, but the effort is geared to plus business.

GM is looking for at least 45 percent of the small-car market, and more than the million small-car sales frequently described as its goal.

And its creation of the new Saturn Corp. subsidiary to build and market a new line of two-door and four-door models and other future lines will create a $60 million to $100 million advertising plum, media experts say.

Saturn's relationship with its agency (when chosen) is tied in with a current GM-McKinsey & Co. study on improving ad efficiency, a study that will have an effect on other GM divisional agency relationships as well.

These are just a few of the marketing ramifications of Saturn, GM's effort to build and market domestic small cars that are fully competitive with Japanese autos from a cost and quality standpoint.

Lloyd E. Reuss, group executive of the Chevrolet-Pontiac-GM of Canada Group, said none of the forward products planned for Chevrolet and Pontiac over the next five years have been trimmed as a result of Saturn.

"We have to provide products for the Chevrolet dealer body that cover the entire market and it's the same at Pontiac," Reuss said. "Not all Chevrolet and Pontiac dealers will be handling Saturn, so we have to make sure Chevrolet and Pontiac have strong products independent of Saturn.

Reuss stopped short of pinpointing where Saturn would fit in the small-car pricing lineup, saying that was for Saturn President Joseph Sanchez and his staff to determine. But indications are that the Saturn cars will fit just above the lowest-priced Chevrolet imports.

GM Chairman Roger B.Smith said he "expect(ed) Sprint will remain our least-expensive car." He added that the Saturn line will consist of very roomy four-passenger cars, a cut above the cramped entry-price level models of the subcompact field.

Reuss noted that GM wouldn't be making the kind of investment it is in Saturn if it's goal were not "plus business."

"We're going after higher penetration in the smaller end of the market and the 35-year-old age group. We're getting only 30 percent of the small-car market and there's no reason we can't get 45 percent of the entry-level" buyers, Reuss added.

Reuss said he "wasn't stuck" on the million-unit small-car number which reporters seemed to feel was GM's overall small-car sales goal, but that Saturn was simply coming on top of everything else that had been planned.

John Middlebrook, Saturn vice president of sales, service and marketing, said he wouldn't rule out any of the current GM ad agencies as potential contenders for the Saturn account.

"Obviously, nothing is ruled out," he said."But it will be well down the road before we get into that kind of program. We have a lot of work to do and a lot of marketing studies" before coming to agency considerations.

Detroit media experts say GM will have to spend heavily in the beginning to launch Saturn—not only because it is a new entity, with little consumer awareness, but also to build its credibility as a small-car marketer.

They feel that Chevrolet's reputation as a subcompact car marketer, for example, hasn't been all that good.

"They'll have to spend between $150 and $200 per unit" in advertising, said a longtime media expert. "That's kind of high for GM" which typically spends

Continued on Page 58, Col. 4

Nancy's gift to Ronnie is a Ford Ranger

WASHINGTON.—Nancy Reagan's belated Christmas present to her husband, President Ronald Reagan, is a canyon red Ford Ranger 4x4.

The dealer was Jim Click, Irvine, Calif. No special arrangements were made by Ford Motor Co. for the long-bed truck which has a 2.8-liter engine, AM/FM stereo and a 5-speed manual transmission.

A massive voice-and-data communications system

EDS eying GM 'phone company'

By Dan McCosh
Detroit Reporter

EDS Corp., General Motors' recently acquired data-processing subsidiary, is working on a massive voice-and-data communications system that one insider dubs "GM's own phone company."

It is expected to displace a significant portion of the auto maker's current commercially leased communications services.

GM previously indicated it would utilize EDS to build an integrated, companywide data-processing system to bring harmony to GM's internal data communications that have been developed by various departments through the years.

The comprehensive program now being developed by EDS includes voice, data and video communication links, according to EDS Senior Vice President Kenneth G. Riedlinger, who is in charge of the program.

GM expects to utilize about one-half of the comprehensive new system. The remainder will be used internally by EDS and other portions will be made available to outside customers.

"It's not budgeted at anything, but $500 million would be a starting point," Riedlinger said. Communications analysts say the investment would rank the system among the largest such private networks developed so far.

The emphasis at EDS on developing communications lines, going well beyond organizing GM's data-processing departments, is a logical next step, Riedlinger said. "Half of the task is how to get information from one one place to another in the most effective way," he said.

"I wouldn't call it a phone company—it's more data than voice," Riedlinger said. He also distinguished the EDS system from so-called "bypass" telephone systems being adopted by some major corporations that directly link a company to long-distance lines without using local phone companies—although voice communication would be an integral part of the system.

For EDS, Riedlinger envisions a complex mixture of communications lines, including satellite, land lines, microwave, coaxial cable and fiber optics. The system is being designed from scratch by EDS, but some portions be purchased outright and others will be leased from outside sources.

"There are a lot of people building pipes out there without any water in them," Riedlinger said.

By developing its own multipurpose internal communications network, GM is following a trend

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60th year—No. 5057

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Automotive News

EXTRA

January 14, 1985

ECONOMIC FORECAST '85

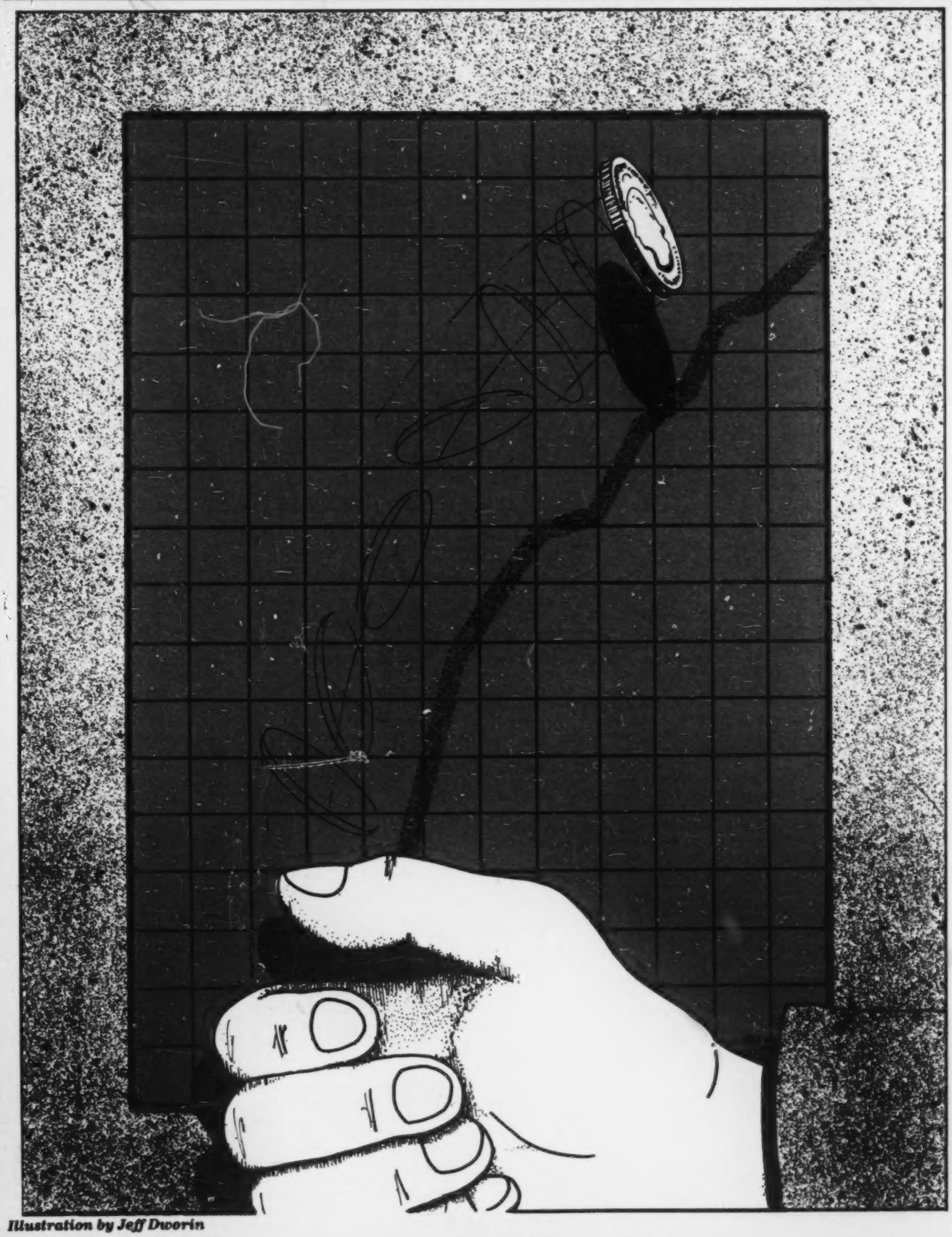

Illustration by Jeff Dworin

When is the boom ending? It's a toss-up

By Michelle Krebs
Financial Editor

Chief economists for the Big Three auto companies predict 1985 will be another good year for the auto industry and the U.S. economy in general, but prosperous years beyond this one hinge on progress being made in reducing the federal deficit.

General Motors expects 1985 sales to exceed last year's by as much as a half million units. Ford Motor Co. anticipates vehicle sales will be the same or somewhat better than in 1984. Chrysler Corp. predicts they will be the same.

GM is the most optimistic about sales. Total motor vehicle sales will be 15 million this year, GM says. That would make it the second best calendar year in U.S. automotive history and would mark only the second time the 15-million unit barrier was broken. Of the 15 million units, 10.7 million passenger cars and 4.3 million trucks will be sold, according to GM's forecast.

Ford expects 1985 sales may be slightly higher at 14.7 million total units, of which 10.5 million will be passenger cars and 4.2 million will be trucks.

Chrysler sees the same total number as 1984 at 14.5 million, though the mix will be slightly different. Chrysler's forecast for 1985 shows sales of 10.5 million passenger cars and 4.0 trucks compared with 10.3 million cars and 4.2 trucks last year.

Chrysler corporate economist Donald P. Hilty notes that day supply of cars has been running 15 to 18 percent below normal, but he expects that to change this year as U.S. production gears up and import restraints on Japanese automobiles are lifted or liberalized in the spring. In addition, no strikes such as those by U.S. and Canadian UAW members against GM last fall, which cut into third-quarter production, are expected.

Because of supply constraints, Hilty says emphasis was placed on trucks in 1984 and incentives were offered. He anticipates incentives will be off this year and truer demand for cars, at 10.5 million units for the year, will be represented. In addition, he maintains strong pent-up demand from the recession has not been absorbed, and postponed purchases will spill over into 1985.

All three auto company econo-

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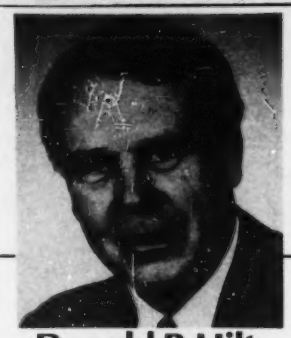
1985 Economic Predictions



	Marina v. N. Whitman General Motors	John V. Deaver Ford Motor Co.	Donald P. Hilty Chrysler
Total Motor Vehicle Sales	15 million	14.7 million	14.5 million
Passenger Car Sales	10.7 million	10.5 million	10.5 million
Truck Sales	4.3 million	4.2 million	4.0 million
U.S. Economic Growth measured by the GNP	3% or just under (pick up after first quarter)	1.5-3% Slow growth first half (1-2%); Pick up in the second half (2-4%)	3%
Inflation measured by the Consumer Price Index	5%	5%	4.7%
Interest Rates	Drop in early 85; move upward by end of first half	Drop in first half; move upward near year-end	Drop early in 85; move upward later in year
Unemployment Rate	7.4% same as in 84	7.4% same as in 84	7.4 % same as in 84
U.S. Dollar	No more appreciation, perhaps beginning of depreciation	Perhaps modest decline	Remain strong
Consumer Attitudes	Remain strong	Remain strong	Remain strong

Toss-up

Continued from Page E-1

mists see the U.S. economy continuing to grow but at a significantly lower rate than in 1984. The gross national product (GNP) is expected, by all three economists, to be three percent or less in 1985. Growth will be slow in the first half of this year, picking up in the second half, they predict.

"The U.S. economy will have another year of expansion typical in this year of recovery, but at a significantly lower rate of growth, particularly compared to growth in the first half of last year," says Marina v.N. Whitman, GM chief economist. "No one expected that kind of growth to be sustained."

An economic slowdown isn't necessarily bad. As many predicted would happen in 1984—but didn't happen—continuous breakneck growth would supposedly refuel inflation, trigger higher interest rates and ultimately prompt a recession, which would be more severe than a recession in a more stable economy.

Whitman says 1985 "will be a more sustainable pattern." She adds that growth will pick up after the first quarter.

"Overall, we expect the economy to grow more slowly, but car sales to be about the same or even a little better," says John Deaver, chief economist and economics director at Ford. "We're coming off a period of rapid growth, and the improvement in sales in the year are the results of earlier years. The lag effect is from the rapid growth in 1983 and early 1984.

"But the momentum will carry over to 1985," he adds, noting 1984 car sales were depressed by 200,000 to 300,000 units because of capacity constraints and production interruptions created by the GM strikes.

Ford's forecast shows no capacity constraints this year, with the economy weakening. Deaver says GNP will be at the 1.5 to three percent rate. Growth in the first half will be slow at one to two percent, picking up in the second half at two to four percent. The slow first half is a carryover from the second half of 1984.

"We are in the middle of a mini-inventory cycle that should be finished and reversed by mid-1985," Ford's Deaver says."We are undergoing, and have been since last summer, an enormous slowdown relating to inventories." The result has been slower retail sales and a build-up in inventories. Retailers have cut back orders, but inventories still have not declined because, as production has been cut back, so has consumer employment, he says.

"When inventories adjust to normal levels and with the lower interest rates we expect to continue, it will set the stage for better growth," Deaver adds. "At that time, investment in inventory will resume and consumer confidence will build."

Hilty sees the slow third quarter in 1984 as a "fluke," prompted by the GM strike and U.S. tourists traveling abroad because of the strong dollar. Those tourists spent their money on travel rather than on durable goods, Hilty theorizes. He forecasts another good year in 1985 with continued improvement in business conditions.

According to all three economists, inflation will be held in check, helping business conditions. As measured by the Consumer Price Index, inflation should be five percent or under after coming in at about 4.5 percent for 1984, they believe. "We don't expect inflation to misbehave," GM's Whitman says.

She expects there may be further softening of energy prices in the first half, and any increase in consumer prices will be modest.

All three see interest rates dipping again in 1985. The prime rate closed the year at 10.75 percent, after dropping one-fourth point in December.

"Interest rates will remain at quite a low rate through the first quarter as the growth rate remains low," Whitman says. "Interest rates may see some further decline for the near-term, but at some point in 1985 there will be some upward movement, probably by the end of the first half, as the growth rate picks up after the first quarter."

Ford's forecast is similar, placing the increase nearer year-end. However, Deaver says rates at the end of 1985 will be no higher than rates at the end of 1984.

Chrysler's forecast for interest rates is similar.

On the negative side, no one sees progress being made in unemployment. No change in the unemployment rate is included in any of the forecasts.

Also, the U.S. dollar is expected to remain strong. Whitman and Deaver are cautious but hopeful that some depreciation will occur in 1985. The strong dollar has made the U.S. favorable for imports—particularly European prestige-car builders—placing domestic auto companies at a competitive pricing disadvantage.

Deaver's forecast calls for a modest dollar decline, though he isn't counting on it and wouldn't be surprised if it became stronger. GM's forecast indicates no more appreciation and perhaps the beginning signs of depreciation. Chrysler anticipates it will continue at the same strong levels.

Whitman says the U.S. must set a goal of reducing its trade deficit, which she predicts will be somewhat higher this year than last. Despite the negative elements, the continued strong economic factors translate into high consumer confidence, which was running at record levels during 1984.

"Consumer sentiment should remain strong," says Whitman. "The consumer now is in good shape and sees himself as such. We have some decline from the peak levels of 1984, but disposable income and consumer debt are at good levels and are perceived as such."

Chrysler's Hilty notes personal disposable income, which he sees rising five percent during the year, should heighten consumer optimism.

Whitman adds: "If the economy behaves as we execpt it to, with growth slow in the first quarter and starting up in the second and inflation under control, the consumer should continue to respond positively."

The consumer, she says, doesn't worry about the federal deficit, but rather is concerned with the response of the credit markets. The credit markets do respond to actions—or the lack thereof—taken in reducing the federal deficit. The markets have been relatively stable, anticipating more action will be taken.

Hilty says that of the 10 leading indicators he watches for the auto industry, seven have green lights, only two signal red and one blinks yellow caution. The red signal flashes over work-week length and, subsequently, over the unemployment indicator.

"The work week is the shortest length it has been in sometime," Hilty says, noting that a lower work-week reflects cutbacks in overtime which cause a dip in disposable personal income over the long run and may trigger unemployment. In fact, he says, unemployment has been edging upward.

The sign for the stock market, green until recently, now has

Continued on Page E-4

Toss-up

Continued from Page E-2

turned yellow, Hilty says. Though the stock market decline appears to have bottomed out, the market is remaining cautious about progress on the federal deficit, he believes.

All three auto company economists say they will monitor what happens regarding the deficit, and they express concern about progress being made in 1985.

"If progress is not made by the end of 1985, the effects will be felt in 1986," says Whitman. While she remains hopeful something will be done, shestresses the need for action is critical.

"I just hope in the process of tax reform and deficit reduction, they won't lose sight of the spending side," she says, adding that Treasury Secretary Donald Regan's tax reform proposal is worthy of serious consideration.

"In '85 we will be watching what is done on taxes, but anything that happens in 1985 is not expected to affect car sales volumes," says Deaver. "There is not much beyond what's already in the works that will affect car and truck sales. Monetary policy changes and new efforts to reduce the deficit will be important to sales in 1986 and after."

Chrysler's Hilty will watch for status changes in the economic indicators he uses for the auto industry. The key indicators, he says, will be consumer attitudes and interest rates, both of which are tied to the federal deficit and the trade deficit.

"Interest rates will reflect the concern for the federal deficit and the trade deficit," he says. "We expect to see nothing done in the first half of 1985. We expect no change in the structure of tax rates, no change in the tax laws by the end of the year, though we may see some change in federal spending."

Just how good will 1985 be?

Vehicle sales forecasts differ by up to 1.5 million units

By Michelle Krebs
Financial Editor

Analysts are forecasting another good sales year for the auto industry in 1985, though there is great divergence of opinion concerning just how good it will be.

Analysts from forecasting firms, brokerage houses and banks surveyed by Automotive News collectively were almost on the nose in assessing sales for calendar 1984. Their composite forecast for the year put total vehicle sales at 14.5 million units including 10.6 million cars and 3.9 million trucks. The analysts' individual forecasts were within 700,000 units of each other for last year.

Analysts agreed 1984 sales figures could have been even better had it not been for capacity constraints of domestic auto companies, production interruptions caused by strikes against General Motors and import restraints on Japanese automobiles.

However, forecasts for total motor vehicle sales in 1985 vary by as much as 1.5 million units. Predictions range from a low of 14.0 million total vehicles to a high of 15.5 million.

Generally, analyst forecasts for the overall economy in 1985 include: strong growth but at a slower pace than 1984—perhaps three to 3.5 percent gross national product; a drop in interest rates followed by an upswing by the middle or end of the year; stable and perhaps even declining gasoline prices; and continued lower inflation.

They do not agree on directions of unemployment and disposable personal income. Some say unemployment may rise, others say it will drop, and most expect it to remain unchanged from 1984. Disposable personal income, a key factor in auto sales, will grow significantly, some say, while others see a decline.

As for 1985 vehicle sales, Arvid Jouppi, of Arvid Jouppi Associates, Detroit, is the most optimistic of those surveyed by Automotive News. He forecasts total vehicle sales of 15.5 million units this year. Car sales will be 12.0 million units and trucks will be at 3.5 million, he says.

Jouppi's forecast also shows the lowest share for imports at 2.5 million units, giving domestic makers sales of 9.5 million. The other analysts expect imports to rise from 1984's 2.4 million units to 2.7 million or 2.8 million units. They expect voluntary import restraints to be lifted or liberalized, but Japanese auto makers to show self-restraint in the number of cars they ship to the U.S.

Jouppi's forecast is based largely on the aging of the U.S. fleet, increased demand for lower-priced cars, and a shortage of late-model used cars for replacement vehicles or lower-priced alternatives to new cars. "We are optimistic," Jouppi says. "We feel the auto industry has a makeup job to do."

Jouppi's overall economic forecast is positive—growth but at a slower pace, low inflation, stable interest rates, wages which have held the line, and only moderate increases in car prices.

At the other end of the spectrum is Thomas O'Grady of Chase Econometrics. He looks for total vehicle sales to be 14.0 million units for the year with 10.3 million cars (imports taking 2.7 million) and trucks at 3.7 million.

"There are some things going on in the economy that need to be looked at more closely," he says. "The weakening of the economy in the third quarter has been written off by some as caused by the GM strikes, but actually it started in late summer, before the strikes. Then the continued weakness through the third quarter was explained away, and now those people are jubilant at the increase in sales. But you have to look at details."

Among the details are plentiful inventory supplies of some models. "If sales are so strong (and production schedules have been cut, in some cases), why are inventories staying the same?" he asks.

Some of those underlying factors which caused the economy to weaken in 1984 may spill over to 1985, so O'Grady remains cautious about the economy and conservative about vehicle sales.

Mary Ann Keller, a director of Vilas-Fischer Associates Inc., also remains cautious, placing total vehicle sales at 14.1 million units. "The first half should be reasonably good. There are some signs of interest rates coming down," she says. "But it's difficult to figure the second half. It will depend on Federal Reserve Board policy (regarding money supply). It's possible it will be a replica of 1984 with a good first half and slower second half."

Pressure on interest rates may be prompted later in the year by increases in consumer installment debt, the U.S. Treasury's financing of the deficit and borrowing

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AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,473	10,240	10,391	10,639	10,831	10,852	11,028	11,270
Germany	2,427	2,425	2,495	2,536	2,486	2,547	2,565	2,681
France	2,018	1,810	1,891	1,983	2,065	2,022	2,093	2,162
United Kingdom	1,792	1,733	1,698	1,742	1,782	1,724	1,768	1,809
Italy	1,582	1,629	1,662	1,645	1,676	1,702	1,712	1,693
Total U.S.	9,178	10,640	10,710	10,580	10,483	11,166	11,608	11,839
Asia-Pacific**	1,025	1,159	1,251	1,325	1,367	1,404	1,463	1,521
Japan	3,136	3,228	3,254	3,414	3,362	3,457	3,515	3,617
Total Africa-MidEast	1,271	1,242	1,305	1,450	1,575	1,635	1,603	1,645
Total Latin America	1,401	1,303	1,342	1,445	1,565	1,693	1,847	1,997
Total Eastern Bloc	2,085	2,118	2,155	2,222	2,302	2,366	2,407	2,457
CAR PRODUCTION								
Total Western Europe*	11,121	10,772	11,093	11,208	11,393	11,426	11,602	11,845
Germany	3,878	3,677	3,828	3,873	3,880	3,980	4,054	4,193
France	2,961	2,760	2,772	2,818	2,885	2,824	2,830	2,810
United Kingdom	1,045	981	1,016	1,001	1,010	995	1,028	1,050
Italy	1,396	1,493	1,504	1,498	1,518	1,521	1,562	1,594
Total North America	7,746	8,761	8,993	8,361	8,141	8,875	9,206	9,176
Asia-Pacific**	7,909	8,189	8,434	8,752	8,916	9,132	9,327	9,548
Japan	7,152	7,308	7,444	7,630	7,711	7,885	8,051	8,229
Total Latin America	1,113	1,094	1,144	1,247	1,407	1,559	1,670	1,826
Mexico	207	223	242	271	361	431	463	486
NEW TRUCK REGISTRATIONS								
Western Europe***	10,175	9,825	10,284	10,516	10,596	10,859	11,101	11,294
U.S.	3,161	4,164	4,373	4,342	4,390	4,537	4,624	4,767
TRUCK PRODUCTION								
Western Europe***	1,309	1,233	1,327	1,370	1,385	1,427	1,470	1,495
North America	2,971	4,017	4,166	4,004	3,991	4,122	4,232	4,421

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Taiwan, South Korea Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately.
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

Struggling for output supremacy

U.S. and Japan face close rivalry throughout decade

By Michelle Krebs
Financial Editor

The race between the U.S. and Japan for the title of world's largest automobile producer will be neck-and-neck through the rest of the decade, according to the latest Automotive News World Outlook.

The quarterly service of Automotive News and Data Resources Inc. indicates car production in Japan will reach 8.2 million units by 1990 while U.S. production will run in the 8.1 to 8.2 million-unit range.

By 1990 the U.S., Canada and Mexico combined will produce nearly 9.2 million cars annually, and most production in Canada and Mexico will be by U.S. auto makers.

At the same time, vehicles produced in the U.S. will be of a different sort from the past, not necessarily having their origins in North America. By the next decade, one million vehicles a year in the U.S. will be produced by Japanese companies.

Nearly 40 percent of the overseas capacity of Japanese companies will be in the U.S., according to Automotive News World Outlook. Those numbers are based on present plans and could be higher if speculation regarding other plans become reality.

So far, definite plans for U.S. production have been announced by Japan's four major auto companies—Toyota, Nissan, Honda and Mazda.

Mazda was the latest to announce it will assemble cars in the U.S. The auto maker plans to spend $450 million to renovate an abandoned Ford Motor Co. facility in Flat Rock, Mich., near Detroit. Production begins in the fall of 1987 with initial capacity of 240,000 units annually.

Honda, which builds the Accord model in Marysville, O., plans to add a line for Civics. Capacity will double to 300,000 cars annually. Nissan plans to add its Sentra car line to its Smyrna, Tenn. plant, where it now builds only trucks.

The General Motors-Toyota venture in Fremont, Calif. is expected to produce 250,000 cars annually.

The Japanese companies' U.S. capacity may exceed one million units if others follow suit. Mitsubishi is expected to be next to announce a U.S. plan. In fact, Mitsubishi president Toyoo Tate said potential plant sites have been narrowed to four states—Illinois, Indiana, Kentucky and Ohio.

"Mitsubishi has to do something based on its sales growth projections," says John Hammond, DRI's U.S.-based economist. "It makes sense to do it here."

Imports to the U.S. also will come from South Korea, though in small numbers, through GM's venture with Daewoo Motor Co. Ltd. (the products will be marketed through Pontiac), and as Hyundai attempts to crack the U.S. market.

Hammond concludes the imports' U.S. market share will be 30 percent by 1990—40 percent if Japanese production in the U.S. is included with imports.

For the short term, the U.S., which will continue to grow in 1985 but at a slower pace than in 1984, will be the bright spot in the global economy. Automotive News World Outlook shows a decline in motor vehicle demand outside of North America.

Production constraints and voluntary restraints on Japanese imports to the U.S. kept overall sales from climbing even higher. Automotive News World Outlook shows an overhang of unsatisified demand from those constraints until the economy dips into a recession the second half of the year.

"Year 1985 will be generally more positive," says John Lawson, London-based economist for DRI. "The recovery will be continuing without major interruptions (such as last summer's six-week metalworkers strike in West Germany). Prospects for tax reduction should help, and the French market, which was a disaster in 1984, shows some possibility of growth." Most Western European markets will be close to 1984 sales levels, he adds.

However, one major cloud of uncertainity could throw all of Europe off track; that is West Germany, where drastic pollution control legislation is being contemplated. The mere uncertainity of what form the legislation will take has had a negative impact on car sales. "The consumer doesn't know what sort of car to buy," says Lawson. Car sales this year will depend on the West German budget deficit and tax policy."

John Maher, economist with Citicorp., says attention should be paid to vehicle production schedules. The schedules, he notes, are strong in the first quarter at an annual rate of nine million units. However, he expects production for the year to be only eight million units, so schedules after the first quarter will have to be cut.

On the more optimistic side, David Healy, of Drexel Burnham Lambert, sees strong economic behavior aiding car sales. His forecast includes a three percent increase in real disposable income and a drop in the unemployment rate, as well as auto credit at reasonable rates. (Federal Reserve Board data show consumers paid an average 14.68 percent on an auto loan in August, up only slightly from the 13.92 percent at the end of 1983.)

Philip K. Fricke, auto analyst for Goldman Sachs, also sees the economics of new-car demand remaining favorable, including available credit. Income will rise faster than car prices, he says, and consumer confidence will remain high. He sees no compelling reason to expect deterioration in consumer optimism for at least six months to a year.

In addition, Fricke notes the percentage of household income spent on monthly car payments is unchanged from levels paid in similar economic cycles of the past. Consumers spend an average of 10.0 to 10.6 percent of their household income on monthly new car payments.

Fricke divides American car buyers into two groups: consumers and nonconsumers; the latter includes fleets as well as business and commercial buyers. He notes key factors for consumer purchases are disposable income, consumer sentiment and cost including financing. Nonconsumer demand is a function of overall economic conditions and corporate cash flow. His forecast shows demand by both groups picked up in 1984 with consumer deliveries accounting for about 6.8 million units (below the previous peak of 7.7 million) and nonconsumer about 3.7 million units, somewhat higher.

He forecasts,"For 1985 we estimate a pickup in consumer purchases to 7.2 million units, and nonconsumer purchases to be about flat with 1984."

Harvey Heinbach, of Merrill Lynch Pierce Fenner & Smith Inc., has upgraded his 1985 sales forecast since last fall because of supply constraints in 1984. He feels unsatisfied car demand will spill over from last year. He expects some bumpy spots in the overall economy including favorable conditions for the consumer, such as a drop in unemployment, but with considerably slower growth in disposable personal income.

"The year will be flattish compared to 1984 but basically will be a good year," he says.

government clearing up the picture on emission control.

Whatever the outcome in West Germany, Lawson predicts another tough year for Europe's auto companies, which collectively have lost money for five consecutive years.

Lawson foresees another year of losses that may well exceed 1984's estimated $1 billion loss.

Lawson sees no letup in competition in the market which will grow at a rate of only one-half percent per year through 1990, according to Automotive News World Outlook. The five major companies of Europe show market share within one to two percent of each other.

At the same time, Western European auto companies continue to be saddled with huge capital spending expenses for product development. However, no price increases, which Lawson claims are desperately needed, are in sight.

"Can everyone stay in there? For some, you must have some doubts," Lawson says.

For 1985 Lawson estimates the industry, which already has seen massive layoffs, will shed another 250,000 workers, adding to Western Europe's stubbornly chronic unemployment problem. "With lower revenue growth, action has to be taken on the cost front," he says.

One answer may be for European auto makers to look beyond their homeland and to outsource or to import cars from developing nations, as U.S. manufacturers have done to reduce costs. "We can see doubling or tripling of that by the end of decade," Law-

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How good

Continued from Page E-4

by corporations for capital spending. "Those are the ingredients for higher interest rates and that by itself could make for a stronger first half and slower second," Keller says. "Whatever, we don't see a nice smooth upward growth, but, instead, being wobbly from quarter to quarter."

Keller says the major issue clouding the picture is what Congress will do on the deficit and tax reform proposals, including Treasury Secretary Donald Regan's proposal which would no longer allow write-offs of interest paid on such items as car loans. "The consumer will have to take a very hard look at himself and his financial situation in terms of the tax bill. The consumer may take a wait-and-see attitude on spending," she speculates.

The tax bill debate may cause "temporary turmoil" and negatively effect car sales, Keller says, and "1986 could be a horror story and will be determined by Congress and what it does on the

U.S. Market Outlook: Composite of Calendar Year Sales Forecast

1985

	Total Car	Imports	Domestics	Total Truck	Total Motor Vehicles
Davis	10.8	2.7	8.1	4.5	15.3
Fricke	10.9	2.7*	8.2	4.0	14.9
Hammond	10.7	2.6	8.1	4.1	14.8
Healy	10.6	2.7	7.9	4.1	14.7
Heinbach	10.5	2.7	7.8	4.2	14.7
Jouppi	12.0	2.5	9.5	3.5	15.5
Keller	10.4	2.5	7.9	3.7	14.1
Knight	11.2	2.8	8.4	4.0	15.2
Maher	10.8	2.8	8.0	4.0	14.8
O'Grady	10.3	2.7	7.6	3.7	14.0
COMPOSITE	10.9	2.7	8.2	4.0	14.9

*Domestics include automobiles built by Japanese companies on U.S. soil. However, Fricke counts American Honda as an import.

Legend: Arthur G. Davis, Prescott Ball & Turben; Philip Fricke, Goldman Sachs; John Hammond, Data Resources Inc.; David Healy, Drexel Burnham Lambert; Harvey Heinbach, Merrill Lynch Pierce Fenner & Smith Inc.; Arvid Jouppi, Arvid Jouppi Associates, Inc.; Mary Ann Keller, Vilas-Fischer Associates, Inc.; Ann Knight, PaineWebber Inc.; John Maher, Citicorp; Thomas O'Grady, Chase Econometrics.

The shoot-out in wild Western Europe

Future of the continent's vehicle manufacturers is at stake

By Michelle Krebs
Financial Editor

Concern continues to mount over economic and industrial problems facing Western Europe, and in no place in the economy are those problems more evident, or in need of attention, than in the motor vehicle industry. Indeed, the future of some European auto companies is at stake.

Collectively, Western European auto companies have lost money five straight years. Losses for 1984, yet to be reported, are expected to top $1 billion, and the losing trend won't be reversed in 1985. This gives rise to the question of whether all the European companies will still exist by the end of the decade.

European economists predict the economy in 1985 will be slightly more positive at best, and more likely will be a repeat of 1984.

"Economic Forecasts: A Worldwide Survey," which uses a consensus of European economists' forecasts, shows little change from 1984 to 1985 for the major European nations.

Inflation in the United Kingdom is expected to stay just under 5.0 percent and unemployment will rise to 3.1 million people. An increase in growth will be only marginal, from 2.4 percent to 2.8 percent, according to the forecast.

Likewise, West Germany's inflation and unemployment will remain unchanged, while growth will decline from 2.5 percent to 1.8 percent.

In France, the forecast expects inflation to drop, and unemployment and growth to hold steady.

Italy's growth rate will remain the same, unemployment will edge upward from its already high 10.3 percent to 10.5 percent, and inflation will drop from 11 percent to 9.4 percent, according to the forecast.

A survey of British economists, conducted by the Society of Business Economists, indicates similar results for the Britsh economy, with growth at a slower pace accompanied by higher inflation and more unemployment.

Two-thirds of the 144 economists surveyed expect real, or inflation-adjusted gross domestic product, to grow between 2.0 and 3.0 percent. The British government predicts 3.5 percent growth. The majority surveyed forecast retail inflation to rise between 5.1 and 7.0 percent, compared with the British government's estimate of 5.0 percent. Jobless ranks will rise as much as 250,000 from about three million, according to the economists, while the government predicts unemployment and inflation will decline.

Even the British public is becoming more pessimistic about the economic outlook. A public opinion poll done by Market & Opinion Research International in 1982 showed British people thought general economic conditions would improve. However, the same survey taken in 1984 showed the public thinks economic conditions will worsen, particularly because of the lengthy coalminer strike.

Likewise, only modest improvements in the motor vehicle business are anticipated. Automotive News World Outlook, a quarterly forecasting service of Automotive News and Data Resources Inc. (DRI), shows 1985 car sales will rise to 10.39 million units in the nations of Western Europe from last year's 10.24 million units. Auto makers will see no let up in product competition and no relief in price pressure.

The consumer, who so far has not been active in the European economic recovery, may make some contribution in 1985. Tax-cutting packages in Britain and West Germany, as well as delayed upswings in France and Italy, should help support car demand into 1986.

However, increases for the rest of the decade amount to only 0.5 percent per year, and the profit picture could deteriorate further as prospective action on exhaust emission regulation further burdens the revenue side while adding capital and engineering expenses to the cost side.

"Only a rapid revival of volumes, perhaps taking the market rapidly to 11.5 or 12 million cars in Western Europe (which is not predicted), could restore equilibrium," DRI's report concludes. "Otherwise, governments and shareholders will have to meet the costs of adjustment or witness a contraction of the manufacturing base."

The situation in West Germany best illustrates the situation. It's clear the question of emission control standards being considered by the government cooled automobile sales in 1984 by its mere uncertainity. The consumer simply didn't know what kind of car to buy. This year could see a repeat of that uncertainty.

The best guess for 1985 is that European countries, contemplating a united action regarding pollution control, probably won't make a decision before the end of the year. The West German government then must decide if it should move ahead independently of the other countries, in which case car makers would have to decide to invest in product development to fit West Germany's timetable or wait for the rest of Europe. Waiting in the wings are Japanese auto makers, whose cars already have pollution controls.

Likewise, the Western European truck business, which last year experienced its lowest production in decades, continues to face major challenges, mainly in the form of high production costs and exports. Exports, once the backbone of the Western European truck industry, have been cut nearly in half from recent peaks. To take back some of the business it lost, Western European manufacturers may have to increase the assembly of trucks in markets where they are sold.

Marina v.N. Whitman, chief economist for General Motors, forecasts some pickup in European growth, "but not enough to make a dent in the unemployment problem, which is higher and more stubborn than here."

For the automobile industry this year, Whitman expects some improvement because tough problems, such as the West German metalworkers strike, are out of the way; and policy issues, such as West Germany's emission control legislation, whose uncertainty has had a negative impact on car sales, should be resolved.

The only car companies making profits in Europe are producers of luxury, prestige cars. They have taken advantage of the strong U.S. dollar and record high demand for their vehicles in the U.S. A slowdown in the U.S. economy could slow those profits.

Whitman would like to see a move toward a more domestically based expansion of Western Europe's auto business: "I hope we see some shift in growth pattern, which has been export-led by the rapid expansion in the U.S. (and favorable exchange rates). It's not reasonable to expect the U.S. to continue to act as a loan locomotive to growth."

John Deaver, economist for Ford Motor Co., expects a repeat of 1984. His forecast calls for growth in the UK of 2.0 to 2.5 percent; 2.5 percent for West Germany and Italy; and 2.0 percent for France. "Car demand could be a little better, but probably it will be very much like 1934," he says. "A great deal will depend on the U.S. economy. They are not immune from the effect of a slowdown in the U.S. economy, and it would weaken our import demand from these countries."

John Lawson, London-based economist for DRI, sees little change in the level of Western Europe's car exports to the U.S., and instead expects them to increase their shares. However, he anticipates more action on the cost front of the motor vehicle business.

Lawson predicts Western European auto companies may speed up outsourcing of component manufacturing to recover profits. He sees a doubling or tripling of the import of fully assembled vehicles from subsidiaries in developing parts of the world. He also anticipates more layoffs in the auto industry—as many as 250,000 more—adding to Europe's already high unemployment rate.

Heinrich von Moltke, cabinet chief responsible for internal market and industrial affairs for the Commission of the European Community, calls unemployment Western Europe's most severe challenge. "Our main problem is unemployment, which is now at 11 percent, largely due to a slowness of our economy to adjust to the changing pattern of international competition," von Moltke said in a teleconference panel discussion on the European economic outlook sponsored by Touche-Ross International. "The rigidities of old Europe are preventing the new Europe from emerging."

He said the rigidities, particularly evident in the motor vehicle industry, take three forms: labor's short-sighted demands instead of long-term solutions; too much regulation; and lack of investment capital for high technology.

"The labor markets have been ossified by the search for short-term securities at the expense of long-term prosperity," he said. "We spend perhaps more time in negotiating Christmas bonuses or demarcating workers' obligations, and far too little time enhancing the mobility of the work force, training the work force, or work creation.

"We do not possess markets for risk capital which are flexible enough for businessmen to seize the various opportunities for innovation," he said.

Sir James Ball, co-author of "Towards European Economic Recovery in the 1980s," said during the teleconference discussion that European industry did not make the proper adjustments to retain profitability or make investments needed to maintain jobs.

"That has been reflected in the rather sad history of the (European) Community," said Ball, economics professor of the London Business School and chairman of Legal and General Group, one of Britain's largest insurance companies. He noted from 1974 and into the 1980s, 15 million jobs were created in the U.S., three million in Japan and none in the European Community.

The study by Ball and Michel Albert, former commissioner for the French Economic Plan, was commissioned by the European Parliament, and concluded Western European nations have sacrificed the future for the present by spending on consumption rather than investing in the future. It further noted Europe was slow to react to the energy crisis of the 1970s and subsequent need to accelerate investment in high-tech, energy and labor-saving enterprises.

Economists, businessmen and government officials agree Western Europe is undergoing profound economic change. Yet they do not necessarily agree on the cure for those economic ills nor on how quickly prescriptions for the cure should come forward.

One point on which many seem to agree is that Western Europe, which includes 18 states and 350 million people, needs to act at the European level rather than a national level.

"The nations need to make some major individual and collective decisions if serious economic decline is to be avoided," said von Moltke. One voice in monetary terms is necessary, von Moltke suggests, to minimize the effects of fluctuating exchange rates. In fact, efforts to build a monetary system based on a European monetary unit are under way.

"In the international monetary jungle," von Moltke said, "the European monetary system can help to provide sort of a shock absorber for European currencies and can help to ensure that the gyrating dollar does not continually drive them apart, thus adding to the uncertainity with which our businessmen have to live.

"We also need a monetary system in Europe in order to give Europe a greater voice in international monetary affairs—a voice commensurate with its role as the world's greatest trading partner," he said.

He also recommends the coordination of economic policies. "We need to work to maintain the free international trading system. For Europe to develop a Common Market plan to be less vulnerable to the vagaries of the dollar is in the interest of both sides of the Atlantic. For without these developments, it will impede the flow of trade between Europe and the U.S., and both will continually be threatened as currency fluctuations enhance the penetration of imports on one side of the Atlantic and then on the other."

Achieving that oneness may be easier said than done. "The U.S. never had the problems that we're having in Europe at the moment," said John Drew, director of European affairs for Touche Ross and international affairs advisor for Rank Xerox Ltd. "No one said to the U.S., 'by the way, one of these days you guys are going to have to become the United States.' "

The Ball-Albert study, in addition to advocating one voice for Europe, suggests two action plans.

Ball believes economic policy should be set to create an environment in which investment is encouraged and economic agents can function more efficiently. He also suggests a framework be created in which management and labor can work in an internationally competitive way. He further said financial soundness must be restored to government and deficits adjusted.

Albert proposed a $15 billion investment drive targeting high-technology industries. The funds would be raised through a tax on imported oil. His plan also involves increased borrowing at the European level and a "Marshall Plan" for energy-saving investments. He acknowledges Europe will never again see full employment, and suggests employes negotiate for the number of days and days of the week they work.

There are signs the tide is turning for Western Europe, according to some experts. New technologies are developing and greater emphasis is being placed on service industries, high technologies and small business, they say.

Dudley Fishburn, executive editor of The Economist magazine and speech writer for British Prime Minister Margaret Thatcher, notes a change in the European mood which will aid in its economic recovery. "The principal issue is that the mood of conservativism, which is felt in the U.S. and Canada, is also now being shared in Western Europe," Fishburn said during the Touche-Ross discussion. "Indeed, it probably started in Western Europe where 30 years of a post-war welfare state has run out of steam."

He pointed out in the last two European elections of any size—in Britain and West Germany—conservatives were voted into office. More importantly, that mood has pervaded traditionally socialist countries. Even the military dictatorship of Turkey has given way to a successful free enterprise leader, Fishburn said.

EUROPEAN ECONOMIC OUTLOOK

United Kingdom

Year	GDP or GNP*	Consumption	Investment	Inflation	Unemployment**
1984	2.4	2.3	7.0	4.9	3.0
1985	2.8	2.5	3.7	4.9	3.1
Germany					
1984	2.5	1.1	3.8	2.6	2.3
1985	1.8	1.4	2.1	2.3	2.3
France					
1984	1.0	0.5	−0.3	7.3	2.4
1985	1.0	0.8	1.8	5.8	2.6
Italy					
1984	2.6	1.5	1.9	11.0	10.3
1985	2.6	2.8	3.3	9.4	10.5
Sweden					
1984	2.6	0.8	14.2	7.4	3.4
1985	1.8	1.1	5.8	7.1	3.2
Switzerland					
1984	2.4	1.4	2.5	2.6	0.8
1985	2.3	2.0	3.8	3.0	0.7

Source: "Economic Forecasts: A Worldwide Survey," which uses a consensus of opinions from European economists, published in November.
*Gross Domestic Product used for United Kingdom, France and Sweden; Gross National Product used for other countries.
**Percentage changes of annual rates for all categories butunemployment.Percent of labor force is used for countries other than United Kingdom, Germany and France, which is represented in millions. For Switzerland, unemployment is based on registered fully unemployed only.

AUTOMOTIVE NEWS WORLD OUTLOOK

GENERATED BY DATA RESOURCES, INC.

	1984					1985				
U.S. MACROECONOMIC OUTLOOK	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1984	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Year 1985
Percent change of gross national product in 1972 dollars	2.429	1.732	0.470	0.375	1.251	0.340	0.248	0.746	0.806	0.534
Index of production workers wages	3.126	3.151	3.172	3.201	3.163	3.235	3.272	3.310	3.351	3.292
Consumer price index (all urban, all items)	3.068	3.096	3.123	3.156	3.111	3.185	3.212	3.241	3.274	3.228
Unemployment (all civilian workers)	7.867	7.467	7.467	7.459	7.565	7.546	7.723	7.805	7.832	7.726
Index of consumer sentiment	0.995	0.966	0.989	0.955	0.976	0.929	0.906	0.884	0.859	0.894
Housing starts	1.968	1.895	1.662	1.641	1.792	1.678	1.718	1.730	1.761	1.722
U.S. FINANCIAL OUTLOOK										
Prime rate on short-term business loans	11.070	12.307	12.990	12.039	12.101	11.263	10.605	10.502	10.552	10.731
Finance rate on consumer installment credit, auto loans	13.320	13.530	14.080	13.803	13.683	13.708	13.533	13.286	13.051	13.395
Real new issue rate	6.024	7.501	7.192	7.018	6.934	6.749	6.820	6.887	7.032	6.872
Real short-term interest rate	6.220	7.546	8.267	5.936	6.982	5.188	4.809	5.095	5.456	5.137
Personal savings as percentage of disposable income	6.100	5.700	6.300	5.995	6.024	5.911	5.553	5.465	5.567	5.624
Ratio of corporate profits to GNP	6.847	6.750	6.054	5.738	6.347	5.481	5.424	5.323	5.303	5.383
Ratio of fixed investment to GNP	11.223	11.546	11.867	11.893	11.632	11.836	11.816	11.759	11.741	11.788

Struggling

Continued from Page E-5

son says. "We're seeing some signs the companies are heading that way."

By 1990, Lawson estimates, 800,000 cars will be brought to Western Europe by companies such as Ford, Fiat and GM to try to restore profitability. At present, those imports account for only small percentages. Ford, for example, exports about 250,000 Escorts a year to Scandinavian countries from Brazil; Fiat sends about the same number of its Uno model there from Brazil.

Meanwhile, Western European car exports to the U.S. should remain at 1984 levels, which have been record levels for some companies. Lawson says they have plenty of capacity to send enough cars to the U.S., which was not the case in 1984. "I don't think that will change terribly significantly," he says. "They still will increase their penetrations."

However, Hammond notes, with a growth slowdown forecast for the second half of 1985 in the U.S., European auto makers will have to begin to generate growth in their own market.

The truck side of Western Europe's business has offered little help for recovery. Truck production hit its lowest levels in decades, and exports from Western Europe have been cut in half from historic peak levels. Automotive News World Outlook indicates the slump has seen its worst, yet the structure of the business will never be the same. In the future, more and more trucks will be assembled in countries where they are sold.

Meanwhile, Automotive News World Outlook has turned less bullish on the pace of Third World growth for motor vehicle sales and production.

South Korea appears to be the only developing nation in the Asia-Pacific area to come close to fulfilling its aspirations for auto production, stealing the show from Malaysia and Taiwan, which have similar aspirations.

Hyundai, with its new Stellar and upcoming X-car, will be the leader along with Daewoo, the GM affiliate. South Korean auto makers will take over the inexpensive, basic transportation segment surrendered by the major Japanese companies which will continue to concentrate on more upscale segments. Though the real numbers remain small for auto production compared to Europe, the U.S. or Japan, South Korean auto production, which increased 114 percent from 1980 to 1983, will jump another 152 percent through the end of the decade. Exports have increased 180 percent in the same period and will skyrocket 390 percent through the end of the decade.

At the same time, European and U.S. domestic auto makers will have production capacity in Latin America, which will add to the difficulty of other Asian countries with high auto production goals to advance.

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Labor

Continued from Page E-10

suppliers should be concerned about GM's new job bank program. In the program, workers laid off because of new technology, outsourcing, negotiated productivity improvements, work movement and production consolidation will be retrained for new jobs, either inside or outside GM.

According to Warren, some of those people ultimately could be placed in the supplier network if no jobs are available at GM. But that's a last resort, he says.

Miner says the concept is borrowed from the Japanese, but Japanese auto companies often own supplier firms, and since U.S. auto companies often don't, the program may not work here. "It's far different talking to a Rockwell or TRW," he says. "They may tell us, 'We value your business, but if you think we're going to take workers you have left over, then adios.' Smaller suppliers can't do that. Ford and GM may want to invite their workers to go to a supplier company at the same time the supplier company is suffering redundancies. Somebody has to fall out the bottom.

"There's no free lunch," Miner adds. "When the auto market declines, and it will, half the people in the auto industry could be out of work, and that means half the people in the supplier business. Where are those people going to go? The UAW has set up a system now where we take care of them, and to heck with anybody else who falls off the bottom. It's not the union's job to worry about who falls out the bottom, as long as it isn't their people, and it probably won't be. So I don't know if it's going to work."

GM and the UAW disagree. Bieber calls the job bank program "one hell of a giant step forward" in creating job security for UAW members. While it may not be Utopia, he says, some of the problems can be ironed out in 1987 negotiations. "The job security program has a firm foundation, and a lot of building blocks were laid," he says. "They just need to be squared up a bit."

Warren calls the job program "excellent," saying it lays the groundwork for future worker improvements, although workers will not necessarily get the same wages and benefits they got at GM once they leave the job bank. "The union's big concern was making sure their people had jobs," Warren says. "The big emphasis was on jobs."

Retraining hourly workers also will help GM become more competitive, Warren says, since workers will become more competitive by learning new skills, and may even move into traditionally white-collar jobs.

Although Ford and GM contracts are set for the next three years, the UAW has its eyes on 1987 negotiations. According to Bieber, while the annual improvement factor (AIF) was not renegotiated in 1984, it will be revived at the 1987 bargaining table. He also says the union is still interested in shorter work time, although it may not take the form of a four-day work week.

However, since AIF was given up in 1982 bargaining, the auto companies maintain it is gone forever.

Meantime, UAW leadership is working on improving communications with its membership. Bieber meets often with locals, assuring them of the union's continuing power base, and its influence in industry and government, as well as dealing with everyday problems. "You must always improve communication with the membership," Bieber says.

Rental agreement extended for three years

Avis, Nissan Kanko renew pact

By Francis J. Gawronski

Two of the world's bigger firms in the car-rental services are renewing their agreement to exchange car-rental reservations worldwide

Avis, Inc, Garden City, N.J., which operates in more than 130 countries, and Nissan Kanko Service, Ltd., which operates car-rental services exclusively in Japan, joined forces in 1981. They announced that they have renewed their cooperative business agreement for three additional years.

"Avis is proud to be a leading rent-a-car company in international locations," said Joseph V. Vittoria, Avis president and chief operating officer. "Avis and Nissan Kanko form a strong alliance to serve the worldwide car-rental needs of travelers to and from Japan. We are pleased to be associated with Nisssan Kanko."

"We are delighted to continue close cooperation with one of the world's foremost names," said Seiji Nakagawa, Nissan Kanko, president. "Avis is the ideal partner from which we can extend car-rental service worldwide. We expect to enjoy further expansion of our network and continued growth in volume."

Avis operates one of the world's largest (corporate and licensee) fleets of rental cars. Nissan Kanko, a wholly owned subsidiary of Nissan Motor Co., is Japan's third largest rent-a-car company with more than 400 rental locations and more than 10,000 rental vehicles.

Under the agreement, Avis' Tokyo-based partner exclusively accepts and services Avis reservations generated by Nissan in Japan for car-rental services outside that country.

The joint program also facilitates reciprocal transmissions and acceptances of reservation forms, prepaid vouchers and other documents utilized by the respective systems when applicable. Both companies also have agreed to honor traditional commitments for the payment of commissions to travel agents and other commissionable sources.

Avis also announced that it has merged seven sales areas into five reporting regions—Northeast, Mid-Atlantic, Southern, Central and Western. It named three new regional sales vice presidents to head them.

Newly named regional vice presidents are Peter Dizinno, Joseph Scalabrino and Theodore Heller.

The Northeast region, managed by Dizinno, who formerly was area sales director—Northeast, is comprised of the New York, Boston, Connecticut and New Jersey districts.

The Mid-Atlantic region, comprised of Washington, Philadelphia, Pittsburgh, Cleveland and Cincinnati, is headed by Scalabrino, former area sales director—Mid-Atlantic.

Thomas J. Byrnes, Southern regional vice president, has the Atlanta, Miami, Dallas and Houston districts in his division.

The newly formed Central region is comprised of the Chicago, Minneapolis, Detroit and St. Louis districts and is directed by Heller, who formerly was Midwest area sales director.

The Western region is now comprised of the San Francisco, Seattle, Los Angeles, Southern California, Hawaii and Denver districts, led by Oliver Milton.

Elsewhere, General Electric Credit Auto Lease, Inc. (GECAL), has moved into its new 63,000-square-foot administrative headquarters in Barrington, Ill. The new facility consolidates three previous locations in the Barrington area.

GECAL's 175-member administrative staff occupies the new facility, which includes a sales and management training center, a computer facility and additional space for anticipated expansion.

"Due to GECAL's tremendous growth and the continuing demand for auto lease financing, we felt the need not only to consolidate our existing facilities, but also to plan for expanded capabilities as well," said Dennis Carey, GECAL president.

Joseph M. Russo has been appointed public affairs director of Hertz Corp, New York. He previously was a vice president and director of marketing for First Jersey National Corp, Jersey City.

David J. Idstrom has been named corporate vice president of Car Leasing Division, Lend Lease, Minneapolis, succeeding John P. Dedon, who is retiring.

Francis K. Gnos, formerly vice president of national account sales, replaced Idstrom as sales vice president.

Associates Leasing, Inc, Chicago, has elected Pamela D. Strewe assistant vice president. Strewe will continue to be responsible for certain administrative functions for the truck leasing operations of the division.

Associates also announced the election of Mayer L. Smith as a vice president with continued responsibilities for all credit functions for both the auto and truck leasing operations of the division.

Electronic options on 1984 U. S.-built models

	Speed Control	Percent of Output	Digital Clocks	Percent of Output	Electronic Inst. Cluster	Percent of Output
AMERICAN MOTORS	NA	.....	99,184	47.54	NA	.....
Alliance	NA	.....	1,600	50.90	NA	.....
Encore	NA	.....	37,584	42.90	NA	.....
CHRYSLER CORP.	459,772	39.71	1,026,258	88.64	41,075	3.55
Plymouth Total	58,490	16.72	292,080	83.49	NA	.....
Horizon	9,762	6.60	127,639	86.30	NA	.....
Reliant	44,190	23.60	152,605	81.50	NA	.....
Gran Fury	4,538	30.90	11,836	80.60	NA	.....
Chrysler Total	278,800	74.18	361,485	96.18	39,788	10.59
LeBaron	68,650	61.40	104,764	93.76	NA	.....
Laser	39,531	56.70	66,373	95.20	30,120	43.20
New Yorker E-Class	86,586	81.50	102,263	96.60	9,668	9.10
Fifth Avenue	84,033	95.40	88,085	100.00	NA	.....
Dodge Total	122,428	28.35	372,693	86.25	1,287	.03
Omni	12,682	8.90	124,687	87.50	NA	.....
Aries	36,018	23.90	121,315	80.50	NA	.....
DaytoNA	27,757	51.40	50,524	94.20	1,287	2.40
Dodge 600 K	13,583	56,000	21,952	90.50	NA	.....
Dodge 600 E	23,700	63.40	34,690	92.80	NA	.....
Diplomat	8,742	37.00	19,255	81.50	NA	.....
FORD MOTOR	1,010,932	55.74	1,010,277	55.71	133,716	7.37
Ford Division	520,569	44.09	665,469	56.36	29,296	2.48
Escort	28,203	8.50	50,434	15.20	NA	.....
Mustang	54,328	38.40	129,737	91.70	NA	.....
LTD	141,262	66.00	127,176	59.50	1,496	0.70
Thunderbird	133,200	78.10	106,253	62.30	27,800	16.30
Crown Victoria	67,576	78.50	49,718	47.30	NA	.....
EXP	1,611	7.00	23,016	100.00	NA	.....
Tempo	94,389	44.10	188,135	87.90	NA	.....
L-M Division	.....	.....	.....	.....	.....	.....
Mercury Total	333,865	70.23	261,991	55.11	21,603	4.54
Lynx	7,134	10.80	11,688	17.70	7,464	11.30
Capri	4,872	23.60	20,642	100.00	NA	.....
Marquis	97,139	90.10	89,268	82.80	539	0.50
Cougar	109,265	83.30	49,451	37.70	9,444	7.20
Grand Marquis	88,625	98.10	53,843	59.60	4,156	4.60
Topaz	26,830	45.20	37,099	62.50	NA	.....
Lincoln Total	156,498	99.41	82,817	52.60	82,817	52.60
Continental	30,468	100.00	30,468	100.00	30,468	100.00
Lincoln	92,686	99.00	19,005	20.30	19,005	20.30
Mark VI/VII	33,344	100.00	33,344	100.00	23,344	100.00
GENERAL MOTORS	2,522,611	30.07	2,520,131	30.04	105,846	1.30
Buick Total	693,801	70.22	891,565	90.24	17,554	1.78
Skylark	60,647	54.53	72,400	65.10	NA	.....
Skyhawk	42,563	32.00	102,418	77.00	NA	.....
Century	166,520	76.00	171,885	78.00	4,985	2.00
Regal	156,373	70.00	174,461	78.00	4,853	2.00
Buick	209,335	92.00	210,314	92.00	NA	.....
Riviera	57,863	100.00	57,669	100.00	7,714	13.00
Cadillac Total	300,300	100.00	300,300	100.00	NA	.....
Cimarron	21,898	100.00	21,898	100.00	NA	.....
Seville	39,997	100.00	39,997	100.00	NA	.....
Eldorado	77,806	100.00	77,806	100.00	NA	.....
Cadillac	160,599	100.00	160,599	100.00	NA	.....
Chevrolet Total	802,455	43.51	657,875	35.67	88,292	4.79
Chevette	NA	.....	NA	.....	NA	.....
Cavalier	117,503	25.4	172,554	37.30	NA	.....
Celebrity	187,009	60.50	161,234	52.10	NA	.....
Camaro	127,395	48.70	184,684	70.60	33,745	12.90
Citation	26,810	26.20	NA	.....	NA	.....
Monte Carlo	86,264	63.10	NA	.....	NA	.....
Chevrolet	205,927	74.50	87,959	31.80	NA	.....
Corvette	51,547	100.00	51,444	99.80	51,547	100.00
Oldsmobile Total	514,698	44.98	408,257	35.68	NA	.....
Omega	52,986	100.00	NA	.....	NA	.....
Firenza	23,623	28.30	NA	.....	NA	.....
Cutlass Ciera	206,555	73.50	NA	.....	NA	.....
Oldsmobile	360,321	97.20	360,321	100.00	NA	.....
Toronado	48,100	100.00	47,936	99.70	NA	.....
Pontiac Total	211,357	29 72	262,134	36.86	NA	.....
2000 Sunbird	32,165	19.00	21,331	12.6	NA	.....
1000	NA	.....	NA	.....	NA	.....
Firebird	61,842	48.20	111,240	86.7	NA	.....
Phoenix	5,701	25.00	NA	.....	NA	.....
Grd. Prix/Bon.	34,687	65.00	3,726	7.0	NA	.....
Parisienne	23,532	71.00	NA	.....	NA	.....
Fiero	53,430	39.70	125,837	93.5	NA	.....
HONDA	NA	.....	56,842	48.50	NA	.....
VOLKSWAGEN	2,920	2.80	NA	.....	NA	.....
Total Cars, U.S.	2,525,531	30.10	4,712,691	56.17	280,637	3.34

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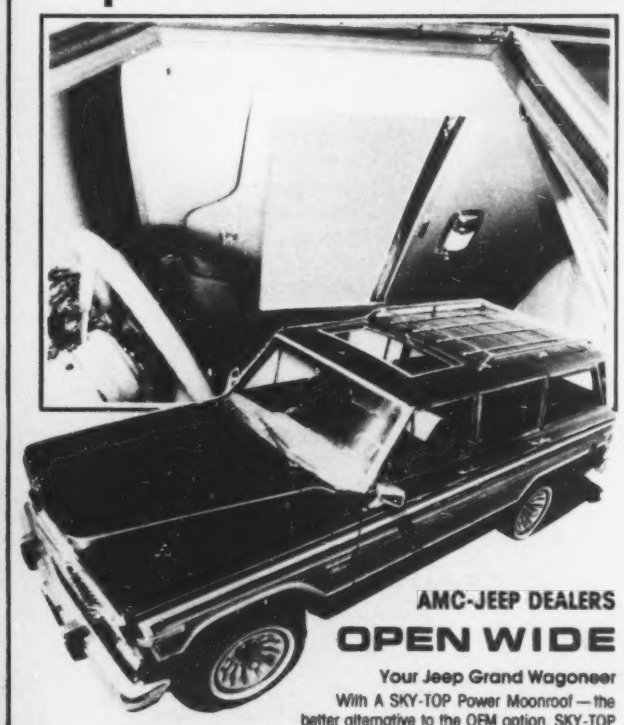

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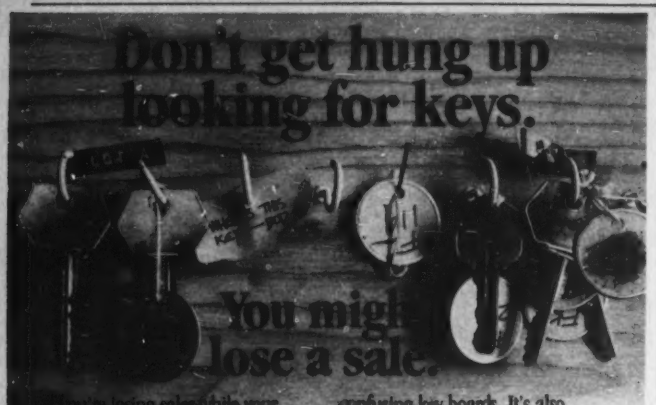

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Total climbs 11 pct. for month

Import registrations move upward

By Jenny L. King
Detroit Reporter

Registrations of new imported cars claimed their second largest 1984 segment of the total market in September. At the same time, they dropped 1.70 percentage points from their year-ago penetration as the domestic market continued its sales romp.

Import registrations were up 11.74 percent from the 1983 level in September, with domestics shooting up 21.73 percent to overshadow the imports' gain.

According to figures provided by R. L. Polk & Co., import registrations for September totaled 231,029, up 11.74 percent from 206,747. Domestic numbers were 643,261 vs. 528,420.

Import penetration of 26.42 percent was down from 28.12 percent a year earlier and was second best for 1984 after the 26.74 percent recorded in August.

Honda's 2.34-percentage-point September gain was the most remarkable for any of the top 10 imports, while Nissan let go of 2.40 percentage points and dropped to third from first place.

Toyota was on top for the month, up 0.79 percentage points, to 21.59 percent from 20.80 percent. Mazda was up 0.01 percentage points, Volvo was up 0.32 percentage points and Audi climbed 0.49 percentage points.

Subaru was off 0.10 percentage points, Volkswagen dropped 0.59 percentage points, Mercedes-Benz was down 0.23 percentage points and BMW declined 0.28 percentage points.

The top 10 imports cornered 89.18 percent of the import market in September, up from 88.83 percent in 1983.

Year-to-date import penetration suffered a more dramatic loss, down 3.66 percentage points compared with the first nine months of 1983. Imports earned 24.61 percent this year, 28.27 percent in 1983. Their actual numbers were up 1.52 percent, to 1,881,318 from 1,853,210.

Year-to-date penetration of top-importer Toyota dropped 2.32 percentage points and Nissan was off 2.43 percentage points. Mazda slipped 0.48 percentage points and Subaru was down 0.28 percentage points.

Again, Honda was the winner, up 3.64 percentage points year to year. VW was up 0.88 percentage points; Volvo was up 0.28 percentage points; Mercedes was up 0.04 percentage points; Audi gained 0.91 percentage points, and BMW was up 0.41 percentage points.

The top 10 held 89.82 percent of the year-to-date imports market, up from 89.07 percent in 1983.

Japan, the predominant country of origin, was the source of 74.41 percent of all September imports. W. Germany supplied 10.72 percent and U.S.-built Hondas and VWs added 8.09 percent. A year ago, 76.58 percent were Japanese, 10.67 percent were German and 6.16 percent were U.S.-built.

Registrations by country of origin were:Sept./Sept.
1984/1983
Japan/171,906/158,323
W. Germany/24,758/22,060
United States/18,686/12,732
Sweden/9,846/7,486
France/2,824/4,116
Great Britain/2,233/1,317
Italy/742/584
Ireland/34/129
TOTAL/231,029/206,747

Japanese cars dropped to 71.75 percent of the year-to-date market from 77.09 percent in 1983. German-built automobiles advanced to 12.55 percent from 10.30 percent, while the U.S. category grew to 8.11 percent from 4.77 percent. Totals from all countries of origin January through September included:9 months,/9 months
1984/1983
Japan/1,349,858/1,428,727
W. Germany/236,099/190,832
United States/152,581/88,359
Sweden/100,348/88,527
France/23,740/37,039
Great Britain/13,344/11,542
Italy/5,046/7,447
Ireland/302/737
TOTAL/1,881,318/1,853,210

Imported-truck registrations were up 41.48 percent September to September, to 73,696 from 52,091. Totals included these makes:Sept./Sept.,
1984/1983
Toyota/33,262/20,465
Nissan/14,817/14,439
Mazda/10,852/6,344
Dodge Ram 50/5,434/3,811
Others/9,331/7,032
TOTAL/73,696/52,091

Truck registrations for the nine months were up 51.73 percent, to 549,936 from 362,436. The breakout by manufacturer follows:9 months,/9months,
1984/1983
Toyota/213,967/129,502
Nissan/146,232/98,617
Mazda/86,383/49,613
Dodge Ram 50/34,523/22,608
Others/68,831/62,096
TOTAL/549,936/362,436

MARKET SHARES

9 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.65	14.63	+1.02
Ford	12.42	11.32	+1.10
Oldsmobile	10.69	10.76	−0.07
Buick	9.03	9.15	−0.12
Pontiac	6.87	5.72	+1.15
Mercury	5.08	4.38	+0.70
Toyota	4.95	6.33	−1.38
Honda	4.80	4.49	+0.31
Nissan	4.69	6.08	−1.39
Dodge	3.50	3.49	+0.01
Chrysler	3.10	2.84	+0.26
Cadillac	3.01	3.17	−0.16
Plymouth	2.75	3.02	−0.27
AMC	1.91	2.14	−0.23
VW	1.61	1.60	+0.01
Mazda	1.59	1.96	−0.37
Subaru	1.42	1.68	−0.26
Lincoln	1.38	1.10	+0.28
Volvo	0.98	1.05	−0.07
Mercedes	0.72	0.82	−0.10
Audi	0.67	0.52	+0.15
BMW	0.67	0.65	+0.02
Other Imports	2.51	3.09	−0.58
Misc. Dom.	0.00	0.01	−0.01
TOTAL	7,644,804	6,556,402	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

NHTSA probes K-car fires in 1981-84 models

WASHINGTON.—NHTSA has decided to investigate engine compartment fires in Chrysler Corp. 1981-84 K-cars, as requested by the Center for Auto Safety.

Another new NHTSA defect investigation—as requested by the center—involves possible sudden acceleration in 1979-84 Nissan 280 and 300-ZX models.

NHTSA has also decided to investigate: Stalling in 1984 Ford Tempo/Topaz models; seat-back failures in General Motors 1984 A-, J- and F-cars; jamming of seat-belt retractors in 1983-84 Ford Escort/Lynx models, and brake- valve/hitch incompatability in 1984 GMC Suburbans.

NHTSA has asked GM to recall 1982 Camaros for allegedly defective webbing in rear seat-belt assemblies.

TOP CARS

U.S. registrations for the first nine months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983 not available.

1984 Position		Make	1983 Position
1 –	1,196,173	Chevrolet	959,224 – 1
2 –	949,806	Ford	741,976 – 2
3 –	816,975	Oldsmobile	705,135 – 3
4 –	690,538	Buick	600,077 – 4
5 –	525,121	Pontiac	375,128 – 7
6 –	387,946	Mercury	287,708 – 9
7 –	378,030	Toyota	415,280 – 5
8 –	366,940	Honda	294,116 – 8
9 –	358,638	Nissan	398,277 – 6
10 –	267,299	Dodge	228,991 – 10
11 –	236,887	Chrysler	186,392 – 13
12 –	230,060	Cadillac	207,927 – 11
13 –	210,377	Plymouth	197,905 – 12
14 –	146,319	AMC	140,248 – 14
15 –	123,066	VW	104,862 – 17
16 –	121,484	Mazda	128,702 – 15
17 –	108,580	Subaru	110,294 – 16
18 –	105,774	Lincoln	71,960 – 18
19 –	75,249	Volvo	68,949 – 19
20 –	55,090	Mercedes	53,596 – 20
21 –	51,585	Audi	33,944 – 22
22 –	51,114	BMW	42,725 – 21
	191,542	Other Imports	202,465
	211	Misc. Dom.	521
	7,644,804	TOTAL	6,556,402

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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IMPORT REGISTRATION SHARES IN U.S.

	SEPTEMBER					NINE MONTHS				
	Regis., Sept., 1984	Percent Share of Market	Regis., Sept., 1983	Percent Shareof Market	Pct. Pt. Change '84 vs. '83	Regis., 9 mos., 1984	Percent Share of Market	Regis., 9 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	49,892	21.59	43,002	20.80	+0.79	378,030	20.09	415,280	22.41	−2.32
Honda	45,373	19.64	35,761	17.30	+2.34	366,940	19.51	294,116	15.87	+3.64
Nissan	43,743	18.93	44,093	21.33	−2.40	358,638	19.06	398,277	21.49	−2.43
Mazda	16,100	6.97	14,393	6.96	+0.01	123,066	6.54	104,862	5.66	+0.88
Subaru	13,814	5.98	12,566	6.08	−0.10	121,484	6.46	128,702	6.94	−0.48
VW	12,257	5.31	12,197	5.90	−0.59	108,580	5.77	110,294	5.95	−0.18
Volvo	7,434	3.22	5,988	2.90	+0.32	75,249	4.00	68,949	3.72	+0.28
Mercedes	6,097	2.64	5,930	2.87	−0.23	55,090	2.93	53,596	2.89	+0.04
Audi	5,757	2.49	4,143	2.00	+0.49	51,585	2.74	33,944	1.83	+0.91
BMW	5,572	2.41	5,572	2.69	−0.28	51,114	2.72	42,725	2.31	+0.41
Others	24,990	10.82	23,102	11.17	−0.35	191,542	10.18	202,465	10.93	−0.75
TOTAL	231,029		206,747			1,881,318		1,853,210		
Share of U.S. Total		26.42		28.12	−1.70		24.61		28.77	−3.66

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Oklahoma, 1983, not available.

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Featuring concept cars, giant-screen film

Ford exhibit slated to tour U.S.

SAN DIEGO.—Marking the 50th anniversary of the San Diego Exposition, where the first Ford V-8 engine was shown, Ford Division sponsored an Experience the Technology exhibit at the Reuben H. Fleet Science Center here in December.

The exhibit featured two Ford advanced-concept cars and a 20-foot model of a Ford communications satellite. The exhibit is scheduled to tour the U.S.

An OMNI-NEWS newsreel, which Ford presented in conjunction with the exhibit, will run in the Space Theater through February.

The newsreel is the first one devoted exclusively to science and technology subjects and produced in the OMNIMAX and IMAX film formats. These feature the largest motion picture frame ever developed, Ford said.

The newsreel and exhibit are scheduled to tour science centers across the country equipped to show the special film on giant domed (OMNIMAX) or curved (IMAX) screens.

The exhibit and newsreel "bring the viewer one step closer not only to our advances in the automotive industry, but to those related to the environment and safety," said Louis E. Lataif, Ford Division general manager.

The first OMNI-NEWS features Sea World's use of high technology to duplicate an Antarctic environment for its new penguin exhibit; a segment demonstrating the use of computers and aerodynamics in automotive design, and the first OMNIMAX/IMAX film footage shot in outer space by NASA space shuttle astronauts.

The Experience the Technology exhibit displays two concept cars that incorporate futuristic mid-engine designs and a marked emphasis on aerodynamics: The Ghia Quicksilver and the AC-Ghia, both designed by Ford's Ghia Studio in Turin, Italy.

One purpose of the concept cars is to let Ford designers and engineers experiment with vehicles that really interest them, said Donald F. Kopka, Ford Motor Co. design vice president. The cars also show customers where the company is headed, said Kopka.

The Quicksilver is a five-seat, four-door sports sedan.

In the past, most mid-engine cars have had two-plus-two seating. The Quicksilver's rear seat is wide enough for three people, and the car provides 15.6 cubic feet of luggage space.

At 179.5 inches, the car is just 3 inches longer than a Mustang.

The AC-Ghia, a luxury mid-engine two-seater sports car, is just 46 inches high and 153 inches long. It features a low front end, an all-steel body that flows into a prominent rear spoiler and two sets of headlamps, one recessed into the front spoiler and the other behind rotating flaps in the front fenders.

Both cars are fully-operational cars and are powered by a transverse-mounted Ford 3-liter V-6 engine with a 5-speed transmission.

Besides the model of a communications satellite, the exhibit also includes a video presentation on the use of satellite navigation in Ford's Concept 100 car, a full-size concept Thunderbird design in fiberglass and a video on the Ford Probe IV passenger car.

Ford said the newsreel and exhibit are scheduled to open in Washington about mid-year.

3 additive firms charged with misblending by EPA

WASHINGTON.—EPA has charged three manufacturers of fuel additives with improperly blending alcohol with gasoline.

The companies are United Energy Co., Phoenix; UEC, Inc., Phoenix, and Sound Energy, Inc., Seattle. They face a combined total of $4 million in proposed civil penalties, according to EPA.

The firms were investigated after an anonymous source alleged they were improperly manufacturing and blending alcohol additives for use in unleaded gasoline, EPA said. A search of company records reportedly substantiated the allegations.

The illegal product was sold during the last six months of 1982, and additional misblending violations occured in the spring of 1983, EPA said.

A laboratory test of the blends showed they did not contain an approved gasoline additive. The firms had claimed to be marketing a brand of methanol-based gasoline additive that had been approved through the EPA's waiver process.

EPA said the improper use of blends leads to higher levels of emissions and may cause excessive wear to vehicle components.

United Energy Co. faces a proposed fine of $1.31 million. UEC may have to pay $880,000, and Sound Energy has been notified of a possible fine of $1.95 million.

EPA's action was the first step in prosecution. Opportunities for rebuttal exist and if a satisfactory settlement cannot be reached, the cases will be referred to the Justice Department.

Ford's AC-Ghia concept car on tour

The AC-Ghia, a concept sports car designed by Ford Motor Co.'s Ghia Studio in Turin, Italy, is featured in Ford Division's Experience the Technology exhibit presented in San Diego in December and scheduled to tour the country. The aerodynamically styled luxury mid-engine car is just 46 inches high and 153 inches long. Wide ducts built into the rear quarter panels and side pillars channel air to cool the rear brakes and the engine.

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factories list auction dates

American Motors

Jan. 15—Aptco Auto Auction, Taylor, Mich.

Jan. 17—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Jan. 18—Floyd Hauhe, Bridgeton, Mo.

Jan. 22—Highpoint Auto Auction, Highpoint, N.C., and D-A Auto Auction, New Stanton, Pa.

Jan. 23—Southern Auto Auction, E. Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Jan. 24—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Jan. 15—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCar Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 16—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Southwest Auto Auction, Phoenix, and South Seattle Auto Auction, Kent, Wash.

Jan. 17—Northway Exchange, Clifton Park, N.Y.; 166 Auto Auction, Springfield, Mo.; Atlanta Auto Auction, Red Oak, Ga.; Evansville Auto Auction, Evansville, Ind., and Arena Auto Auction, Chicago.

Jan. 18—Concord Auto Aution, Acton, Mass.

Ford Motor Co.

Jan. 16—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Jan. 17—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Jan. 22—Aptco Auto Auction,Taylor, Mich.

Jan. 23—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 24—166 Auto Auction, Springfield, Mo.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

General Motors

Jan. 16—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Jan. 17—Nashville Auto Auction, Nashville.

Jan. 22—Southern Auto Auction, E. Windsor, Conn.

Jan. 23—Metro Auto Auction, Kansas City, Mo.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 24—Indianapolis Auto Auction, Indianapolis.

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

January to date	$4,852
Month ago	$5,192
Year ago	$5,244

Model Breakdown
Auction Averages

	JAN. 1985	DEC. 1984	NOV. 1984
1985	$13,050		
1984	8,921	9,531	9,945
1983	5,706	6,780	6,999
1982	5,103	5,112	5,566
1981	4,386	4,454	4,823
1980	3,216	3,529	3,813
1979	2,742	2,932	3,116
1978	1,921	2,047	2,282
Overall Average	$4,852	$4,983	$4,923

Slow season; supply rises to 63-day level

Domestic-car stocks rise to 11-month high

Continued from Page 1

dealers ordering cars before the model goes down for its move to Canada.

The heavy stock of Fieros was caused by both decreased sales and a large production increase.

The Jan. 1 inventory was split this way: GM, 45.44 percent; Ford, 31.08 percent; Chrysler, 18.72 percent; AMC, 3.85 percent; Volkswagen, 0.76 percent, and Honda, 0.15 percent.

One month earlier, the split was GM, 45.54; Ford, 31.56; Chrysler, 18.61; AMC, 3.50; VW, 0.67, and Honda, 0.12.

The shares by size class on Jan 1 were: Subcompact, 22.06 percent; compact, 23.65 percent; intermediawte, 27.97 percent; standard, 17.21 percent, and luxury, 9.11 percent.

On Dec. 1, the percentages were: Subcompact, 21.85; compact, 24.02; intermediate, 28.04; standard, 16.89, and luxury, 9.20.

The month opened with an 83-day supply of subcompacts. The days' supplies by nameplate: Domestic Accords, 6; Pontiac 1000, 51; Chevette, 58; domestic VWs, 71; Escort, 71; Omni, 92; Lynx, 95; Horizon, 103; Charger, 111; Turismo, 112; Fiero, 118; Daytona, 123; Encore, 129; EXP, 129; Laser, 135, and Alliance, 147.

There was a 52-day supply of intermediates: Pontiac 6000, 28; Grand Am, 29; Cutlas Ciera, 31; Cutlass Supreme, 33; Century, 37; Celebrity, 39; Monte Carlo, 50; Thunderbird, 50; Bonneville, 51; Regal, 52; Skylark, 61; Cougar, 62; Caravelle, 63; Calais, 65; Grand Prix, 66; Somerset Regal, 70; Dodge 600, 77; LTD, 77; New Yorker E, 81; Marquis, 83; Phoenix, 83; LeBaron GTS, 85; Lancer, 93, and Citation, 102.

There was an 80-day supply of standard-size cars: Oldsmobile 88, 47; LeSabre, 60; Chevrolet, 78; Parisienne, 84; Diplomat, 86; Crown Victoria, 114; Grand Marquis, 116, and Gran Fury, 128.

The luxury-car segment's average days-supply was 47, broken down this way: Electra, 33; Cadillac, 35; Oldsmobile Ninety-Eight, 37; Seville, 43; Lincoln, 44; Riviera, 45; Eldorado, 52; Corvette, 55; Fifth Avenue, 66; Toronado, 67; Continental, 72, and Mark VII, 78.

NEW-CAR STOCKS

	Jan. 1, 1985	Dec. 1, 1984	Jan. 1, 1984
Alliance	147	84	117
Encore	129	84	74
Eagle	99	73	54
AMERICAN MOTORS	133	82	87
Caravelle	63	48	.....
Horizon	103	88	59
Reliant	89	82	67
Turismo/TC-3	112	87	79
Plymouth	128	107	39
Plymouth Total	94	81	66
LeBaron	81	69	63
LeBaron GTS	85	150	.....
Laser	135	114	71
Fifth Avenue	66	60	54
N. Yorker E/EClass	91	70	56
Chrysler Total	84	75	63
Omni	92	80	59
Daytona	123	94	82
Charger/024	111	87	105
Aries	89	78	72
400/600	77	65	68
Lancer	93	167	.....
Diplomat	86	113	49
Dodge Total	93	84	76
CHRYSLER CORP.	90	80	69
EXP	129	114	88
Escort	71	65	62
Tempo	64	70	79
Mustang	43	48	93
Thunderbird	50	64	77
LTD	77	66	45
Crown Victoria	114	99	59
Ford Division	71	70	68
Lynx	95	64	82
Topaz	76	58	89
XR7/Cougar	62	55	102
Marquis	83	65	75
Grand Marquis	1116	104	57
Capri	89	93	140
Total Mercury	88	72	84
Continental	72	88	57
Lincoln	44	50	32
Mark VII	78	87	98
Lincoln Total	53	62	61
FORD MOTOR	73	70	71
Skyhawk	54	41	106
Skylark	61	61	111
Century	37	39	66
Regal	52	43	68
Somerset Regal	70	67	.....
LeSabre	60	56	51
Electra	33	31	50
Riviera	45	39	62
Buick Division	50	46	70
Cimarron	54	61	101
Eldorado	52	46	34
Cadillac	35	34	41
Seville	43	39	41
Cadillac Division	41	39	41
Chevette	58	64	69
Cavalier	46	44	64
Citation	102	100	86
Camaro	83	68	63
Celebrity	39	41	65
Monte Carlo	50	42	88
Chevrolet	78	70	60
Corvette	55	49	42
Chevrolet Division	59	56	67
Firenza	70	61	123
Cutlass Ciera	31	27	48
Cutlass Supreme	33	34	55
Calais	65	64	.....
Olds 88	47	51	40
Olds 98	37	39	44
Toronado	67	58	41
Oldsmobile Division	41	41	53
Fiero	118	71	19
1000	51	67	106
2000 Sunbird	54	47	82
Phoenix	83	60	106
Firebird	63	47	69
6000	28	35	50
Bonneville	51	61	77
Grand Am	29	28	.....
Grand Prix	66	66	68
Pontiac	84	86	68
Pontiac Division	55	52	64
GENERAL MOTORS	51	49	62
VOLKSWAGEN	71	56	92
HONDA	6	4	21
Total Cars U.S.	63	58	66
SUBCOMPACT	83	68	68
COMPACT	65	59	75
INTERMEDIATE	52	50	68
STANDARD	80	76	53
LUXURY	47	46	46

Chevy signs Hanson

Alfred R. Hanson Jr. signs for Al Hanson Chevrolet-Buick-Oldsmobile, Inc., Sandusky, Mich. Witnessing are, from left, A.J. Avram, Chevrolet district sales manager, and L.M. Hall, Flint zone manager.

Charges dropped against Honda in income-tax case

WASHINGTON.—The IRS has dropped charges against Honda Motor Co. alleging that the company underpaid U.S. income taxes during the years 1975 to 1978.

In a notice to the company sent Dec. 10, the IRS said there is no deficiency in income tax due.

With Honda dropped from the investigation, only Toyota Motor Corp. and Nissan Motor Co. remain in the tax investigation which has been ongoing for nearly six years. At issue is whether the two companies sold their products to their U.S. marketing subsidiaries at alleged higher than "arms-length" prices, thereby increasing the subsidiaries' costs and reducing their taxable profits.

Late last year Nissan's boss, Takashi Ishihara, told reporters in Tokyo that he expected the IRS to levy a fine of several hundred million dollars against his company and Toyota soon. Industry sources indicated previously to Automotive News that the amount could be as high as $300 million for Toyota and $200 million for Nissan.

Meanwhile, the dropping of Honda from the investigation weakens the argument made by both Toyota and Nissan that the tax issue is one that should be dealt with through government-to-government negotiations, a position that the U.S. Government has resisted, sources said.

2 AMC deals add lines; another opens

LOS ANGELES.—American Motors' Los Angeles zone has announced expanded product lines at two San Diego dealerships and one new dealership opening in San Diego.

Tower AMC-Renault has added the Jeep lineup; Peck Buick-Jeep now offers Renault products, and Rancho AMC-Jeep-Renault has opened.

GM relaxing its rules on holding of franchises

Continued from Page 1

know a lot more about the feasibility of that type of marketing by the time the Saturn comes out.

"How the new franchises will sell cars is wide open," said Joseph Sanchez, new president of Saturn Corp. "We are looking at shopping malls and different ways of using vehicles. We will be looking at all of them, but nobody is monitoring any specific system right now."

It is also possible that consumers will be able to buy an insurance policy on top of the three-year warranty to guarantee the workablity of their new vehicle, Sanchez said. It is possible that GM's new subsidiary, Electronic Data Systems, with its expertise in computer data processing, will play a major role in creating one-stop shopping for the car buyer.

"It is possible that over the next three years you won't have to write a check for anything and you will always have transportation," he said."It will be a function of the cost of that car. I am not saying that is the direction we are going in but it is one of the possibilities.

"We have got to start doing things differently if we are going to continue to be a U.S. manufacturer in passenger cars. Otherwise the most competitive and aggressive of our commpetitors overseas are going to take the market away from us, not only here but overseas as well."

The Saturn franchsing system should be looked at as a way to make all dealerships stronger, even those who do not get the car to sell, McDonald said.

"Saturn by itself was only important if we were to take all of the things that we learned from Saturn and move them eventually into the rest of our operations," he said.

American Honda builds center in Ohio

GARDENA, Calif.—American Honda Motor Co., Inc., will build a repackaging and distribution center on a 69-acre site in Troy, O. The $9-million facility wil employ about 75 persons when full operation is reached.

The center will receive automotive and motorcycle parts from Honda's manufacturing plant near Marysville, O., as well as from doemestic and foreign suppliers.

New models in U.S. debut at Los Angeles Auto Show

Continued from Page 1

its CaliFormula marketing effort for California.

"California is the Number One auto-buying market in the country," Greb said. "The intense competition from imports, the large population and the potential for outstanding automotive sales are all elements we have taken into consideration in continuing our statewide program."

This means AMC will again be committing $10 million in advertising to the CaliFormula campaign.

In addition, the company will continue its program of adding dealer points in the state. AMC added 14 franchises in 1984 and Greb hopes to add 15 more this year.

Renault Encore is also being offered with California-only limited options such as sunroof, stereo and power steering included at no extra cost.

Called Encore GS, the package is being sold for $7,560. The company also lowered prices on base Alliance models to have a $5,767 entry in the market.

J. Michael Losh, Pontiac general manager, said his division's image cars are well accepted in California and that Grand Am is the best selling GM20 car.

Losh said Grand Am currently stands at a 13-day supply and that although Pontiac is pegged at 28 percent of production, the division is responsible for 40 percent of GM20 sales.

The quick turn in sales, Losh said, is why Grand Am is outpacing Oldsmobile Calais and Buick Somerset Regal. He added that Pontiac may be able to increase its share of the production run because of the car's initial success.

Erich Bitter, the German luxury-car builder, used the L.A. show for the debut of his new four-door sedan. With an anticipated sticker price of about $55,000 when it goes on sale next spring, the Bitter sedan is a stretched version of the coupe.

Using Opel Senator components, the Bitter four-door can be equipped with either a 3.0- or 3.9-liter in-line six-cylinder engine.

Ed Swart, who directs Bitter sales in the West, reported that California certification had recently been granted to the company and that Bitter sales have begun here. Previously, the cars could be sold only outside California.

Also displayed in the specialty car/limo tent was a 52-inch stretch Accord LX limousine built by Marquis Custom Coach, of Canoga Park, Calif. Owner Jules Kaplan formerly built the Moselle neo-classic and has moved into conversions.

Kaplan said the conversion work includes stretching the overall length of the vehicle from 175.4 to 227.4 inches. The rear doors have also been lengthened 13 inches to improve entry and exit.

About 800 pounds have been added to the car in strengthening materials and interior appointments. The base 1.8-liter powerplant is left intact. Kaplan said he uses heavier-duty springs, and the configuration remains front-drive.

Marquis works primarily through dealers, converting the Accords for them. Typically, the stretch limos retail in the high $20,000s to low $30,000s, Kaplan said.

Honda has bought one of the vehicles and shipped it to Japan for use by the parent company.

Jeep tracks said to attract new customers

Continued from Page 16

cost some $3,000 and was built on the day after Thanksgiving. The dealership, he added, had all the materials and needed only a bulldozer to build the course.

Designed with the help of Mark Smith, a Calfornia Jeep enthusiast who works with AMC on the dealer track program, the course covers a 250-foot square area.

Smith has driven in the Jeepers Jamboree, an event covering about 26 miles over the similarly rugged Rubicon Trail from Georgetown, Calif., to Lake Tahoe, Nev., for more than 25 years.

Szott said the dealership plans to invite the public to a track promotion this year, and hopes to get 2,000 people to attend the event.

He said Neal Pope AMC-Jeep--Renault in Atlanta, held an open house at its dealership/track which attracted 3,000 people and sold 30 Jeeps.

Szott claimed the Taylor track has been responsible for several sales since it was completed.

In fact, he said the first demo model used on the track has been sold.

Imports set record for year

Domestic sales up 17 pct. for '84

Continued from Page 2

up 11.42 percent, to 941,611 from 845,083, and Oldsmobile again broke the one-million barrier with sales of 1,056,053 in 1984 compared with 1,007,559 in 1983.

Chrysler was up 25.92 percent in 1984, Dodge was up 17.61 percent and Plymouth was up 8.90 percent year to year.

Ford reported a 22.67-percent sales gain, Mercury was up 28.76 percent and Lincoln was up 49.13 percent.

In addition to the Buick and Oldsmobile increases, GM reported a 27.40-percent sales gain for Pontiac, a 16.16-percent gain for Chevrolet and a 6.55-percent increase for Cadillac.

Imports with record passenger-car sales for the year included Peugeot, Jaguar, BMW, Saab, Volvo, Subaru and Mercedes-Benz. BMW's record capped 11 consecutive years of sales increases in the U.S. and included an any-month peak in December.

Mercedes and Jaguar also set any-month sales records in December. The 1984 sales increase for Audi was 48.61 percent, Volkswagen imports were up 34.37 percent, Honda imports were up 7.17 percent and Toyota was up 0.40 percent.

Mazda sales declined 2.15 percent, Nissan was off 7.01 percent and Renault plunged 63.16 percent. Mitsubishi was up 19.38 percent, Alfa Romeo was up 23.32 percent and Isuzu dropped 16.87 percent.

Fourth-quarter domestic sales were only 2.03 percent ahead of the last quarter of 1983: 1,850,927 vs. 1,814,142.

U.S. new-car sales in December were up 1,251 units from the same month a year earlier, or plus 0.22 percent, to 560,672 from 559,421. On a daily-rate basis, sales were up 4.23 percent, to 22,427 from 21,516 units per selling day. There were 25 selling days in 1984, 26 days in 1983.

Chrysler, Ford and Honda continued to make gains the last month of the calendar year as the competition gave ground. Chrysler sales were up 7.85 percent, to 73,233 from 67,901. Ford reported sales of 150,110 new cars, up 7.65 percent from 139,437. Honda was up 30.53 percent, to 9,112 from 6,981.

GM's sales dropped 2.59 percent for the month, to 314,186 from 322,525. AMC was down 37.15 percent, to 10,269 from 16,338, and VW tumbled 39.70 percent, to 3,762 from 6,239.

Chrysler's share of the December market grew to 13.06 percent from 12.14 percent. Ford was up to 26.77 percent from 24.93 percent. Honda climbed to 1.63 percent from 1.25 percent. GM was pushed down to 56.04 percent from 57.65 percent, AMC was down to 1.83 percent from 2.92 percent and VW held 0.67 percent compared with 1.11 percent a year earlier.

Makes reporting improved December sales included Chrysler, up 13.73 percent; Dodge, up 8.81 percent; Plymouth, up 0.69 percent; Ford, up 1.77 percent; Mercury, up 9.45 percent; Lincoln, up 77.11 percent, and Buick, up 19.47 percent.

Chevrolet was down 10.61 percent for the month, Cadillac was down 4.84 percent, Oldsmobile was down 6.88 percent and Pontiac was down 0.73 percent. AMC sales were down 46.52 percent and Renault dropped 34.95 percent.

• The December market-class chart had imports with the largest single segment of the total, 26.18 percent. Intermediates were second at 25.26 percent, followed by compacts with 17.07 percent, subcompacts at 12.39 percent, standards at 10.04 percent and luxury models at 9.06 percent.

A year earlier imports claimed 25.64 percent of the month's market, intermediates has 25.37 percent, compacts had 17.43 percent, subcompacts had 14.35 percent, standards had 9.12 percent and luxury models had 8.09 percent.

Excluding imports, the December, 1984, market featured intermediates with 34.22 percent, compacts with 23.13 percent, subcompacts with 16.78 percent, standards with 13.60 percent and luxury cars with 12.27 percent.

Import sales, notching a December record, were up 2.91 percent, to 198,814 from 193,193. The total included individual records for BMW, Jaguar, Mercedes, Peugeot and Saab.

Late-December domestic sales, hampered by the loss of a selling day compared with 1983, dropped 12.88 percent, to 179,993 from 206,610. On a daily-rate basis, Dec. 21-31 sales were off 2.00 percent, to an average of 22,499 per day from 22,957.

GM dropped 19.06 percent, Ford was up 2.51 percent, Chrysler was off 4.07 percent, AMC was down 52.46 percent, VW dropped 44.40 percent and Honda was up 33.88 percent.

Where auto market was in 1984

	Total Sales	Pct. of Total
SUBCOMPACT	1,459,032	14.04
COMPACT	1,878,900	18.08
INTERMEDIATE	2,654,320	25.54
STANDARD	1,102,047	10.61
LUXURY	857,168	8.25
IMPORTS	2,440,258	23.48
TOTAL	10,391,775	100.00

Where auto market was, December, 1984

	Total Sales	Pct. of Total
SUBCOMPACT	94,099	12.39
COMPACT	129,650	17.07
INTERMEDIATE	191,863	25.26
STANDARD	76,246	10.04
LUXURY	68,814	9.06
IMPORTS	198,814	26.18
TOTAL	759,486	100.00

IMPORTED CAR SALES

	Dec. 1984	Dec. 1983	12 Mos. 1984	12 Mos. 1983
Alfa Romeo	302	185	3,702	3,002
Audi	5,780	5,200	71,237	47,934
BMW	8,135	6,226	70,897	59,243
Chevrolet Spectrum	1,365	.....	2,077	.....
Chevrolet Sprint	1,270	.....	10,927	.....
Dodge Colt	3,301	3,213	36,560	39,158
Dodge Conquest	195	446	3,725	14,024
Dodge Vista	673	751	7,805	2,311
Fiat	.....	.....	.....	4,489
Honda	26,836	25,451	374,819	350,670
I.A.I.	*	.....	.....	.....
Isuzu	1,192	1,658	17,233	20,731
Jaguar	2,139	1,789	18,044	15,815
Lancia	.....	.....	.....	513
Maserati Biturbo	90*	.....	.....	2,023
Mazda	13,462	12,739	169,666	173,388
Mercedes-Benz	9,086	7,865	79,222	73,692
Mitsubishi	2,952	3,047	39,104	32,755
Nissan	37,820	37,424	485,298	521,902
Peugeot	1,995	1,525	20,007	15,241
Plymouth Colt	3,151	2,678	32,819	34,513
Plymouth Conquest	202	374	3,344	11,571
Plymouth Vista	690	655	7,465	1,992
Porsche	1,500*	1,011	20,024	21,831
Renault	877	1,885	12,243	33,229
Saab	2,997	2,395	33,631	26,323
Subaru	12,762	11,855	157,385	156,840
Toyota	47,065	51,026	557,981	555,766
Volkswagen	8,783	7,858	103,479	77,009
Volvo	4,194	5,137	99,541	88,857
TOTAL	198,814	193,193	2,440,258	2,382,799

*—Estimate.

U.S. CAR SALES BY MARKETING UNITS

	Dec., 1984	Dec., 1983	12 Mos., 1984	12 Mos., 1983
Chevrolet	104,484	113,941	1,578,147	1,347,447
Ford	100,675	98,925	1,300,644	1,060,314
Oldsmobile	72,401	77,749	1,056,053	1,007,559
Buick	65,568	54,883	941,611	845,083
Toyota	47,065	51,026	557,981	555,766
Pontiac	50,554	50,928	704,684	553,135
Nissan	37,820	37,424	485,298	521,902
Mercury	36,102	32,984	527,198	409,433
Honda	35,948	32,432	508,420	401,072
Dodge	31,834	29,834	417,345	369,470
Plymouth	25,214	24,773	332,872	326,444
Cadillac	23,814	25,024	320,017	300,337
Chrysler-Imperial	24,397	21,451	328,499	262,037
AMC-Renault	11,146	18,223	202,498	226,580
Mazda	13,462	12,739	169,666	173,388
Volkswagen of America	18,325	14,097	184,884	162,054
Subaru	12,762	11,855	157,385	156,840
Lincoln	13,333	7,528	151,475	101,574
Volvo	4,194	5,137	99,541	88,857
Mercedes-Benz	9,086	7,865	79,222	73,692
BMW	8,135	6,226	70,897	59,243
Mitsubishi	2,952	3,047	39,104	32,755
Saab	2,997	2,395	33,631	26,323
Isuzu	1,192	1,658	17,233	20,731
Jaguar	2,139	1,789	18,044	15,815
Peugeot	1,995	1,525	20,007	15,241
Fiat	.....	.....	.....	5,002
Alfa Romeo	302	185	3,702	3,002
Maserati Biturbo	90*	.....	2,023	.....
I.A.I.	*	.....	.....	.....
Porsche	1,500*	.....	5,543	.....
TOTAL	759,486	752,614	10,391,775	9,178,101

*estimate

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

DOMESTIC CAR SALES

	Dec 21 to Dec. 31, 1984	Same Period, 1983	Dec., 1984	Same Month, 1983	Jan. 1 to Dec. 31, 1984	Same Period, 1983
Alliance	2,009	—	4,920	6,927	100,366	126,008
Encore	1,000	—	3,689	6,307	89,235	20,182
Total Renault	3,009	—	8,609	13,234	189,601	146,190
Spirit	—	—	—	193	—	4,441
Concord	—	—	—	192	—	11,513
Eagle	860	—	1,660	2,719	20,654	31,207
Total AMC	860	—	1,660	3,104	20,654	47,161
AMERICAN MOTORS	3,869	8,138	10,269	16,338	190,255	193,351
Horizon	1,749	2,290	5,755	5,663	78,298	56,763
Turismo	894	1,231	2,841	2,907	47,109	36,497
Reliant	2,676	4,539	8,872	11,980	136,154	157,247
Caravelle	820	—	2,697	—	9,074	—
Plymouth	333	166	1,006	476	16,609	15,101
Total Plymouth	6,472	8,226	21,171	21,026	289,244	265,608
Laser	1,093	1,353	3,267	3,769	53,131	11,097
LeBaron K	2,148	2,175	6,452	5,916	96,830	80,309
LeBaron GTS	888	—	1,788	—	2,494	—
Cordoba	—	41	—	156	136	10,352
Fifth Avenue	2,668	1,722	8,153	4,852	94,340	73,729
E-Class	1,623	852	4,737	2,247	40,265	35,283
New Yorker	—	1,666	—	4,511	39,303	50,091
Total Chrysler	8,420	7,809	24,397	21,451	328,499	260,861
Total Imperial	—	—	—	—	—	1,176
Omni	1,665	2,073	4,795	5,000	67,933	50,451
Charger	1,068	1,164	3,072	3,283	51,940	45,975
Daytona	894	1,167	2,830	3,142	44,717	8,761
Aries	3,053	3,462	7,928	9,539	111,984	119,400
Lancer	518	—	1,423	—	1,980	—
Dodge 400-600	—	487	—	1,413	18,953	28,488
Diplomat	948	162	3,164	492	28,623	22,603
Mirada	—	39	—	124	282	4,417
Dodge 600	1,492	982	4,453	2,431	42,843	33,882
Total Dodge	9,638	9,536	27,665	25,424	369,255	313,977
CHRYSLER CORP.	24,530	25,571	73,233	67,901	986,998	841,622
EXP	978	440	2,718	924	31,213	19,574
Escort	9,434	10,729	26,924	26,641	353,578	326,333
Mustang	4,736	3,275	12,236	8,678	138,296	116,976
Tempo	8,041	7,729	21,360	21,730	256,532	136,148
Fairmont	—	—	—	—	—	37,521
Granada	—	—	—	—	—	3,751
Thunderbird	4,848	5,953	13,430	14,657	154,865	134,710
LTD	4,495	6,580	12,619	16,630	196,907	165,396
Crown Victoria	4,023	3,585	11,388	9,665	169,253	119,905
Total Ford Division	36,555	38,291	100,675	98,925	1,300,644	1,060,314
LN7	—	—	—	—	—	4,694
Lynx	1,721	2,237	4,839	5,257	67,725	78,876
Topaz	1,668	1,915	4,753	6,090	73,454	41,796
Zephyr	—	—	—	—	—	11,583
Cougar '82	—	—	—	—	—	906
Cougar	3,070	2,818	8,839	8,195	120,964	87,027
Capri	470	478	1,408	1,347	17,739	22,708
Marquis	2,247	1,955	6,543	5,424	103,722	65,184
Grand Marquis	3,355	2,500	9,720	6,671	143,594	96,659
Total Mercury	12,531	11,903	36,102	32,964	527,196	409,433
Continental	1,168	522	2,472	1,424	31,110	13,691
Lincoln	3,106	1,065	9,188	3,351	90,869	59,626
Mark VII	814	1,068	1,673	2,753	29,496	28,257
Total Lincoln	5,088	2,655	13,333	7,528	151,475	101,574
Total L-M Division	17,619	14,558	49,435	40,512	678,673	511,007
FORD MOTOR	54,174	52,849	150,110	139,437	1,957,461	1,571,321
Skyhawk	1,687	1,772	6,106	4,322	121,858	72,998
Skylark	2,086	2,414	7,566	6,542	104,589	102,763
Somerset Regal	1,311	—	4,779	—	13,811	—
Century	4,064	4,111	16,292	11,746	217,042	150,280
Regal	2,410	4,307	8,865	12,872	182,185	234,035
LeSabre	3,388	3,698	12,047	10,287	164,314	151,555
Electra	1,202	1,703	5,811	5,032	84,414	80,106
Riviera	891	1,330	4,102	4,082	53,398	53,346
Total Buick	17,039	19,335	65,568	54,883	941,611	845,083
Cimarron	421	511	989	1,473	18,014	19,188
Seville	1,016	864	2,929	3,035	35,349	33,522
Cadillac	5,018	4,587	14,380	14,623	195,177	176,003
Eldorado	2,025	1,729	5,516	5,893	70,577	71,624
Total Cadillac	8,480	7,691	23,814	25,024	320,017	300,337
Chevette	2,935	6,551	9,928	15,364	164,917	178,759
Cavalier	7,706	9,579	26,325	24,097	377,446	259,397
Citation	1,492	2,720	5,025	6,973	92,174	92,379
Camaro	3,845	5,166	13,231	13,342	202,172	178,266
Celebrity	5,837	8,388	22,045	20,942	322,198	180,627
Malibu	—	202	—	516	881	85,148
Monte Carlo	1,810	4,169	5,760	10,230	115,930	105,797
Chevrolet	4,968	7,330	16,456	20,136	258,902	238,930
Corvette	842	822	3,079	2,341	30,424	28,144
Total Chevrolet	29,435	44,927	101,849	113,941	1,565,143	1,347,447
Firenza	1,346	1,278	3,969	3,141	62,456	44,753
Omega	0	1,314	0	3,111	34,103	49,818
Calais	2,211	—	6,145	—	14,881	—
Cutlass Ciera	5,711	7,023	17,365	16,942	242,209	191,720
Cutlass Supreme	4,725	9,057	16,468	24,458	302,087	331,179
Olds 88	4,946	5,548	16,942	16,592	258,297	228,770
Olds 98	2,601	2,589	8,508	9,217	100,419	119,528
Toronado	986	1,905	3,003	4,288	41,605	41,791
Total Oldsmobile	22,526	28,714	72,401	77,749	1,056,053	1,007,559
Fiero	1,128	1,951	3,349	7,089	93,485	22,591
1000	753	789	2,306	2,261	28,004	34,173
Sunbird	2,304	2,515	7,862	8,157	126,916	88,313
Phoenix	81	426	271	1,453	13,202	24,362
Firebird	2,067	1,966	6,499	7,198	101,414	90,777
Grand Am	1,873	00	5,935	—	16,751	—
6000	3,063	2,405	10,433	8,656	125,828	92,513
Bonneville	1,369	1,618	4,137	6,130	65,387	84,122
Grand Prix	1,353	1,750	4,179	6,000	71,609	89,355
Parisienne	1,800	1,150	5,523	3,984	62,084	26,929
Total Pontiac	15,791	14,570	50,554	50,928	704,684	553,135
GENERAL MOTORS	93,271	115,237	314,186	322,525	4,587,508	4,053,561
VOLKSWAGEN	1,632	2,935	3,762	6,239	73,838	85,045
HONDA	2,517	1,880	9,112	6,981	133,601	50,402
DOMESTIC TOTAL	179,993	206,610	560,672	559,421	7,951,517	6,795,302
IMPORT TOTAL	—	—	198,814	193,193	2,440,258	2,382,799
INDUSTRY TOTAL	—	—	759,486	752,614	10,391,775	9,178,101

*AMC does not provide 10-day nameplate sales.

Mitsubishi names Nash vice president

FOUNTAIN VALLEY, Calif.—Mitsubishi Motor Sales of America, Inc., has announced the apointment of Garrett J. (Mike) Nash as staff vice president—marketing services.

Nash was the first director of advertising at MMSA, appointed in 1982, shortly after the company's incorporation. He succeeds Robert L. Morgan, who moves to MMSA's advertising agency.

14 assembly plants work Saturday

Auto output at pre-holiday level

By Louise Kertesz
Detroit Reporter

During the first full work week this year, with Saturday overtime reported at 14 plants, U.S. auto makers targeted the high level of production reached before the holiday break.

Scheduled output of 185,283 cars last week was 65.90 percent more than the 111,682 for the three-day week that began the year and 23.49 percent better than the 150,035 for the year-ago week.

Year-to-date, 296,965 cars have been assembled, 3.96 percent more than the 285,648 built at this point last year.

Companies shared last week's estimated production as follows: General Motors, 58.61 percent; Ford Motor Co., 22.08 percent; Chrysler Corp., 14.19 percent; American Honda, 1.95 percent; American Motors, 1.94 percent; Volkswagen of America, 1.12 percent, and New United Motor Mfg., Inc., 0.11 percent.

GM scheduled two overtime shifts Saturday (Jan. 12) at its plants in Lansing (Oldsmobile Plant 1); Flint (Buick B and G Lines); Fairfax, Kans.; Framingham, Mass.; Janesville, Wis.; Lakewood, Ga.; Linden, N.J.; Lordstown, O.; Wilmington, Del., and Oklahoma City.

One overtime shift was scheduled Saturday at GM plants in Lansing (Oldsmobile Plant 2) and Orion Township, Mich.

Chrylser also scheduled Saturday overtime at its plant in Sterling Heights, Mich.

The plant is scheduled to operate a nine-hour daily shift this week (Jan. 14).

Honda scheduled 10 hours of overtime Saturday at its plant in Marysville, O.

Lane to head Oldsmobile; Pontiac names Schlesinger

General Motors last week promoted William W. Lane to general manager of Oldsmobile and elected him a vice president of the corporation.

Lane, 55, succeds Joseph J. Sanchez in the top job at Oldsmobile. Sanchez has been appointed president of GM's newly formed Saturn Corp.

Succeeding Lane as Pontiac general sales and service manager is Elwood M. Schlesinger, 46, who has been director of planning for Oldsmobile since last October.

In his new position, Lane is returning to the division where he spent 28 years of his 31-year GM career. He joined Oldsmobile in 1953 and became Southwest regional manager in 1973.

He was promoted to assistant general sales manager for the Western U.S. in 1977 and moved to the similar job for the East in 1980.

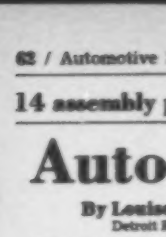
Lane was named Pontiac general sales manager in 1981. Last September, his responsibility was broadened to include service as well as sales.

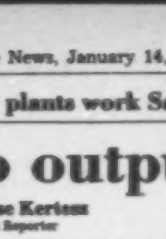
Schlesinger has been with Oldsmobile since 1962. After a number of field and central office assignments, he was named Southwest regional manager in 1977.

He was appointed assistant general sales manager for the Western U.S. in 1980 and assistant general sales manager for marketing and dealer activities in 1981. He held that post until he became director of planning.

Also at Pontiac, William E. Enockson was promoted to assistant general sales and service manager for marketing, merchandising and operations. He formerly was Western regional manager. Enockson succeeds John G. Middlebrook, now sales, service and marketing vice president for Saturn.

Jack R. Losch replaced Enockson as Western regional manager for Pontiac, and Dwight R. Logie succeeded Losch as Midwest regional manager. Logie was Chicago zone manager.


William W. Lane


Elwood M. Schlesinger

7,773,496 cars built in '84, companies report

DETROIT.—Calendar year totals released by auto makers place 1984 U.S. auto output at 7,773,496 units, up 9.30 percent over 1983's 7,112,352.

General Motors reported 1984 production of 4,344,783 cars; Ford Motor Co., 1,775,314; Chrysler Corp., 1,247,826; American Motors, 192,196; American Honda, 138,572; Volkswagen of America, 74,785, and New United Motor Mfg., Inc., 20.

Truck production jumps sharply to 63,885 for week

Domestic truck makers slated production of 63,885 units last week, 72.25 percent more than the 37,089 built during the three days of the previous week and 4.19 percent better than the year-ago week's 61,317.

So far this year, 100,974 trucks have been assembled, a dip of 5.87 percent from the 107,267 completed last year at this time.

Effective Jan. 4, line speed at American Motors' Toledo plant was increased with the aim of adding 80 Jeeps a day for a daily output of 824.

General Motors scheduled two overtime shifts Saturday (Jan. 12) at its plants in Pontiac (No. 5); Janesville, Wis.; St. Louis, and Lordstown, O.

Canadian output shows big gain with 19,982 cars

Canadian auto makers scheduled production of 19,982 cars last week, the first full work week of 1985.

The total was up 74.65 over the 11,441 assembled during the previous short week and 6.00 percent better than the year-ago week's 18,851.

So far this year, 31,423 cars have been built, 13.18 percent less than the 34,983 completed a year ago at this point.

American Motors' Brampton (Ont.) plant, which builds the Eagle, shut down last week for two weeks for inventory adjustment. Production is scheduled to resume there on Jan. 21.

Makers targeted production of 18,666 trucks last week, up 58.17 percent from the 11,801 built the previous week and 29.31 percent more than the year-ago week's 14,435.

At Chrysler Corp.'s Windsor (Ont.) plant, 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans were scheduled for completion last week, bringing the T-115 total for the year to 9,920.

Year-end totals released by the company show that 240,253 minivans were produced in 1984.

U. S. CAR PRODUCTION

	Week Ended Jan. 12, 1985	Week Ended Jan. 14, 1984	Week Ended Jan. 1, 1985	Jan. to Date	Jan. 1 to Jan. 14, 1984	Jan. 1 to Jan. 12, 1985
AMERICAN MOTORS	3,600	4,124	.....	3,600	4,800	3,600
Renault Total	3,600	4,124	.....	3,600	4,800	3,600
Alliance	2,500	2,006	.....	2,500	2,400	2,500
Encore	1,100	2,118	.....	1,100	2,400	1,100
CHRYSLER CORP.	26,300	24,441	16,680	42,980	37,390	42,980
Plymouth Total	6,700	7,798	4,585	11,285	11,195	11,285
Horizon	2,400	3,361	1,624	4,024	2,585	4,024
Reliant	2,800	4,081	1,933	4,733	7,926	4,733
Caravelle	1,200	140	743	1,943	278	1,043
Gran Fury	300	217	285	585	406	585
Chrysler Total	9,800	7,304	6,172	15,972	14,870	15,972
LeBaron	2,500	2,010	1,480	3,980	3,458	3,980
LeBaron GTS	1,600	.....	1,015	2,615	.....	2,615
Laser	1,100	1,940	731	1,831	1,972	1,831
New Yorker E-Class	1,400	1,864	842	2,242	3,357	2,242
Fifth Avenue	3,200	1,490	2,104	5,304	3,083	5,304
Dodge Total	9,800	9,338	5,932	15,732	14,325	15,732
Omni	3,000	2,932	1,726	4,726	2,646	4,726
Aries	2,600	3,000	1,471	4,071	5,880	4,071
Daytona	900	1,661	567	1,467	2,941	1,467
Dodge 600	1,500	1,484	863	2,363	2,580	2,363
Lancer	1,200	.....	855	2,055	.....	2,055
Diplomat	600	261	450	1,050	278	1,050
FORD MOTOR	40,910	21,119	24,536	65,446	50,727	65,446
Ford Division	26,206	13,103	16,020	42,226	33,649	42,226
Escort	6,610	5,215	4,117	10,727	11,811	10,727
Mustang	3,604	.....	2,162	5,766	2,551	5,766
LTD	5,567	4,810	3,380	8,947	8,320	8,947
Thunderbird	3,997	317	2,430	6,427	3,806	6,427
Crown Victoria	2,190	2,018	1,152	3,342	3,671	3,342
EXP	553	743	327	880	1,175	880
Tempo	3,685	.....	2,452	2,837	2,715	2,837
L-M Division	14,704	8,016	8,516	23,220	17,378	23,220
Mercury Total	11,090	4,778	6,399	17,489	10,896	17,489
Lynx	1,852	1,044	1,102	2,954	2,069	2,954
Capri	436	.....	315	751	256	751
Marquis	2,601	1,968	1,533	4,134	3,169	4,134
Cougar	3,306	273	2,031	5,337	1,833	5,337
Grand Marquis	1,430	1,593	782	2,212	2,773	2,212
Topaz	1,465	.....	636	2,101	596	2,101
Lincoln Total	3,614	3,238	2,117	5,731	6,382	5,731
Continental	652	614	387	1,039	1,216	1,039
Lincoln	2,561	812	1,499	4,060	1,594	4,060
Mark VI/VII	401	1,812	231	632	3,572	632
GENERAL MOTORS	108,603	95,781	67,333	175,936	184,266	175,936
Buick Total	21,584	20,040	13,947	35,531	39,120	35,531
Skylark	2,385	.....	1,873	4,258	2,720	4,258
Skyhawk	1,880	3,879	1,414	3,274	6,983	3,274
Somerset Regal	2,160	.....	1,334	3,494	.....	3,494
Century	4,519	4,072	2,952	7,471	7,729	7,471
Regal	2,970	4,818	1,680	4,650	8,723	4,650
LeSabre/Electra	4,344	5,733	2,836	7,180	10,399	7,180
Riviera	1,421	1,265	710	2,131	2,385	2,131
Electra (fwd)	1,925	273	1,148	3,073	481	3,073
Cadillac Total	8,215	8,668	4,837	13,052	13,025	13,052
Cimarron	586	524	257	833	874	833
Seville	956	700	481	1,656	1,329	1,656
Eldorado	1,790	1,355	891	2,681	2,555	2,681
Cadillac (rwd)	1,089	3,982	1,051	2,120	7,853	2,120
DeVille (fwd)	3,834	207	2,147	5,981	414	5,981
Chevrolet Total	39,671	33,335	25,479	65,150	62,034	65,150
Chevette	3,578	4,379	2,456	6,034	7,754	6,034
Cavalier	10,726	8,862	7,349	18,075	16,000	18,075
Celebrity	5,971	5,474	3,558	9,529	10,129	9,529
Camaro	5,252	5,288	3,166	8,418	9,973	8,418
Citation	1,615	1,609	1,354	2,969	3,361	2,969
Malibu/El Camino	630	479	256	886	987	886
Monte Carlo	2,348	4,158	1,388	3,736	7,827	3,736
Chevrolet	8,551	2,317	5,348	13,899	4,594	13,899
Corvette	1,000	789	604	1,604	1,389	1,604
Oldsmobile Total	26,119	24,774	16,311	42,430	49,023	42,430
Omega	.....	.....	.....	.....	1,397	.....
Firenza	1,595	1,852	1,177	2,772	3,671	2,772
Cutlass Supreme	4,020	7,751	2,374	6,394	14,267	6,394
Cutlass Ciera	7,718	4,775	5,198	12,916	9,598	12,916
88/98 (rwd)	5,736	9,374	3,500	9,238	18,015	9,238
Olds 98 (fwd)	3,059	188	1,792	4,851	494	4,851
Calais	2,931	.....	1,740	4,671	.....	4,671
Toronado	1,058	834	530	1,588	1,591	1,588
Pontiac Total	13,014	10,964	6,759	19,773	21,064	19,773
Acadian**	.....	280	80	80	243	80
2000 Sunbird	3,164	3,529	2,192	5,356	6,024	5,356
1000	487	893	427	914	1,365	914
Firebird	2,775	1,993	1,546	4,321	4,637	4,321
Phoenix	.....	408	.....	.....	894	.....
Grd. Prix/Bon'Ville	.....	1,485	.....	.....	2,672	.....
6000	333	.....	126	459	.....	459
Parisienne	1,590	444	1,065	2,655	877	2,655
Fiero	2,400	2,132	.....	2,400	4,352	2,400
Grand Am	2,265	.....	1,323	3,588	.....	3,588
HONDA	3,620	2,253	1,846	5,466	4,247	5,466
NUMMI (Nova)	200*	.....	200*	400*	.....	400*
VOLKSWAGEN	2,050	2,367	1,078	3,128	4,218	3,128
Total Cars, U.S.	185,283	150,035	111,682	296,965	285,648	296,965
Total Cars, Canada	19,982	18,851	11,441	31,423	34,983	31,423
N. American Cars	205,265	168,886	123,123	328,388	320,631	328,388
N. American Trucks	82,551	75,752	48,890	131,441	133,503	131,441
North American Cars and Trucks	287,816	244,638	172,013	459,829	454,134	459,829

*Estimated.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 12, 1985	Week Ended Jan. 14, 1984	Week Ended Jan. 5, 1985	Jan. to Date	Jan. 1 to Jan. 14, 1984	Jan. 1 to Jan. 12, 1985
AMERICAN MOTORS	.....	607	366	366	1,088	366
FORD MOTOR	10,922	4,384	6,045	16,967	10,164	16,967
GENERAL MOTORS	8,835	13,635	4,895	13,730	23,378	13,730
VOLVO	225	225	135	360	353	360
Total Cars, Canada	19,982	18,851	11,441	31,423	34,983	31,423

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 12, 1985	Week Ended Jan. 14, 1984	Week Ended Jan. 5, 1985	Jan. to Date	Jan. 1 to Jan. 14, 1984	Jan. 1 to Jan. 12, 1985
CHEVROLET	23,152	20,161	13,863	37,015	36,373	37,015
DODGE	4,600	4,105	2,173	6,773	7,009	6,773
FORD	20,055	23,130	12,715	32,770	39,302	32,770
GMC	5,967	6,616	3,331	9,298	11,772	9,298
INTERNATIONAL	1,636	1,236	932	2,568	2,173	2,568
JEEP	4,125	3,374	1,676	5,801	6,127	5,801
NISSAN	2,200*	1,645	1,109	3,309	2,821	3,309
AM GENERAL	50*	50*	30*	80*	90*	80*
MISCELLANEOUS	2,100*	1,000*	1,260*	3,360*	1,800*	3,360*
Total Trucks, U.S.	63,885	61,317	37,089	100,974	107,257	100,974

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 12, 1985	Week Ended Jan. 14, 1984	Week Ended Jan. 5, 1985	Jan. to Date	Jan. 1 to Jan. 14, 1984	Jan. 1 to Jan. 12, 1985
CHRYSLER CORP.	8,568	4,656	5,818	14,386	9,306	14,386
FORD MOTOR	3,648	3,326	2,012	5,660	5,402	5,660
GENERAL MOTORS	6,248	6,338	3,844	10,092	11,276	10,092
INTERNATIONAL	202	115	127	340	252	340
Total Trucks, Canada	18,666	14,435	11,801	30,467	26,236	30,467
N. American Trucks	82,551	75,752	48,890	131,441	133,503	131,441

* — Now includes window van production. ☆ — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Honda, Mazda add 4WD units

TOKYO.—Four-wheel-drive vehicles are rapidly entering the marketplace in Japan, according to the Japan Automotive News.

Honda has introduced, for the home market, a 4WD station wagon, the Civic Shuttle, with a part-time 4WD system. Its 5-speed manual transmission has an interlock which makes first gear a "super low gear" for use with 4WD.

Mazda has added 4WD versions to its Bongo station wagon and van lines. Standard equipment includes free-wheeling hubs.

C2703-1

Automotive News

January 21, 1985

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Biggest transformation since days of Durant and Sloan

GM: A new kind of global conglomerate

By Marjorie Sorge, Edward Lapham and Michelle Krebs
Of the Automotive News staff

News Analysis

General Motors is undergoing its biggest transformation since William C. Durant and Alfred P. Sloan shook up the automotive world, and the New General Motors Corp. will change the way worldwide business is done.

GM has rewritten the definition of conglomerate. The New General Motors Corp. will be a fully integrated global—or even intergalactic—conglomerate with consistent pieces, unlike the traditional definition in which a company owns totally unrelated businesses.

Those pieces will not only circle the GM network and change the way suppliers, dealers and the rest of the auto industry do business, but will reach far beyond that into all of the industrial world.

As it emerges from its restrictive cocoon, this sleeping giant will become an international industrial juggernaut.

What GM has done under the leadership of Chairman Roger B. Smith and President F. James McDonald is to take the old Durant/Sloan business concept, update it and expand it for the high-tech diversification of the 1980s and beyond.

Durant and Sloan were former GM leaders who revolutionized the automotive business.

Their concept, adopted by almost every industrial base in the world, involved a central staff which oversees and administers separate profit center line operations.

In the past, GM used the line-staff concept strictly for its automobile business. Now, the automobile business will be the center of the emerging

Continued on Page 68, Col. 1

Cooperative car

Russian Lada by Porsche

Next year, a modern Lada with an aerodynamic body and a fastback will be launched. The Russian engineers had their German colleagues at Porsche in Stuttgart, West Germany, develop the new three-door compact car. The light metal transverse engine is completely new; three versions probably will be offered. The Russians plan to build 350,000 of these cars annually.

Hyundai plans U.S. sales this autumn

LOS ANGELES.—Hyundai will be setting up its U.S. shop in suburban Garden Grove with a former Toyota executive at the helm, and it expects to begin U.S. sales in the fall, Automotive News learned last week.

Max Jamiesson, who left his post as sales vice president—Western region for Toyota a year ago, has been named executive vice president and chief operating officer of Hyundai Motor Co. (U.S.A.).

Greg Warner, who recently was named corporate manager of product planning at Toyota, will take over as group vice president—marketing, finance and general operations for Hyundai.

Bruce Campbell, also from Toyota, will be vice president for parts and service, and a number of other ex-Toyota employes are reported to be joining the company.

The management team probably will be introduced at Hyundai's reception during the NADA convention in San Francisco.

Sources indicate that the new company is expecting first-year sales of 100,000 units and will operate through franchised dealers. No regional distributors are planned.

The U.S. unit of Hyundai will be selling a new front-wheel-drive subcompact designed by Giugaro. The Korean-built car will use a power plant designed by Mitsubishi and manufactured by Hyundai under license.

Dealer shop volume shows monthly gain

By Francis J. Gawronski
Service Editor

Service and parts business in new-car dealerships across the country continued on the upswing—but at a slower growth rate—for the second consecutive month in November.

Shop business recorded its first decline in 18 months in September.

According to the Automotive News Service Index, shop business at dealerships in November amounted to 110.2 percent of the volume recorded in the same month in 1983.

In October, shop business was 18.5 percent ahead of the volume in the same month the year before. In September, service and parts business dipped to 98.3 percent of the volume reported for the same month in 1983.

All five indicators used in the Service Index registered healthy gains in November, led by shop parts sales—those used on both customer-paid and warranty work—which climbed 15.9 percent over the year-earlier volume.

The next best showing was that of total labor sales (customer-paid and warranty jobs), up 13.8 percent, followed by gross profit on all labor, parts and accessory sales which was up 12.2 percent. This is the most important indicator from the dealer's viewpoint.

Sales of all parts and accessories were up 8.6 percent in November, while repair orders written increased 6.1 percent over the volume reported for the same month ayear ago.

Figures used in the Service Index are averages compiled from reports on shop operations submitted by a cross-section of the nation's new-car dealers.

For the first 11 months of 1984, service and parts business was 114.5 percent of the volume for the same period of 1983. Business for the 10-month period was 115.5 percent above the year-ago volume.

Shop parts sales showed an increase of 20.6 percent for the January-November period, while total labor sales advanced 16.0 percent and and sales of parts and accessories were up 15.6 percent.

Gross profit was up 15.5 percent for the period, while repair orders written climbed 7.1 percent.

SERVICE INDEX
110.2★

	Nov., '84 vs. Nov., '83	11 mos., '84 vs. 11 mos., '83
Gross Profit on All Labor and P&A Sales	+12.2%	+15.5%
Repair Orders Written	+ 6.1%	+ 7.1%
Total Labor Sales (Customer & Warranty)	+13.8%	+16.0%
Shop Parts Sales (Customer & Warranty)	+15.9%	+20.6%
Sales of All Parts and P&A	+ 8.6%	+15.6%

★—Survey by Automotive News shows that dealer's service and parts business in November, 1984, was 110.2 percent of business in November, 1983. Service business in the 11 months of 1984 was 114.5 percent of business in the corresponding period in 1983.

breaking news

GM, Spanish truck maker to study linkup

DETROIT.—General Motors has signed a memorandum of understanding with ENASA, Spanish truck manufacturer, and INI, its parent firm, to explore "a possible business relationship." GM said it hopes a joint study can be completed by April 30 and that a decision on any proposal can be made by June 30. ENASA's full line of light and heavy trucks and buses will be included in the study, GM said.

China plans auto extravaganza

SHANGHAI.—China, in line with a policy to expand foreign trade, plans a seven-day automotive exhibition and seminar next July 3-9 in Shanghai. Exhibitors, in addition to displaying their products, will conduct seminars on products and technologies. The affair has been named Automotive China '85.

Used-car market softens, GM employes don't pick up new ones

1985 Corvettes piling up for some dealers

By Richard Johnson
Detroit Reporter

General Motors employes who cancel orders placed for new Corvettes under the company's employe discount program may be responsible for an oversupply of 1985 models at some Chevrolet dealerships.

With the market for used 1984 Corvettes reportedly soft, some dealers catering heavily to GM workers say they are being burned because employe-plan customers can't unload their year-old cars. The result is that Corvettes are piling up on their lots.

Even some Chevy dealers who say they aren't affected by cancellations report heavier inventories than usual this winter. However, a Chevrolet spokesman said daily build rates at the Bowling Green (Ky.) Corvette plant have fallen short of sales levels since the 1985 model run began.

The Corvette inventory could also be dissipated quickly by a strike that began last Wednesday, Jan. 16, at the 1,600-employe Bowling Green plant. The UAW local struck principally over what it considered to be punitive work assignments at the facility. Altogether, the union reported 28 outstanding issues.

Shortly after the strike began last week, a spokesman for the Chevrolet-Pontiac-GM of Canada group said he was not sure how quickly the work stoppage could affect supplies.

"I understand we are selling them almost as fast as we can build them," he said. "I would think it wouldn't take too long before they dried up."

A UAW spokesman in Detroit predicted that the walkout would not last long.

"There is a lot of pressure on the company to wrap this up because it is a profitable model," he said. "Our people understand that. They should be able to work it out in pretty short order."

Before the strike, some Chevrolet dealers were reporting an unexpected abundance of Corvettes.

"GM employes are ordering them and then not picking them up because they can't sell their '84s," said Andy Macik, sales manager at Jefferson Chevrolet, Detroit. "Some of those people will buy a new one every year and try to get all their money back when they sell it. They thought they could have their cake and eat it, too."

When owners of 1984s find they cannot get their asking prices, Macik said, they simply forego the 1985 models they had ordered to spec.

"They don't pick them up," he said. "They don't even call you. It's terrible. They get first preference, even ahead of a sold order, and they get a break on prices. The legitimate buyer has to wait in line.

"The factory is happy because the cars are paid for by the dealer," he added. "We sit with them all winter, hoping somebody

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NEWSPAPER

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Best total since 1966 for early January

Sales up 28 pct. as year opens

By Jenny L. King
Detroit Reporter

U.S. car makers and their dealers got the New Year off to a remarkable start by posting a Jan. 1-10 sales total 28 percent ahead of the year-ago number and chalking up the best early-January sum since 1966.

In a period historically characterized by widely varying sales, ranging from 93,235 in 1975 to 202,453 in 1966, the strong showing bodes well for the months ahead.

The total for the domestic industry this year was 190,869, up 27.98 percent from 149,136 in 1984. On a daily-rate basis, sales were up 11.99 percent, to an average of 23,859 for each of eight days from 21,305 for seven days in 1984.

Chrysler Corp. reported the largest sales gain among the Big Three auto makers: Up 45.85 percent to 24,699 from 16,935. Ford Motor Co. had a 38.84-percent increase, climbing to sales of 45,362 from 32,673 a year earlier. General Motors sales numbered 111,905, up 22.32 percent from 91,488.

Honda pushed its way past American Motors to take fourth place among the domestics. Honda's 4,478 total for the period was up 55.70 percent from 2,876. AMC dropped 16.69 percent, to 3,270 from 3,925, and Volkswagen dipped 6.78 percent, to 1,155 from 1,239.

GM's share of the Jan. 1-10 domestic market was 58.63 percent, down from 61.35 percent in 1984. Ford earned 23.77 percent, up from 21.90 percent. Chrysler claimed 12.94 percent, up from 11.36 percent, and Honda had 2.35 percent compared with 1.93 percent. AMC slipped to 1.71 percent from 2.63 percent, and VW held 0.60 percent, down from 0.83 percent.

Buick announced record sales for the period, its 18,248 tally breaking the former record of 18,025 set just 12 months earlier. Cadillac, which had a record for the period in 1984, fell behind this time and was the only GM make to fail to surpass 1984. Cadillac was down 38.52 percent.

Chevrolet was up 51.11 percent, Oldsmobile was up 17.67 percent and Pontiac was up 39.07 percent.

At Chrysler Corp., Dodge was up 52.11 percent, Chrysler was up 50.27 percent and Plymouth was

Continued on Page 68, Col. 4

DOMESTIC SALES

	Jan. 1 10, 1985	Jan. 1 10, 1984
Renault Alliance-Encore	2,870	3,140
AMC	400	785
AMERICAN MOTORS	3,270	3,925
Chrysler	7,479	4,977
Plymouth	7,868	5,810
Dodge	9,352	6,148
CHRYSLER CORP.	24,699	16,935
Ford	30,047	21,644
Mercury	11,015	8,597
Lincoln	4,300	2,432
FORD MOTOR CO.	45,362	32,673
Buick	18,248	18,025
Cadillac	5,229	8,505
Chevrolet	40,988	27,124
Oldsmobile	28,458	24,185
Pontiac	18,982	13,649
GENERAL MOTORS	111,905	91,488
VOLKSWAGEN	1,155	1,239
HONDA	4,478	2,876
U.S. INDUSTRY TOTAL	190,869	149,136

NADA HOTEL HEADQUARTERS

Car and Truck Makers & Associations

ALFA ROMEO—San Francisco Hilton & Tower
AMERICAN INTERNATIONAL AUTOMOBILE DEALERS ASSN.—Westin St. Francis
AMERICAN MOTORS—Stanford Court
AURORA CARS—Sheraton Palace
AUTOMOTIVE ORGANIZATION TEAM—San Francisco Hilton & Tower
BMW—Fairmont
BUICK—Hyatt Regency San Francisco
CADILLAC—Hyatt Regency San Francisco
CHEVROLET—San Francisco Hilton & Tower
CHRYSLER—Fairmont Hotel
CHRYSLER CREDIT—Fairmont Hotel
FORD MOTOR CO.—Hyatt Regency San Francisco
FORD MOTOR CREDIT—San Francisco Hilton & Tower
GMAC/MIC—Westin St. Francis, Hyatt Regency San Francisco
GM OF CANADA—Hyatt Regency San Francisco
GMC TRUCK—San Francisco Hilton & Tower
GM PARTS—Fairmont
HONDA—Hyatt Regency San Francisco
HYUNDAI—Hyatt Regency San Francisco
ISUZU—Hyatt on Union Square
IVECO TRUCKS—Fairmont
JAGUAR—Fairmont
MAZDA—Stanford Court
MERCEDES-BENZ—Fairmont
MITSUBISHI—Hyatt Regency San Francisco
NATIONAL ASSN. MOTOR VEHICLE BOARDS & COMMISSIONS—The Mark Hopkins
NISSAN—Westin St. Francis
NORTHWOOD INSTITUTE—Fairmont
OLDSMOBILE—Fairmont
PEUGEOT—Westin St. Francis
PONTIAC—Fairmont
ROLLS-ROYCE—Stanford Court
SAAB-SCANIA—Fairmont
SUBARU—Hyatt on Union Square
TOYOTA—Westin St. Francis
VOLKSWAGEN OF AMERICA (VW & AUDI)—Westin St. Francis
VOLVO—Mark Hopkins
YUGO AMERICA, INC.—San Francisco Hilton & Tower

Schedule of events

Day by day at NADA convention

Saturday, Jan. 26

8 a.m. to 5 p.m.

Registration. Lobby level, Moscone Center.

8:30 a.m. to 2:45 p.m.

Equipment Exposition. Exposition Hall, Moscone Center.

3 p.m. to 5 p.m.

Formal opening of the 68th Annual Convention. Civic Auditorium. (Buses leave from Moscone Center.)

Time Magazine Quality Dealer Awards.

Introduction of 1984 officers.

President's report—James P. Jennings, 1984 president.

Keynote speaker—H. Ross Perot.

Sunday, Jan. 27

9 a.m. to 5 p.m.

Registration. Lobby level, Moscone Center.

9 a.m. to 2:30 p.m.

Equipment Exposition. Exposition Hall, Moscone Center.

9:30 a.m. to 10:30 a.m.

Nondenominational Worship Service with Lou Holtz as inspirational speaker.

11 a.m. to 12:15 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

1 p.m. to 4:30 p.m.

San Francisco city tour. Buses depart from Moscone Center.

1 p.m. to 5 p.m.

Oriental Fantasy tour. Buses depart from Moscone Center.

1:00 p.m. to 5 p.m.

Muir Woods/Sausalito tour. Buses depart from Moscone Center.

1:30 p.m. to 5 p.m.

Victorian Homes tour. Buses depart from Moscone Center.

2:30 p.m. to 3:45 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

4 p.m. to 5:15 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

Monday, Jan. 28

9 a.m. to 5 p.m.

Registration. Lobby level, Moscone Center.

Equipment Exposition. Exposition Hall, Moscone Center.

9 a.m. to 10:15 a.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

9 a.m. to 5 p.m.

Wine Country tour. Buses depart from Moscone Center.

10 a.m. to 11:30 a.m.

Ladies Game Show with Dennis James as host. Civic Auditorium. (Buses depart from Moscone Center.)

11 a.m. to 12:15 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

1 p.m. to 4:30 p.m.

San Francisco city tour. Buses depart from Moscone Center.

1 p.m. to 5 p.m.

Oriental Fantasy tour. Buses depart from Moscone Center.

Muir Woods/Sausalito tour. Buses depart from Moscone Center.

Flowers and Gardens tour. Buses depart from Moscone Center.

Victorian Homes tour. Buses depart from Moscone Center.

2:30 p.m. to 3:45 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

4 p.m. to 5:15 p.m.

NADA workshops and make meetings. Mezzanine and Ballroom levels, Moscone Center.

Tuesday, Jan. 29

8 a.m. to 11 a.m.

Registration. Lobby level, Moscone Center.

8:30 a.m. to 11 a.m.

Equipment Exposition open for FINAL DAY. Exposition Hall, Moscone Center.

9 a.m. to 10:15 a.m.

NADA workshops.

11 a.m. to 12:30 p.m.

NADA General Session. Grand Ballroom, Moscone Center.

Presentation of 1985 officers.

President's acceptance speech—William J. Symes.

Guest speaker—George Will.

1 p.m. to 4:30 p.m.

San Francisco city tour. Buses depart from Moscone Center.

7 p.m.

NADA Diamond Reception and Dinner for DEAC contributors, featuring Comedian Danny Gans and Les Brown and His Band of Renown.

NADA Convention Guide

San Francisco—Jan. 26-29

Automotive News Headquarters
Equipment Exposition, Booth 2001

Hospitality Suites

Car and Truck Makers, Suppliers

ALFA ROMEO, INC.—San Francisco Hilton & Tower, Jan. 26-28, 4:30-7:30 p.m.
BMW OF NORTH AMERICA—Fairmont Hotel, Crystal Room, Jan. 26-27, 5-7:30 p.m. (by invitation).
CAREFREE AUTOMOTIVE REPAIR SERVICE—Westin St. Francis, Jan. 25, 5 p.m., and Hotel Meridien San Francisco, Jan. 26-28, 5 p.m. (by NADA badge).
DCI COMPUTER SYSTEMS, INC.—Hotel Meridien San Francisco, Gamay Room, Jan. 26-28, 6-10 p.m. (by NADA badge).
HYUNDAI MOTOR CO.—Hyatt Regency San Francisco, Jan. 26-27, 5-10 p.m. (by NADA badge).
JAGUAR CARS, INC.—Fairmont Hotel, Jan. 26-27, 5-8 p.m.
LYONS CAPITAL RESOURCES, INC.—The Mark Hopkins, George D. Smith Room, Jan. 26-28, 5-8 p.m.
MITSUBISHI MOTOR SALES OF AMERICA—Hyatt Regency San Francisco, Jan. 26, 5:30-7:30 p.m.; Jan. 27-28, 4-7 p.m. (by invitation only).
SNAP-ON-TOOLS—San Francisco Hilton & Tower, Jan. 26, 6:30-9:30 p.m. (by NADA badge).
THERMO-GUARD, INC.—Marriott at Fisherman's Wharf, Mendocino Room, Jan.26-27, 5-6:30 p.m.; Jan. 28, 6-7:30 p.m. (by NADA badge).
VOLKSWAGEN OF AMERICA, INC., VW & AUDI DIVISIONS — Westin St. Francis, Jan. 25, 3-7 p.m.; Jan. 26-28, 12:30-6 p.m. (by invitation only).
YUGO AMERICA, INC.—San Francisco Hilton & Tower, Jan. 26-29, 12:00 noon-6 p.m.

Special Functions

Saturday, Jan. 26

Brunch—TIME Magazine Quality Dealer Awards, The Mark Hopkins, Peacock Court, 9 a.m.-noon (by invitation only).
Reception—Aurora Cars, Sheraton Palace, Concert Room, 5:30-8 p.m. (by NADA badge).
Reception—Mechanical Insurance Associates, San Francisco Hilton & Tower, Embarcadero Room, 5:30-7:30 p.m. (by NADA badge).
Reception—Buick Motor Division, Hyatt Regency San Francisco, Golden Gateway Ballroom, 6-8 p.m. (by invitation only).
Reception—Citicorp Acceptance Co., Inc., The Mark Hopkins, Peacock Court, 6-8 p.m. (by invitation only).
Reception—Clarion, Hyatt on Union Square, Plaza Square Ballroom, 6-8 p.m. (by invitation only).
Reception—Iveco Trucks of North America, Fairmont Hotel, French Room, 6-8 p.m. (by NADA badge).
Reception—Pontiac Motor Division, Fairmont Hotel, Grand Ballroom, 6-8 p.m. (by invitation only).
Reception—Ryan Insurance, Fairmont Hotel, Gold Room, 6-9 p.m. (by invitation only).
Reception—Universal Underwriters Insurance Co., San Francisco Hilton & Tower Continental Ballroom, 6-9 p.m. (by NADA badge).

Sunday, Jan. 27

Breakfast—Fellowship of Christian Automobile Dealers, Fairmont Hotel, Crystal Room 8-9 a.m. (by NADA badge).
Breakfast—Northwood Institute Dealer Education Awards, Fairmont Hotel, Gold Room 8-10 a.m. (by invitation only).
Breakfast—General Motors Parts Alumni Dealer Advisory Council, Fairmont Hotel Terrace Room, 8:30-10:30 a.m. (by invitation only).
Luncheon—Automotive Hall of Fame 46th Annual Luncheon, San Francisco Hilton & Tower, Continental Ballroom, noon-2 p.m. (ticket necessary).
Reception—J. Walter Thompson, Lily's of San Francisco, noon-6 p.m. (by NADA badge).
Reception—Volvo of America Corp., The Mark Hopkins, Peacock Court, 4-8 p.m. (by invitation only).
Reception—General Motors of Canada, Hyatt Regency San Francisco, San Francisco Room, 5-8 p.m. (by invitation only).
Reception—Chrysler Corp. Chrysler Credit Corp., Fairmont Hotel, Grand Ballroom 5:30-7:30 p.m. (by invitation only).
Reception—American Isuzu Motors, Inc., Hyatt on Union Square, Plaza Square Ballroom, 6-9 p.m. (by invitation only).
Reception—Ford Motor Co., Hyatt Regency San Francisco, Golden Gateway Ballroom 6-8 p.m. (by invitation only).
Reception—Motors Holding Division, Westin St. Francis, Georgian Room, 6-8 p.m. (by invitation only).
Reception—Rolls-Royce Motors Inc., Stanford Court, Blue Room, 6-9 p.m. (by invitation only).
Reception—Saab-Scania of America, Inc., Westin St. Francis, Elizabethan Room 6-9 p.m. (by NADA badge).
Reception—Toyota Motor Sales, U.S.A., Westin St. Francis, Grand Ballroom, 6-8 p.m. (by invitation only).
Reception—Rusty Jones, Inc., San Francisco Hilton & Tower, Franciscan Room 6:30-9:30 p.m. (by NADA badge).
Reception—American Motors Corp., Stanford Court, Stanford Ballroom, 6:30-8:30 p.m. (by invitation only).
Reception—Cadillac Motor Car Division reception and black-tie dinner, Giftcenter Pavilion, San Francisco, 6:30-11:30 p.m. (by invitation only).
Reception—Chevrolet Motor Division, San Francisco Hilton & Tower, Continental Ballroom, 6:30-8:30 p.m. (by invitation only).
Reception—Peugeot Motors of America, Westin St. Francis, California West, 7-8 p.m. (by invitation only).
Reception/Dinner—Karl Singer & Assoc., Fairmont Hotel, Gold Room, 8:30 p.m. (by invitation only).

Monday, Jan. 28

Breakfast—American Honda Motor Co., Inc., Hyatt Regency San Francisco, Embarcadero Room, 7:30-9 a.m. (by invitation only).
Breakfast—National Assn. of Motor Vehicle Boards & Commissions, The Mark Hopkins, Room of the Dons, 8-10 a.m. (by invitation only).
Breakfast—Nissan Motor Corp. in U.S.A., Westin St. Francis, Grand Ballroom 8:30-10 a.m. (by invitation only).
Reception/Luncheon—American International Automobile Dealers Assn., Westin St Francis, Grand Ballroom, 11:30 a.m.-2:30 p.m. (tickets: $40 per person).
Reception—Oldsmobile Division, Fairmont Hotel, Grand Ballroom, 5-8 p.m. (by invitation only).
Reception—Nissan Motor Corp. in U.S.A., Westin St. Francis, Grand Ballroom 5:30-7:30 p.m. (by invitation only).
Reception—Ford Motor Credit Co., Ford Life Insurance Co., Gaslight Room reception, San Francisco Hilton & Tower, Continental Ballroom, 5:30-8 p.m. (by invitation only).
Reception—Mazda Motors of America, Stanford Court, Stanford Ballroom, 6-9 p.m. (by invitation only).
Reception—Mercedes-Benz of North America, Inc., Fairmont Hotel, Gold Room, 6-9 p.m. (by invitation only).
Reception—General Motors Acceptance Corp., Motors Insurance Corp., Hyatt Regency San Francisco, Lobby Area, 6:30-8:30 p.m. (by invitation only).

Continued on Page 70, Col. 4

Stockpile is 32½ days

Imported-car supply highest in 19 months

By Kathleen Hamilton
Assistant Managing Editor

The inventory of new imported cars in port and dealer inventories reached a 19-month high on Jan. 1, as December sales slowed and importers tried to replenish their sparce stockpiles.

They succeeded only marginally, raising their average days-supply from 27 days to 32½. The ideal import stockpile is roughly 60 days.

The latest days-supply figure is, however, the highest since June 1, 1983, when there were 33 days' worth of cars in stock. On Jan. 1, 1984, there was a 30-day supply of import cars in stock.

The latest count translates into a unit count of 259,933—also the highest since June 1, 1983, when there were 275,411 imported cars in stock. The Dec. 1, 1984, stockpile was 232,152 units; the Jan. 1, 1984, figure was 223,527.

The supply of imported trucks —114,485 units—marked a two-year high point and translated into a 36-day supply, still short by industry standards. One month earlier, there were 98,396 new imported light trucks in inventory, but they were selling slower then, so that stockpile was a 41½-day supply.

On Jan 1, 1984, there were 81,748 import trucks in stock, worth 47 days. (All truck inventory figures include Nissan's Tennessee-built units.)

Combining cars and trucks, this year opened with 374,418 units in inventory, or 36 days' worth. One month earlier, there were 330,548 units, worth 32 days. The year-earlier figures were 305,275 units and 33 days.

The German makes were the only autos to show an increase in their sales rates during December, but they increased shipments, too, so January's days-supply level stayed steady with December's.

The sales rates of both Japanese and European makers other than the Germans dropped but shipments stayed roughly steady, resulting in increased days-supply levels.

The Japanese makes accounted for 62.08 percent of all import cars in stock; German cars, 27.17 percent, and cars from other European countries, 10.75 percent.

One month earlier, the shares were Japanese, 61.81 percent; German, 25.83 percent, and other countries, 12.36 percent.

The year opened with the Japanese cars averaging a 26-day supply. The days-supply figures by make: Subaru, 12; Toyota, 15; Honda imports, 17½; Mitsubishi, 22; Nissan, 35½; Mazda, 36½, and Isuzu, 74.

In addition, the Mitsubishi-built imports marketed by Chrysler Corp. averaged a 48½-day supply: Dodge Colt, 39½, Plymouth Colt, 43; Plymouth Vista, 57; Dodge Vista, 59; Plymouth Conquest, 123, and Dodge Conquest, 136½. Chevrolet's captive imports averaged a 125-day supply: 38 for the Suzuki-built Sprint and 203½ for the new Isuzu-built Spectrum.

German makes had an average of 53 days' supply: Mercedes-Benz, 21; Porsche, 43; BMW, 59½; Volkswagen imports, 64, and Audi, 78.

There was a 55½-day supply of cars from other European countries: Jaguar, 6; Saab, 27; Peugeot, 39; Maserati, an estimated 40 days; Alfa Romeo, 59; Volvo, 80, and Renault, 195.

Japanese-built light trucks and their days' supplies: Mitsubishi, 23; Mazda, 32½; Toyota, 35; Nissan, 56; Isuzu, 68; Chrysler, 71.

IMPORT STOCKS

	Jan. 1, 1985	Dec. 1, 1984	Jan. 1, 1984
Honda	17½	11	24
Isuzu	74	56	45
Mazda	36½	37	36
Mitsubishi	22	17	33
Nissan	35½	29	26
Subaru	12	16	33
Toyota	15	13	10
Chevrolet	125	126	.....
Chrysler	48½	52	69
JAPANESE MODELS	26	23	24
Audi	78	73	29
BMW	59½	80	56
Mercedes-Benz	21	8	26
Porsche	43	60	17
VW	64	69	82
GERMAN MODELS	53	53	48
Alfa Romeo	59	66	36
Jaguar	6	16	15
Maserati**	40	40	.....
Peugeot	39	38	52
Renault	195	169	84
Saab	27	28	36
Volvo	80	39	71
OTHER MODELS	55½	47	56
TOTAL IMPORT CARS	32½	27	30
Isuzu	68	77	52
Mazda	32½	32	21
Mitsubishi	23	26	82
Nissan*	56	45	67
Toyota	35	32	39
Chrysler	71	70	98
TOTAL IMPORT TRUCKS	45	41½	47
TOTAL IMPORT VEHICLES	36	32	33

*Includes domestic trucks
**Estimate

AutoWorld closes

FLINT.—Six Flags AutoWorld has closed temporarily, due to a less-than-anticipated 1984 attendance figure of 460,000 and the related financial losses.

Eurosport goes all white

An all-white Eurosport has joined the Chevrolet Celebrity lineup. It is available at the same price as the regular Eurosport option and has such exclusives as white body paint, white bezel trim, white grille, white painted bumpers, white body-side/bumper-rub strip moldings with red accents, white bumper center filler panel, white door handle inserts and white rally wheels.

Losh wants it exclusive for his division

Pontiac studies new wagon type

By Marjorie Sorge and Joseph Bohn
Of the Automotive News Staff

Pontiac may produce a station-wagon-like vehicle in the future and hopes it can sell enough to keep the vehicle exclusive, according to J. Michael Losh, Pontiac general manager.

Station wagons, he said, are continuing as an important part of Pontiac's sales volume, and "we don't think that's going to change."

"The thing that is perhaps changing," he said, "is: What is a station wagon? Or what kind of vehicle best fulfills the needs of a person who has traditionally bought a conventional station wagon? So we're taking a hard look at that," Losh added.

He said a vehicle of this type is needed to round out Pontiac's product lineup, especially since the minivan has taken off in the market.

The small passenger van is "something that's receiving a lot of attention at Pontiac right now, and for the reasons you would expect," Losh added.

And, he said, Pontiac will have a family-size car into the 1990s, although it may not be rear-wheel-drive.

Pontiac is also hoping to increase its sales more than 20 percent in the first quarter of 1985 and will increase its Grand Am production by about 750 a month for the balance of the 1985 model year, he said. Grand Am output currently is about 4,000 a month.

According to Losh, the Grand Am was initially supposed to account for about 28 percent of the total GM20 sales, but the Grand Am share jumped to 38 to 40 percent. The GM20 cars are the Grand Am, the Oldsmobile Calais and the Buick Sommerset Regal. Pontiac currently has about 90,000 unfilled orders for the Grand Am, he said.

In addition, Pontiac is planning to sell about 50,000 V-6 Fieros in 1985. That engine was added a few months ago. Pontiac sold 93,485 L-4 Fieros in 1984.

Meanwhile, Grand Am is splitting the demographic goal posts exactly as Pontiac wanted. Early data shows the average buyer is 35 years old; one-third of buyers are single, and one-half of them are female.

Buyers are well-educated and are attracted to the car chiefly because of its design, followed by

Continued on Page 68, Col. 1

Symes sees a year of tough competition, narrower margins

Meet NADA's president: A man for the times

By Robert M. Lienert
Editor

William J. Symes, 64, is a man for the times.

He is successful. He is a native Californian. He is a Cadillac dealer. He is a communications professional. He is probably the ideal pick as 1985 president of the National Automobile Dealers Assn.

Things are going great for Bill Symes—and for the industry.

He takes office in the wake of a year that was inordinately successful for dealers and makers alike. Symes has no fear of economic disaster for himself or for new-car retailing in general. He has no concern that his customers are fading from the scene.

How different from some of pushed and pressured new NADA presidents of recent years.

So, even though he matches the mood of the moment, he warns that 1985 may well turn out to be a year of toughened competition and narrower margins. Interest rates are probably going to go up, he says, adding that this probably won't affect dealers very much.

Dealers had a good year in 1984 because they learned a lot in the recent lean years, he says.

"What we learned helped with profits in 1984."

Despite such rampant optimism, Symes expects 1985 to be a year of continuing battles. He thinks NADA will play a leading role in working on the issues of fleet subsidies, odometer legislation, the crusade against drunk driving and the buckle-up seat-belt campaign.

He is anxious to get going on all of these.

However, he plans no marked overhaul of NADA operations.

"I think NADA is running well," he says. "Dealership operation programs are also running well and we'll continue those—and the Dealer Candidate Academy.

"And I plan to work harder than in the immediate past on public relations."

A major thrust of the new emphasis on public relations will be an attempt to upgrade the public image of the dealer.

"Our image is not what it could be and that's not justly so," he says. "In the area of public relations, we want to get the word out that dealers are good citizens and good people. We are well aware that if you walk out on the sidewalk and poll (the public), we don't rate very high. I'd like to see us improve that, improve that by getting dealers more active in their communities and let the people realize that the dealer is a good citizen."

He'd like to see an upgrading of showroom tactics, too.

"Buying a new car ought to be a pleasant, exciting experience for the customer and it should be an enjoyable and profitable experience for the dealer," he says.

Symes also is vocal on the need to improve customer satisfaction.

"The manufacturers are work-

Continued on Page 32, Col. 1

Joe Wilsenra photos

Looking ahead

Incoming NADA president William J. Symes says 1985 could well see tougher competition and narrower margins.

Is Symes NADA's first Cadillac solo?

PASADENA, Calif.—William J. Symes, incoming president of NADA, appears to be the first exclusive Cadillac dealer ever to hold that post.

Records show that six past NADA presidents had Cadillac duals, but there has not been a Cadillac solo in the period for which records are readily available. That goes back to 1939. Symes is also the first Californian to hold the post in more than 50 years. The last time a Californian headed NADA was in 1930. But Californians held the NADA presidency in 1929, 1927, 1925 and 1924.

Good from lean

Dealers had a good year in 1984 because they learned a lot in lean years, and that helped profits, Symes says.

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60th year—No. 5058

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

By narrow margin over Fiat

Early count has Ford as winner in Europe

By Richard Feast
European Editor

LONDON.—Ford looks like the winner in its evenly matched race with Italy's Fiat Auto for the 1984 new-car market leadership in Western Europe.

The detailed counting is still going on, but unofficial estimates circulating within the industry give Ford the title. Its margin over Fiat was fewer than 7,500 units in a total market of more than 10.18 million.

The once-dominant Renault Group of France finished a firm sixth. Renault beat Ford by the narrowest of margins the previous year (1983), but a combination of internal woes and a major decline in the French market resulted in its sales collapse.in 1984.

New-car demand in the 16 countries of Western Europe last year was down 3 percent at 10,182,100 units. Five of the six largest national markets registered shortfalls compared with the previous year. Of the main six, only Italy produced a gain. The deficit in France amounted to more than a quarter of a million vehicles.

At the end of December, the leading manufacturers lined up in the following order: Ford with 12.8 percent; Fiat Auto (comprising Fiat, Lancia and Autobianchi) with 12.7 percent; the VW-Audi group with 12.1 percent; Peugeot SA (Citroen and Peugeot-Talbot) with 11.5 percent; General Motors (Opel-Vauxhall) with 11.1 percent, and Renault with 11 percent.

The order one year earlier was Renault, 12.6 percent; Ford, 12.5; Fiat, 12.0; VW and PSA, 11.8, and GM, 11.2.

No other group in Europe is anywhere near these leading six. The combined Japanese manufacturers fractionally lifted their market share from 10.1 percent 10.2 percent and registrations of just over one million.

This important Japanese presence and the generally lower demand for new cars in Europe forms a background to intense competition in the market place between the Big Six and other European auto makers. Few European volume car makers are in profit, and one estimate is of an aggregate deficit of $1 billion.

While these preliminary sales statistics should not be regarded as definitive, there is general agreement on the overall pattern. The detailed results will not be known for perhaps two months.

Fiat says it is still counting—and results from seemingly small countries like Portugal or Greece will be relevant when the result is so close. Nevertheless, the Italian makers' assocation put Ford ahead of Fiat by 0.5 percent at the end of November.

In early January, Ford was cagey about claiming victory, though it did estimate it had a record 12.9 percent of the market. However, Robert A. Lutz, chairman, is now so jubilantly confident Ford is No. 1 that he will say so in a speech to be delivered today (Jan. 21) in Stockholm.

The unofficial figures give Ford 1,303,600 units, a decrease of 0.5 percent on the previous year. But its market share was a record 12.9 percent, according to Ford, and 12.8 percent, according to these statistics.

Ford's European presence is broadly based, with market leadership in the U.K., Denmark, Ireland and Norway, and big chunks of West Germany, France and Spain.

Fiat's power is concentrated in Italy, a market which went against the general trend by increasing. In addition to its 54.3 percent of the Italian market, Fiat has made across-the-board improvements in the rest of Europe, mainly as a result in demand for the small Uno model. It's year-end total is put at 1,293,200, an improvement of 2.4 percent.

VW-Audi's figure of 1,227,100 was a fall of one percent on the previous year. Within that figure, however, the Volkswagen brand moved up 2.5 percent, while Audi fell back by 12.1 percent. The Golf is believed to have become Europe's best seller once more, with nearly 482,000 new customers.

Not too much should be read into the Audi drop. Like all other German manufacturers, Ford excepted, it was badly hit by the spring strike of metal workers. More importantly, Audi chose to dispatch more products to North America, where the strong dollar provided better profits. The same principle applies to other export-oriented companies like BMW, Daimler-Benz and Volvo.

In fourth position with 1,172,100 units was the Peugeot group (PSA). Citroen was well down, another reflection of the French market, but the two nameplates of Automobiles Peugeot Co. provided the greatest contrasts in the whole of Europe last year.

Peugeot soared by more than 22 percent to 559,000 units, thanks to the runaway success of the 205 model, which is now being built at maximum capacity. But Talbot's slide continued, down by more than a half to little more than 145,000. The combined result for the two (they are sold by the same dealers) resulted in a shortfall of 3.5 percent to 706,000.

GM's recent dramatic increases were brought to a halt last year, due mainly to strikes in West Germany and the U.K. The metal-workers' strike, for instance, had Adam Opel as a direct target, resulting a loss of 120,000 planned production worth an estimated $625 million.

GM ended the year with 1,127,900 or 3.8 percent fewer than the previous year. But the days of GM as an also-ran in Europe are over, and it is now a fully paid-up member of the Big Six.

The Renault record was of a 15.7-percent plunge to 1,115,200 units. This shortfall of more than 200,000 sales compared with the previous year meant moving from the market leadership it had held for all of the 1980s to sixth place.

The poor French market was part of the trouble. So, too, was a slowness in replacing large-volume models like the R-5 (now done) and R-18 (end of this year). This week Renault will report its 1984 deficit, thought by many to amount to nearly $1 billion.

Where the changes were

Country	1984 Total	Pct. Change from 1983
Austria	15,800	−15.9
Belgium-Lux	381,300	+ 4.1
Denmark	133,500	+15.3
Finland	124,900	+ 4.9
France	765,000	−12.5
Greece	68,400	−11.1
Ireland	56,600	− 7.3
Italy	1,636,400	+ 3.5
Netherlands	444,200	+ 4.7
Norway	107,600	− 1.9
Portugal	73,100	− 4.7
Spain	521,800	− 5.2
Sweden	231,100	+ 6.4
Switzerland	274,400	− 1.0
United Kingdom	1,749,700	− 2.3
West Germany	2,397,300	− 1.2
Total	10,182,100	− 3.0

Figures based on national association and industry sources are provisional.

HOW THEY FINISHED IN 1984

Manufacturer	1984	Market Share	1983	Pct. Change from 1983
Ford	1,303,600	12.8	1,310,100	−0.5
Fiat Auto	1,293,200	12.7	1,263,100	+2.4
VW-AutoGroup	1,227,100	12.1	1,239,700	−0.1
Volkswagen	966,800	9.5	943,400	+2.5
Audi	260,300	2.6	296,300	−12.1
Peugeot SA	1,172,100	11.5	1,237,100	−5.3
Citroen	465,900	4.6	505,000	−7.7
Peugeot	559,500	5.5	461,500	+21.2
Talbot	146,700	1.4	270,700	−45.8
General Motors	1,127,900	11.1	1,171,900	−3.8
Renault	1,115,200	11.0	1,322,400	−15.7
Japanese (all)	1,036,500	10.2	1,058,700	−2.1
Austin Rover	394,900	3.9	417,000	−5.3
Mercedes-Benz	330,100	3.2	339,200	−2.7
BMW	303,400	3.0	305,700	−0.8
Volvo	237,300	2.3	230,400	+3.0
Alfa Romeo	183,400	1.8	175,600	+4.4
Seat	152,700	1.5	133,800	+14.1
Total	10,182,100	100	10,497,200	−3.0

Isuzu light truck added to GM lineup in Europe

BRUSSELS.—General Motors' commercial vehicle marketing unit in Europe, Convesco, has begun selling a new Isuzu light truck. The NPR model will be exhibited at the truck show, which started here Thursday, January 17, following introductions in Sweden, Norway, Finland and Denmark.

Until now Isuzu's presence in Europe has been restricted to pickups, medium vans and light four-wheel drives. The 6-ton GVW NPR takes Isuzu and GM into a category where there is established domestic oposition.

The development will not be welcomed by European truck makers, who are burdened with overcapacity and low demand.

The NPR is powered by a high-mileage direct-injection diesel of 3.3 liters. Payload is three tons.

It seems likely that in addition to the Scandinavian markets, the Isuzu will be sold in Belgium, Holland and Switzerland. Strict quotas will keep it out of France and Italy, and Bedford in the U.K. maintains it will not be sold there.

The recently established Convesco, based at the Russelsheim home of Adam Opel in West Germany, has the task of lifting GM's commercial vehicle presence in continental Europe. Bedford, with an established manufacturing presence in England, looks after the U.K.

Convesco offers a spectrum of Opel-based lights and vans and the broad Vauxhall range, from medium vans to heavy trucks. But Convesco is increasingly filling the segment gaps with built-up products from Isuzu, in which GM has a one-third interest.

Through the roof

Sky-Top Sunroofs, Inc., St. Louis, is marketing a power moonroof to fit the General Motors' N-body cars, the Buick Somerset Regal, Pontiac Grand Am and Oldsmobile Calais. The moonroof is electrically operated.

Brock gets VRA pitches as decision time nears

WASHINGTON.—The office of U.S. Trade Representative William Brock has been a busy one of late as decision time nears on the voluntary restraint agreement (VRA) involving Japanese automobiles.

Executives of the domestic auto makers and the import auto dealers have come in to make pitches for retention or repeal of the quotas, now in their fourth year.

Those quotas are due to expire in April, but speculation is prevalent here that they will not die for a variety of reasons, most of which are political.

First is the argument by Ford Motor Co., Chrysler Corp. and American Motors that, in spite of two record profit years, the U.S. industry is not sufficiently recovered from the recession of 1980-1982 to compete with the Japanese, given the latter's cost advantages.

Second, protectionist sentiment in Congress continues to bubble as each month brings an upward assessment of what the U.S. trade deficit with Japan will be. The latest projection is $33 billion.

Third, the Reagan Administration must push for voluntary quotas to give it leverage in its efforts to open Japanese markets to high-technology U.S. goods.

And fourth, quotas are needed by the Japanese themselves to prevent a surge of auto imports to the U.S. by the smaller makers who were frozen out when the voluntary import restraints were instituted. Such a surge, the major Japanese makers fear, would rekindle extreme protectionist sentiment here and leave them even more restricted than they are.

Ford and Chrysler have told Brock the VRA should be extended, if not at the current level of 1.85 million cars, then for a three-year period over which the level would be gradually increased, starting with a rise to 2 million cars for 1985.

Trade sources indicate that even GM, which has argued for an end to the quotas, has told the trade representative it could live with such a phase-out scheme.

Meanwhile, the major Japanese auto makers, although protesting that they want the VRA eliminated, also have indicated to Brock they would prefer a phase-out scheme, although at a faster rate: Perhaps 2.1 million cars allowed in 1985.

The matter is not solely up to Brock, however. Indeed, the Administration has made a point thus far of not dealing with the auto-quota issue and instead has focused attention on Japan's continued resistance to imported goods. The topic was purposely left off the agenda during President Reagan's recent meeting with Japanese Prime Minister Nakasone.

It will get an airing soon, though. It is scheduled to come up within a few weeks at the next Cabinet Council meeting, during which the Administration also is expected to look at studies by the Commerce Department and the International Trade Commission on the quotas.

Sources both inside and outside government expect the VRA will be continued for another year, probably at 2.05 million units. But they also caution it is a very fluid situation. Said one source who wished to remain unidentified: "If Detroit keeps making money the way they have been, don't be surprised if Reagan writes the quotas off."

Cadillac christens its two-seater Allante

DETROIT.—Cadillac has christened its 1987-model two-seat convertible Allante, a term Cadillac coined from the French word *allant*. The car was previously referred to as the Callisto. A Cadillac spokesman said Allante connotes "liveliness" and "motion."

Italy's Pininfarina will build the Allante bodies, which will be shipped to General Motors' Hamtramck (Mich.) assembly plant where they will be mated with the chassis.

Capolongo joins design firm

TROY, Mich.—James A. Capolongo, who resigned last fall as president of Ford of Europe, emerged as chairman of Entech International, overseas subsidiary of Entech Engineering Technology, Ltd., an independent design firm here.

Capolongo will keep offices in London and will be in charge of developing the overseas portion of the business.

Entech was a major contractor in the development of the Pontiac Fiero, and currently does 55 percent of its business with General Motors.

truck industry news

Compact Comanche unveiled by AMC

Jose J. Dedeuwaerder, American Motors president, shows off the 1986 Jeep Comanche compact pickup truck which will be introduced next fall. The truck will be offered in both two-wheel and four-wheel-drive models.

Total is off less than one percent from '78

'84 sales second best

Retail sales of new trucks of all types in the U.S. in calendar 1984 were the second-highest in industry history, falling only about 15,000 units below the alltime high achieved in 1978.

Franchised dealers and factory outlets retailed 4,092,379 vehicles during the year, according to preliminary reports, an increase of 30.8 percent over the previous year's 3,129,474.

The 12-month total was 0.4 percent less than the record 4,108,096 units retailed six years earlier.

Ford dealers sold 1,166,715 trucks in 1984, giving the company its second consecutive year of sales leadership and the seventh in the last eight years that Ford has been No. 1 in truck sales.

In December, sales totaled 314,661 units, a gain of 2.8 percent over the year-earlier 306,007. Domestic deliveries during the month were down slightly from the previous year, 263,243 versus 263,494, but the non-captive imports were up 21 percent to 51,418 units, compared with 42,513 in 1983.

Compact-truck sales during the year hit a record 1,723,044 units, an increase of 51.7 percent over the previous high of 1,135,897 established in 1983.

Sales of the domestic small trucks totaled 1,116,882 and accounted for 64.8 percent of the market, compared with 58.2 percent on 661,606 units in 1983.

The non-captive compacts' share was off 6.6 percentage points last year, from 41.8 percent on 474,291 sales in 1983 to 35.2 percent in 1984 on 606,162 deliveries.

Sales were higher last year in

Continued on Page 46, Col. 3

GM to renovate plant for new '87 pickups

PONTIAC.—An all-new line of full-size Chevrolet and GMC pickup trucks for the 1987 model year will be built here in the General Motors Truck & Bus Group's Pontiac East assembly plant, which is being renovated and expanded at a cost estimated at nearly $400 million.

Patrick J. Coletta, group operations director, said medium trucks produced in the plant since its opening in 1972 will be relocated to the nearby Pontiac Central manufacturing and assembly plant, in which heavy trucks and GMC RTS transit buses now are built.

The medium-truck line at Pontiac East will be shut down early next month, and production at Pontiac Central is scheduled to start in March, Coletta said.

Pontiac East, he noted, will be expanded to 2.3 million square feet with the addition of 700,000 square feet of floor space, and will include a new high-technology paint system.

When the project is completed in mid-1986, Coletta said, the plant will be a leader in vehicle-assembly technology, similar to the group's assembly plant now under construction near Fort Wayne, Ind., and a third plant operated by General Motors of Canada in Oshawa, Ont.

He added that the paint and body shops will be highly automated, using advanced-design robotics and computer-controlled equipment.

In full operation, he continued, the plant will produce about 210,000 vehicles annually on two

Continued on Page 46, Col. 5

Rockwell marketing 'rebuild' machinery

TROY, Mich.—Rockwell International Corp. is marketing a five-piece equipment package with which warehouse distributors and OEM dealers can rebuild drivelines or fabricate completely new drivelines to OEM standards.

According to Halden L. Booth, vice president—field sales and service parts, the package includes a cut/pull/push yoke press, a dynamic balancer, a straightener/welder, a special handling cart for large drive shafts and a workbench.

He said Rockwell offers financing, and added that "the purchase price includes on-site installation, tooling and a minimum of one-week training for machine operators."

"This package offers considerable savings in both time and labor over other equipment currently in use," Booth said. "It is more versatile and widely adjustable to minimize tooling changes and physical labor. It has the potential of paying for itself very quickly."

J. David Bell, driveline product manager, said a major feature of the balancer is its ability to balance at any speed up to 3,600 RPMs.

"In operation, most drivelines rotate between 1,500 and 2,300 RPMs," he added. "However, many balancers in use today turn at only 500 RPMs. The variably faster speeds of Rockwell equipment make it possible to detect even very small imbalances."

The dynamic balancer measures the amount of imbalance at both ends of the shaft, enabling the operator to position balance weights precisely. The balancer also has an optional pickup available for use with two-piece shafts.

Booth said the machinery package has been undergoing prototype testing for more than six months.

The cut/pull/push yoke press is used to cut new tubing, hydraulically disassemble and reassemble components, dress and chamfer tubing and press bearing caps in and out.

The straightener/welder has a two-jaw chuck for use in aligning tube and joint connections prior to and during welding. The chuck reduces the amount of tooling needed to repair a wide range of driveshafts, Booth said.

The handling cart helps the operator handle larger shafts and is used to disassemble shafts, load machines and act as a steady rest.

To help warehouse distributors and OEM dealers upgrade to Rockwell's new machinery, Booth said the company will help them dispose of existing equipment.

Fruehauf/GAC joint venture is one of three in race

POVECO bids for postal order

LAREDO, Tex.—POVECO, Inc., a joint-venture company incorporated by Fruehauf Corp. and General Automotive Corp., demonstrated its JV-500 Delivery Van here in competition for a major procurement being sponsored by the U.S. Postal Service.

The JV—500 is one of three vehicles being tested at the Uniroyal Proving Grounds in Laredo.

The new-generation delivery van has been developed to replace several existing vehicles for multistop, park and loop and special-delivery routes.

The POVECO van features right-hand drive with Ford powertrain and independent front suspension. The body is constructed of aluminum and structural plastics, with corrosion-resistant paint and processes POVECO said will ensure its long-life expectancy of 24 years.

In addition to the long-life requirements set down by the Postal Service, the JV-500 features low-cost maintenance and improved fuel economy, a POVECO spokesman said.

The Ford 2.3-liter gasoline engine has an electronic engine-control system to monitor engine sensors and continually adjust combustion functions to reduce emissions while increasing generated energy.

"Noteworthy among the JV-500 operational features are driver visibility and the overall layout of the driver's compartment," the POVECO spokesman said. "This is an important safety aspect and is directly related to reducing operator fatigue.

"The arrangement of vehicle accessories and controls has been established to include a natural, sequenced working pattern," he added. "Design of the vehicle's cargo area, with access through the roll-up rear door, as well as from inside through a protective partition, provides for overall ease of vehicle operation."

The Postal Service plans a production contract for 99,150 units with option rights for an additional 59,490 units. Delivery would be 1,100 vehicles per month starting in the second quarter of 1986.

Fruehauf Corp. and its subsidiaries, affiliates and licensees manufacture truck trailers in the U.S and 32 other countries.

General Automotive manufactures vehicles and equipment for the transportation industry through subsidiary companies, including Fixible Corp.; GAC Ireland, Ltd., and Atlas International.

Postal Service testing POVECO van

The JV-500 Delivery Van developed by POVECO, Inc., a joint-venture company formed by Fruehauf Corp. and General Automotive Corp., is one of three vehicles being tested by the U.S. Postal Service at the Uniroyal Proving Grounds in Laredo, Tex.

Big Three December, calendar year sales

	December		calendar year	
	1984	1983	1984	1983
Ford				
Vans	11,398	15,560	174,075	169,285
Club Wagon	2,319	3,639	32,103	30,446
Ranger	14,467	15,940	220,687	187,524
Courier	.....	.....	.....	5,657
Bronco	4,377	4,788	47,589	42,631
Bronco II	6,389	8,512	98,049	63,178
Pickups	36,146	43,783	540,885	453,108
Mediums	4,092	3,237	40,954	32,353
Heavies	1,202	919	12,373	7,776
Chevrolet				
Vans	8,961	11,693	155,421	141,575
Sportvan	1,322	1,587	21,902	18,178
Astro	1,544	.....	1,768	.....
S-10	12,712	15,637	188,661	198,222
S-10 Blazer	11,416	12,622	142,143	106,214
El Camino	1,427	2,008	22,997	24,010
Blazer	3,474	3,828	33,935	31,282
Suburban	3,578	3,511	50,843	37,222
Pickups	33,893	39,671	461,258	412,533
Mediums	1,439	1,013	19,911	15,351
Chrysler				
Vans	4,374	5,433	70,504	71,732
Ram Wagon	3,251	3,017	40,283	36,626
Voyager	7,498	3,334	82,793	3,914
Caravan	7,544	3,504	85,929	4,260
Mini Ram Van	2,268	18	21,794	18
Ram 50	3,992	2,640	51,298	33,141
Other Plymouth Trucks	.....	100	378	7,139
Ramcharger	2,703	2,464	28,551	21,415
Rampage	1,000	551	10,260	10,297
Pickups	11,483	8,203	134,264	85,636
GMC				
Vans	2,811	3,044	45,991	45,535
Safari	200	.....	217	.....
S-15	2,771	3,141	43,742	40,491
S-15 Jimmy	2,783	2,939	34,519	21,760
Jimmy	578	886	8,488	7,361
Caballero	194	187	2,702	2,160
Suburban	1,119	1,210	16,132	11,292
Pickups	8,636	9,962	121,704	105,741
P Models	1,460	319	7,036	4,071
Mediums	1,817	1,370	28,026	18,295
Heavies	854	640	14,282	7,442

Automotive World News

Brazilians are export experts

Europe's auto industry suffers the consequences

Each fresh news account about Brazil's expanding export operations brings into focus the fact that the South American country's vehicle market is locked to outsiders. The inevitable question: How long will Brazil's neighbors, other auto makers, and U.S. and European labor groups tolerate the one-way trade?

Fiat and Ford cars made in Brazil are sold in Europe. Mercedes-Benz truck kits flow to the U.S. Brazilian-made Chevrolet Monzas (J-cars) may soon be headed to Europe. Ford's world truck, based on the U.S. F-series chassis and European Cargo cab, will be made in Brazil and exported to the U.S., and possibly Europe, during 1985. Volkswagen do Brasil is developing a new lower-medium car to be pitched into export markets after its launch in 1985.

In return, Brazil imposes a 200 percent mark-up on car imports, which add up to just a few expensive models. Under the country's export promotion program, called Befiex, 11 percent tax breaks go to manufacturers that export vehicles and components.

Local content requirements vary, but all are high. In order to finance imports of key components, such as Ford transaxles from France, exports must exceed imports by a three-to-one ratio.

Continuation of these protectionist measures stem from Brazil's need to reduce its enormous debt burden of around $100 billion. The International Monetary Fund's intervention in February 1983 resulted in a 30 percent devaluation of the cruzeiro, and domestic price controls for an 18-month period. An inevitable result was a sharp increase in exports, including oil barter deals such as those between Volkswagen and Iraq and Nigeria.

These schemes are mutually beneficial (Brazil has no oil of its own), but are significant in another respect. They represent markets lost to European manufacturers which previously held them. The effect on employment and component sourcing in Europe is part of a broad and changing pattern as less developed nations take a larger share of world manufacturing.

Brazil has four main passenger-car makers—General Motors and Ford Motor Co. from the U.S., and Europe's Volkswagen and Fiat groups. They also produce light, medium and heavy commercial vehicles, although the medium, heavy and bus sectors are dominated by Mercedes-Benz. Sweden's Saab-Scania and Volvo groups concentrate on heavy vehicles.

Two notable absentees are Renault (France) and the Japanese. Toyota has a tiny operation that produces less than half a percent of Brazil's vehicle volume.Renault was present many years ago until it sold out to Ford, and its recent attempts to return have been thwarted. Since it would cost financially stricken Renault an estimated $1 billion to invest in a Brazilian operation, an early return is unlikely.

Chrysler Corp. sold its Brazilian business in the late 1970s to Volkswagen, which concentrates its truck production there.

Brazilian vehicle production peaked in 1980 at 1,165,000. Economic problems caused steep declines the following two years. There was a small recovery in 1983 to 896,300 units. Volume the first nine months of 1984 was down 6.6 percent, at 638,100, from a year earlier.

Most of the industry is centered around Sao Paulo, the Detroit of Brazil. Total employment is about 100,000, three-fourths what it was in 1980. An auto worker in Brazil works a 45-hour week, earning $3 to $4 an hour including benefits. Because of high unemployment and low wages, factories are not highly automated except for Ford's facility. Among major producers, only Fiat works just one shift, but introduction of its Uno car last fall and an ambitious export plan should result in two shifts soon.

Retail prices of Brazilian-made vehicles in export markets are about 35 percent below those of comparable models in Brazil. To a large extent this depends on exchange rates, however, and there are signs Brazilian-made vehicle prices are edging up toward European-produced models.

Volkswagen is the country's largest producer of passenger cars: 333,500 in 1983, about 43 percent of the total. GM made 187,700 (24 percent), Ford 134,800 (17 percent) and Fiat 115,800 (15 percent).

Fiat is the major light-truck producer (30,200 in 1983), followed by Ford (22,500) and GM (17,700).

Anfavea, the Brazilian manufacturers association, combines medium and heavy trucks in its statistics. Mercedes-Benz (17,100) is the main producer, followed by Ford (8,400) and VW (4,100). Scania, Volvo and Fiat numbers are smaller, but they sell well in heavy categories. Mercedes-Benz (5,200) produces more than four of every five buses made in the country.

Mercedes and, on a smaller scale, Fiat have enjoyed commercial-vehicle export success. For others it's been more a matter of catering to domestic demand. This may change, though, especially if world truck demand picks up, and Ford succeeds with its plan to use Brazil as an export base for trucks. The U.S. is a prime export target for the new Ford model which uses the European Cargo cab, a U.S.-style chassis and a diesel derived from a Brazilian tractor engine. Production is expected to start in early 1985.

GM may be thinking along similar lines, by possibly exporting a new Brazilian-made truck to the U.S. starting in early 1986. It's also believed GM do Brasil will begin making the four-wheel-drive Chevrolet Blazer before then, for the Brazilian market and export to the Middle East and Europe.

In the first nine months of 1984, vehicle exports netted Brazil $1.2 billion. Component exports added one-third more. Volume of shipments totaled 142,200 units, with Fiat (54,300) the leading exporter; its mainstays, apart from engines used in Italian-built cars, are the Panorama and 147 models, both based on the old 127. There was a drop in Fiat volume recently, but it's expected to increase substantially when Uno production is in full swing. Ini-

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Ready for export from Brazil to Europe, Ford Escorts are shipped to Norway, Finland, Sweden and Iceland, and will be introduced in Denmark, Greece and Switzerland.

The Brazilian-built Chevrolet Monza (identical to the Opel Ascona) is being tested in Sweden this winter, and is expected to be exported to Europe starting in September 1985.

SALES IN BRAZIL
Jan.-Sept., 1984
(Wholesale deliveries)

Manufacturer	Passenger cars	Commercial vehicles
Agrale	—	99
Fiat Auto	40,123	6,328
Ford	82,377	28,165
General Motors	108,439	18,192
Gurgel	46	607
Lafer	23	—
Mercedes-Benz	—	17,587
Puma	105	13
Saab-Scania	—	2,467
Toyota	97	2,304
Volkswagen	170,479	18,552
Volvo	—	1,196
Total	401,689	95,510

BRAZIL'S BEST SELLERS
Jan.-Sept., 1984

Lower-medium category

1. VW Voyage	57,136
2. Chevrolet Chevette	41,746
3. VW Golf	40,381
4. VW 1600	40,177
5. Ford Escort	39,198
6. Fiat 147	19,938

(258,444 units or 64.3 percent of all sales)

Intermediate category

1. Chevrolet Monza	53,022
2. VW Passat	15,136
3. Ford Berlina	14,403

(100,279 units or 25 percent of all sales)

Upper-medium category

1. Ford del Rey	11,825
2. VW Santana	7,624
3. Chevrolet Caravan	5,322

(29,904 units or 7.4 percent of all sales)

High category

1. Ford del Rey Ouro	9,258
2. Chevrolet Diplomata	1,881

(13,062 units or 3.2 percent of all sales)

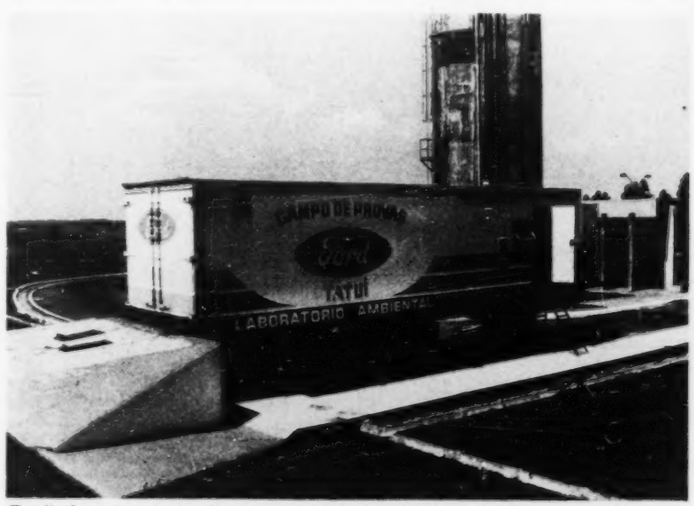
Statistics are from the Brazilian Manufacturers Assn., and are wholesale domestic deliveries, which totaled 401,689 in Jan.-Sept. 1984. Market categories are those used in Brazil.

PRODUCTION IN BRAZIL
Jan.-Sept., 1984

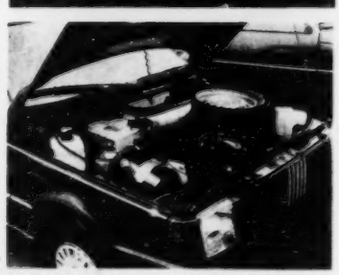
Manufacturer	Passenger cars	Commercial vehicles
Agrale	—	403
Farus	28	—
Fiat Auto	72,165	27,130
Ford	109,825	28,888
General Motors	124,035	18,578
Gurgel	27	642
Mercedes-Benz	—	21,324
Puma	94	12
Saab-Scania	—	2,529
Sta Matilde	50	—
Toyota	105	2,363
Volkswagen	214,522	13,974
Volvo	—	1,371
Total	520,851	117,214

BRAZIL EXPORTS
Jan.-Sept., 1984
(Built-up and CKD shipments)

Manufacturer	Passenger cars	Commercial vehicles
Fiat Auto	33,610	20,705
Ford	24,135	334
General Motors	17,690	583
Gurgel	—	42
Lafer	7	—
Mercedes-Benz	—	5,003
Saab-Scania	—	57
Toyota	9	54
Volkswagen	38,739	1,883
Volvo	—	171
Total	114,190	28,023



Ford's freezer on wheels is used for low-temperature testing.



Fiat Uno, introduced in Brazil in September, resembles the Italian version except for a front-end modified to position the spare wheel/tire beside the engine.

Automotive World News

News briefs

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Spain built its 500,000th Opel Corsa on Nov. 26, 27 months after production began.

Into politics

Vittorino Chiusano, president of Fiat-France, resigned to devote full time to his duties as a member of the European Parliament. His successor at the auto company is Giorgio Frasca.

German drop

Production of cars and station wagons in West Germany in the first nine months of 1984 fell 7.2 percent from a year earlier to 2.67 million units. The metalworkers strike was the cause. German vehicle exports were down only 4.3 percent.

Heavy numbers

Heavy trucks will be subject to a 40-tonne limit in the European Community, although the U.K. and Ireland will retain a 30-tonne figure. Still to be settled is the controversy over numbers of axles.

Nissan in India

India's new Premier car, based on the Fiat 124, will use Nissan engines starting next spring.

More LPG

Landi of Italy and Solex of the U.K. will be partners in a bid to boost sales of liquified petroleum gas (LPG) conversion kits. Main markets will be Italy, Holland and France. North American sales are being contemplated.

Peugeot wants cash

Peugeot Group is asking the French government for $210 million in low-interest loans. The money is needed to modernize the Aulney-sous-Bois factory north of Paris, where the forthcoming Citroen AX small car will be built.

Volvo goes for it

Sweden's AB Volvo wants to acquire the 17 percent share it does not already have in oil-trading company STC.

VW cuts loss

Volkswagen Group made a profit in first-quarter 1984, lost money in the second quarter due to the West German metalworkers strike, but made a profit again in the third quarter, and its nine-month loss of $1.55 million is one-fifth that of a year earlier.

French prices up

The French government, which controls prices of its domestic auto companies, allowed a two percent increase starting Dec. 15. A depressed French market is hampering revival plans of Renault and Peugeot.

Expecting an upturn

West German engineering group GHH, owner of truck and bus maker MAN, forecasts a return to profitability in 1984. MAN has been the main reason for the group's poor financial showing in recent years.

Brazil

Continued from Page 41

tially, Uno is made only as a three-door, but a five-door will follow in 1985. While Fiat is well represented with small cars in Brazil, it is weak in medium and larger-size models. No decision on expanding the line has been made, but some action seems likely.

Volkswagen do Brasil exports in January-September 1984 were 40,600. Its main activity is in Africa and the Middle East, though the Beetle still finds its way to Europe. VW do Brasil is developing a new model to fit between the Beetle and Gol (a South American version of the Golf with air-cooled engine). An announcement is expected in 1985. While Wolfgang Sauer, president of VW in Brazil, has gone on record as saying the car will be exported in substantial numbers to Europe, VW officals in West Germany insist it will not, maintaining it will go to what are becoming VW do Brasil's traditional export markets, Africa and the Middle East.

Biggest export growth in recent months was made by Ford which shipped 24,500 in the first nine months of 1984 compared with 13,900 in entire 1983. The growth pattern is expected to continue. Distribution of Brazilian Escorts in Norway, Sweden and Finland at the start of 1984 was followed by its introduction in November in Denmark (a European Economic Community member) and Switzerland. Ford officials in Europe deny Brazilian reports that the next market will be Greece, another of the 10-member EEC.

GM still produces the venerable Opel Rekord in Brazil under the names Chevrolet Opala, Commodore and Diplomat.

Escorts were introduced in Scandinavia at a price about 15 percent less than a German-made model, and sales took off. Today, however, prices are only seven percent less.

During 1985 Ford expects to export 35,000 Escorts, about one third of capacity. The sensitive area will be Denmark (and possibly Greece), where neighboring auto workers in Germany, Belgium and Britain will note the steady erosion of markets in what is—by common definition—their own backyard. Ugo di Stefano, Ford's Brazilian export-operations manager, acknowledges there may by repercussions.

According to Brazilian sources, Ford will broaden Escort's appeal in the next few months by introducing Ghia, Cabriolet and XR3 versions of the Brazilian Escort. These also will be exported.

For the 1986 model year, Ford is believed to be working on greater design and engineering commonality for the facelift of the Escort it makes in North and South America and in Europe. There now are many technical and styling differences; greater uniformity would make it simpler to sell one area's products in other regions. However, it also would open the question of whether South American models could be sold in North America. Ford European officials deny South American reports that Sierra will be made in Brazil. (It now is assembled in Argentina from German kits.) It is believed Sierra will replace the local Corcel in 1987, and will be sold in European and U.S. export markets.

An interesting point is where GM plans to export its Brazilian-made J-car. Chevrolet Monza, a sales success in Brazil, may enter Scandinavian markets alongside its German-made twin, Opel Ascona. GM officials maintain no decision has been made, but the fact that winter testing is going on in Scandinavia, and that the car is sold in Iceland, suggests GM is headed down that road. The belief in South America is Monza will go on sale in Scandinavia next fall.

GM has two concerns over such a move: upsetting its established sales and marketing policy in Europe, i.e., Opel and Vauxhall networks; and pricing Monza attractively compared to the-tried-and-trusted Opel models. As Ford hikes Escort prices, GM's job becomes harder.

Any move by GM to sell South American products in Europe would correspond with efforts to boost the volume of its international export sales with Brazilian, Japanese and South Korean-made products, provided they carry U.S.-style labels such as Chevrolet. The strength of the U.S. dollar has hurt exports of U.S.-made models, and GM wants to recoup those losses.

In trade of a different kind, Brazilian sources indicate, GM do Brasil will turn to Opel for its products in the late 1980s and early '90s. They would replace Opala and Commodoro with something akin to the Opel Senator, and replace Chevette with a model like the Opel Corsa.

All this increased export action poses still another problem for Brazil. The country lacks the harbor facilities to handle projected volumes, and may have to build a special harbor near Sao Paulo to handle large transport ships.

—Researched and reported by Knut Moberg and Richard Feast

Coffee, tea, cereal, cars?

Supermarket chain sells Austin Rover automobiles

By Richard Feast
European Editor

Selling cars alongside groceries in supermarkets isn't new. Plenty of shopping malls have auto showrooms and displays.

But Britain's Austin Rover Group (ARG) and Massa, the West German supermarket chain, are adding a new dimension. Massa will have 22 outlets operating in early 1985, providing a full sales, service and parts operation, plus the enticing prospect of servicing vehicles while the owners shop. In the first two weeks following the opening of 18 sites in West Germany in late October, Massa sold more than 500 cars. That's impressive considering ARG's entire 200-dealer network sold just 5,650 units the first nine months of 1984.

Says an ARG official: "It's been more successful than any of us dared hope." Morever, while there was some initial animosity from established dealers, it's subsided because they apparently have benefited from increased consumer awareness of Austin Rover products.

Massa expects to sell 4,500 vehicles, worth an estimated $23 million, in 1985. Alfred Massa supermarkets, concentrated in the central part of the country, have annual sales of more than $1 billion and employ about 8,600 people. Creating ARG showrooms and service facilities at 21 locations represents an investment of $6.6 million. For ARG that means adding a much-needed 10 percent to its dealer network in a nation where its recent sales have been poor. The West German new-car market is Europe's largest at about 2.4 million units in 1984. While ARG's share improved this year, it is still only 0.3 percent. "The German market represents, to us, the biggest opportunity of all in Europe, and we are giving it total commitment," says Mark Snowdon, recently switched from managing director-commercial to managing director-product planning of ARG.

As a group, Austin Rover depends heavily on the British market, where it is under constant pressure from Ford Motor Co. and General Motors' Vauxhall Motors Ltd. Now ARG is making a stronger export push, Snowdon declaring: "A key part of our strategy to obtain volume growth is an increase in export sales. While there are still opportunities for reasonable growth in the U.K., the market is not going to provide adequate growth by itself."

At current annual production of around 450,000 units, Austin Rover is making a small profit. But the need for 700,000 sales a year is apparent, and the weak links are the rest of Europe and the U.S.

In a few weeks, ARG's U.S. distribution plans for a car it is jointly developing with Honda are expected to be aired. The model will be introduced in first-quarter 1986. Until then ARG's export effort will be concentrated on mainland Europe.

Celebrating the opening of the first Massa outlet to sell and service Austin Rover Group products are, left to right: Bert Lawrence, ARG director of product and marketing affairs; Huw Jones, Austin Rover-Germany managing director; Georg Faber, Austin Rover-Germany sales and marketing manager; Wilfried Bechtolzeimer, Massa managing director; and Mark Snowdon, ARG managing director-product planning.

More modern and higher quality ARG products in France and Italy have been rewarded in those two important markets. ARG sold 30,400 units in France in 1983 and expects to boost its market share to 1.8 percent in 1984. Sales were 27,100 units in Italy in 1983, but came under heavy pressure from Italy's domestic auto makers this year, and market share probably will drop to 1.4 percent.

While its German sales are up in 1984, volume started from a low base (4,700 units and 0.2 percent market share in 1983). Sales in Belgium are up this year, but down in Holland. Spain, another major market, allows only a handful of imports under a strict quota system.

In contrast, ARG's U.K. sales in the first 11 months of 1984 were 301,400, 18 percent of the market, outpaced by Ford (28 percent) but still ahead of Vauxhall (16 percent), which is becoming more competitive.

The Massa deal indicates ARG is ready for an aggressive and original export thrust, although there is hesitancy about going the supermarket route in other countries. However, the concept appeals to Huw Jones, managing director of the local import company, who maintains, "For us, Massa represents the modern market place, the latest in the line of traditional markets that correspond to the horse or cattle markets of the 18th century. It is the point where, in 1984, people come to do their shopping. It is normal to be there."

Massa attracts 100,000 shoppers daily to its stores, the kind of captive audience that may be too much for not only ARG, but other auto makers, to ignore in other countries.

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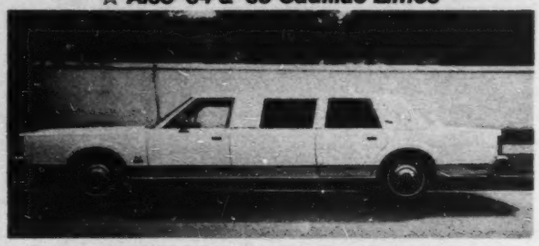

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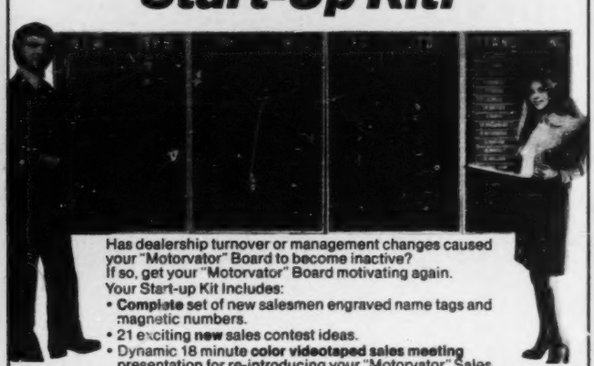

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874,290 is total for September

Month's registrations up 19 pct.

By Jenny L. King
Detroit Reporter

Total U.S. new-car registrations in September soared 18.92 percent above the number for the same month a year earlier. Registrations in the ninth month likewise were up compared with August, and the year-to-date total was a full 35 percent ahead of the first nine months of 1983.

According to figures compiled by R. L. Polk & Co., 874,290 new cars were noted on the books in September, up 2.65 percent from 851,715 the preceding month and up 18.92 percent over the 735,167 reported in September, 1983.

Imports were up in numbers September to September, but, as has been the pattern throughout 1984, their penetration was on the decline. For the month they lost 1.70 percentage points, down to 26.42 percent from 28.12 percent. Year-to-date share for imports was off 3.66 percentage points, to 24.61 percent from 28.27 percent.

Domestic registrations were up 3.09 percent from the August level, to 643,261 from 623,957. Compared with the year-earlier total of 528,420, they were up 21.73 percent.

Import numbers in September were up 11.74 percent, to 231,029 from 206,747. After nine months their total climbed 1.52 percent, to 1,881,318 from 1,853,210.

September saw General Motors accept a smaller share of the market than it had claimed a year earlier. Suffering the after-effects of a brief UAW strike, GM was down 1.69 percentage points, to 41.77 percent from 43.46 percent.

Its loss, added to that of the imports, bolstered the positions of American Motors, Chrysler Corp. and Ford Motor Co. Ford gained 1.92 percentage points, growing to 19.39 percent from 17.47 percent. Chrysler was up to 9.57 percent from 8.48 percent, and AMC gained 0.39 percentage points, moving to 2.85 percent from 2.46 percent.

The market-class breakdown in September, 1984 vs. 1983, showed a rather dramatic shift out of the intermediate and imports segments, into competing sizes. While U.S. intermediates shrank to 21.41 percent from 27.88 percent and imports slipped to 26.42 percent from 28.12 percent, subcompacts, compacts, standards and luxury models increased their presence.

Subcompacts climbed to 13.13 percent from 10.36 percent over the 12 months. Compacts grew to 18.49 percent from 15.59 percent. Standard-size cars were up to 12.17 percent from 11.99 percent and luxuries claimed 8.36 percent, up from 6.60 percent.

Excluding imports, the breakdown included: Subcompacts

Table on Page 66

growing to 17.85 percent from 14.41 percent; compacts up to 25.14 percent from 21.69 percent; intermediates skidding to 29.10 percent from 38.78 percent; standards slipping to 16.54 percent from 16.69 percent, and luxuries up to 11.37 percent from 8.43 percent.

Total new-car registrations in the U.S. for the first nine months of 1984 were up 16.60 percent from 1983, growing to 7,644,804 from 6,556,402. Registrations were up 35.15 percent placed beside the 5,656,444 for the same period in 1982.

Domestic registrations through September climbed 22.54 percent, to 5,763,486 from 4,703,192. They were up 45.48 percent from the 3,961,614 posted two years ago.

Imports, up 1.52 percent in numbers, to 1,881,318 from 1,853,210, plunged 3.66 percentage points in market penetration during the nine-month period.

Ford increased its year-to-date penetration by more than two percentage points and GM was up 1.82 percentage points. Ford finished the first nine months with 18.80 percent of the total market, up from 16.80 percent. GM had 45.25 percent compared with 43.43 percent a year earlier.

Chrysler stayed at 9.35 percent of the market while AMC was down 0.23 percentage points, to 1.91 percent from 2.14 percent and miscellaneous domestics were erased, to 0.00 percent from their former 0.01 percent.

Mazda dealerships offer new line of accessories

LOS ANGELES.—Mazda Motors of America (Central) and Mazda Motors of America (East), the two Mazda importers for the U.S., have begun a new vehicle accessories marketing plan, called Mazda Finish Line, offering accessory items through Mazda dealers.

The program brings together and makes available through Mazda dealers, for the first time, optional factory equipment such as upgraded vehicle audio systems, air conditioning, cruise control and wire wheel covers.

All items included in the program will be specially packaged and promoted, using the checkerboard Finish Line graphics.

The importers said that dealers in the past have been missing part of the accessory market that has traditionally been left to the aftermarket. Offering select Mazda accessory items direct from dealers will benefit customers as well as dealers, the importers said.

Finish Line products are designed for both new and older vehicles, said Frank Garard, group vice president, service, parts and consumer communications, Mazda Motors of America (Central).

Garard said the importer's marketing research has shown that accessories purchases don't peak until a vehicle is three years old.

Mazda will back the new program with a marketing campaign developed with Foote, Cone and Belding, Inc.

The Finish Line name and checkered flag graphic were chosen to reflect Mazda's success in motor racing and to connote a sense of quality, excitement and value, the importers said.

New products available for the RX-7 sports car include body styling pieces such as a polyurethane front air dam, a Corex rear spoiler and a brushed-finish, stainless steel roof band.

Also available for the RX-7 are a scratch-resistant tempered safety glass Moon Roof, rear window louvers, vinyl front body mask and halogen fog lamps.

Mazda 626 accessories include a polyurethane front air dam and lightweight aluminum rear wing, rocker panel moldings, center armrest with hidden storage area and fitted car covers.

GLC owners can choose items such as passenger side mirrors, digital clocks, wire wheel covers, air conditioning and cruise control.

One-piece polyethylene copolymer bed liners are available for the B2000 pickup.

Casement promoted at AMC dealership

DENVER.—Steve Casement has been named vice president of Colorado AMC-Jeep-Renault here and has assumed an ownership interest in the dealership.

Casement had been the firm's general sales manager.

NEW-CAR MARKET SHARES IN U.S.

	SEPTEMBER					9 MONTHS				
	Regis., Sept. 1984	Percent Share of Market	Regis., Sept. 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 9 Mos., 1984	Percent Share of Market	Regis., 9 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	124,295	14.22	102,021	13.88	+0.34	1,196,173	15.65	959,224	14.63	+1.02
Ford	108,491	12.41	81,010	11.02	+1.39	949,806	12.42	741,976	11.32	1.10
Oldsmobile	77,923	8.91	80,892	11.00	−2.09	816,975	10.69	705,135	10.76	−0.07
Buick	77,864	8.91	69,335	9.43	−0.52	690,538	9.03	600,077	9.15	−0.12
Pontiac	57,931	6.63	44,083	6.00	+0.63	525,121	6.87	375,128	5.72	+1.15
Mercury	47,814	5.47	35,448	4.82	+0.65	387,946	5.08	287,708	4.38	+0.70
Chrysler	31,004	3.55	21,757	2.96	+0.59	236,887	3.10	186,392	2.84	−0.23
Dodge	30,081	3.44	23,678	3.22	+0.22	267,299	3.50	228,991	3.49	+0.01
Cadillac	27,129	3.10	23,190	3.15	−0.05	230,060	3.01	207,927	3.17	−0.16
AMC	24,892	2.85	18,067	2.46	+0.39	146,319	1.91	140,248	2.14	−0.23
Plymouth	22,610	2.58	16,927	2.30	+0.28	210,377	2.75	197,905	3.02	−0.27
Lincoln	13,203	1.51	11,972	1.63	−0.12	105,774	1.38	71,960	1.10	+0.28
GENERAL MOTORS	365,142	41.77	319,521	43.46	−1.69	3,458,867	45.25	2,847,491	43.43	+1.82
FORD MOTOR CO.	169,508	19.39	128,430	17.47	+1.92	1,443,526	18.88	1,101,644	16.80	+2.08
CHRYSLER CORP.	83,695	9.57	62,362	8.48	+1.09	714,563	9.35	613,288	9.35	0.00
AMC	24,892	2.85	18,057	2.46	+0.39	146,319	1.91	140,248	2.14	−0.23
IMPORTS	231,029	26.42	206,747	28.12	−1.70	1,881,318	24.61	1,853,210	28.27	−3.66
MISC. DOMESTIC	24	0.00	40	0.01	−0.01	211	0.00	521	0.01	−0.01
TOTAL	874,290		735,167			7,644,804		6,556,402		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available

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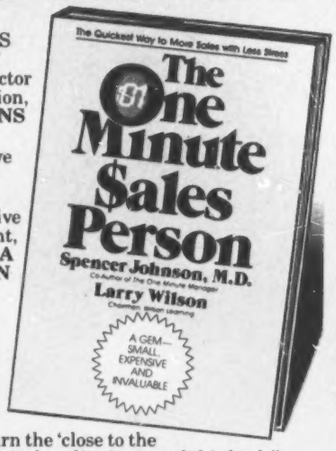
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'84 tallies top 4 million

Truck sales are next to best

Continued from Page 1B

all market segments and all eight weight classifications.

Light-truck sales were up 29.8 percent to 3,816,124 units, compared with the year-earlier 2,940,751. Mediums totaled 60,903, a gain of 27.7 percent over the 47,693 sold in 1983. Heavies rose 52.7 percent, 215,352 versus 141,030.

The number of unsold trucks in retailers' hands on Jan. 1 also was considerably higher than the previous year.

Dealers had 783,295 units in inventory at the start of the year, up 34.2 percent from the year-earlier 583,746.

Light-truck stocks totaled 720,875 on Jan. 1, a gain of 31.9 percent over the previous year's 546,430. Mediums were up 48.8 percent, from 9,230 in 1983 to 13,731. Heavies gained 73.4 percent, 48,689 versus 28,086.

Big Three truck dealers retailed 3,127,447 units during the year, an increase of 24.4 percent over the previous year's 2,514,871, with good gains for all four truck operations.

Ford's 1984 sales were up 17.6 percent over the previous year, 1,166,715 versus 991,958, while the Chevrolet total of 1,111,839 for 1984 was 12.9 percent higher than the previous year's 984,587.

In the final month of the year, Ford dealers retailed 80,399 new trucks, down 16.6 percent from the year-earlier 96,378. Chevrolet sales in December were off 13.3 percent, from 91,770 in 1983 to 79,606.

Dodge and Chrysler-Plymouth dealers retailed 44,133 units in the final month, an increase of 51.1 percent over the previous year's 29,202. Through December, the total was 526,054, up 91.9 percent from the year-earlier 274,178.

The Chrysler minivans—Dodge Caravan and Mini Ram Van and Plymouth Voyager—accounted for 36.2 percent of the company's 12-month total, with 190,516 sales in their first full year in the market.

GMC Truck & Coach Operation reported that 1984 was its second-best year with 322,839 sales, an increase of 22.2 percent over the year-earlier 264,148. The alltime GMC high of 351,257 sales was established in 1978.

In December, GMC dealers retailed 22,823 new trucks, a decline of 3.7 percent from the previous year's 23,708 units.

Sales of Jeep four-wheel-drive vehicles in 1984 also were the second-highest in the firm's history. The 12-month total was 153,801 units, an increase of 87.2 percent over the year-earlier 82,140. The record—161,912 sales—was set in 1978.

The downsized Cherokee and Wagoneer accounted for 57.2 percent of Jeep's 12-month total with 87,943 sales. In December, dealers retailed 14,186 vehicles, up 34.4 percent from the year-earlier 10,555, and the downsized models accounted for 64.3 percent of the total with 9,116 sales.

Sales of the compact Volkswagen front-wheel-drive pickup truck in 1984 totaled only 389 units, compared with 4,861 in 1983. The truck no longer is in production, and no sales were reported in the last two months of 1984.

All five U.S. distributors of the non-captive Japanese compact trucks reported record sales for 1984.

Toyota dealers retailed 264,183 units in the 12-month period, an increase of 54.4 percent over the previous year's 171,052 units. In December, a record 25,312 vehicles were sold, up 40.4 percent from the year-earlier 18,024.

Through December, Nissan/Datsun sales totaled 203,724 units, a gain of 48.3 percent over the year-earlier 137,355. The count included 95,162 trucks built in the Nissan plant in Tennessee.

In the final month of 1984, dealers retailed 16,936 vehicles, up 58.4 percent from the previous year's 10,694. Included in the December total were 8,192 U.S.-produced trucks.

Mazda dealers sold 119,127 small trucks in 1984, an increase of 56.4 percent over the year-earlier 76,150. The December total was 9,843, up 8.4 percent from the 9,078 retailed in the same month in 1983.

Through December, Isuzu sales soared 73.1 percent to 45,379, compared with 26,211 in the like period the previous year. During the month, dealers retailed 5,413 units, an increase of 51.4 percent over the year-earlier 3,575.

Mitsubishi's 12-month sales totaled 17,613 units, a gain of 89 percent over the 9,317 retailed in the like period in 1983. The December count was 2,106, up 84.4 percent from the year-earlier 1,142 units.

Hoping to set a record

Rudi Lins and Gerhard Plattner plan to make the fastest bus ride around the world in this Volkswagen bus. It is a rear-engine, four-wheel-drive model.

'Thinking' 4WD available for VW light commercials

VIENNA.—A new world record is in sight for Rudi Lins and Gerhard Plattner, holders of many long-distance world records in Porsches.

This time they are on the road with a Volkswagen bus, planning to do 28,000 miles by May, passing through 34 countries and touching all five continents.

If successful, the trip by Lins and Plattner will be the fastest drive through all five continents and the fastest bus ride around the world. Starting from Graz, Austria, the route takes them through the arctic and the tropics and, in North America, through the U.S. and Canada.

Their VW bus is one of the first four-wheel-drive VW commercials to be produced. VW is the first European manufacturer to offer a light commercial van and bus with "thinking four wheel drive."

Production has just started in the Steyr-Daimler-Puch plant in Graz.

The "thinking four-wheel drive" was developed in the Steyr-Daimler-Puch-Werke in Graz, in line with four-wheel-drive development work done for Mercedes, Steyr-Daimler-Puch itself, Fiat, Honda and other car makers.

The VW four-wheel drive is unique, as it is rear-engined. The propeller-shaft connecting the front wheels is not engaged and disengaged by the driver but automatically. It is, as VW R&D Chief Ernst Fiala describes it, hydrokinetic mesh.

Basically, only the rear wheels are powered but as soon as one of the wheels shows the slightest tendency to slip, the four-wheel drive is engaged and held as long as deemed necessary by the hydraulic and electronic devices. Because of the hydraulic change from two-wheel drive to four-wheel drive and back, the change is not noticed by the driver except for a little controlling light.

VW is offering all its rear-engined light commercials in this four-wheel-drive version.

VW hopes to sell 10,000 four-wheel-drive light commercials a year worldwide.

'87 GM pickups will be built in renovated plant

Continued from Page 1B

shifts.

Consolidation of the medium and heavy-truck assembly at Pontiac Central allows better use of existing space, according to Coletta.

"At the same time," he said, "the move allows us to incorporate new technology into the production process for the medium trucks."

Employes moving to Pontiac Central with the medium-truck assembly will receive at least 40 hours, Coletta said, and those hired to work in the new pickup plant in 1986 will participate in at least 120 hours of training before going to work.

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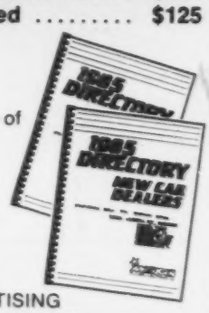

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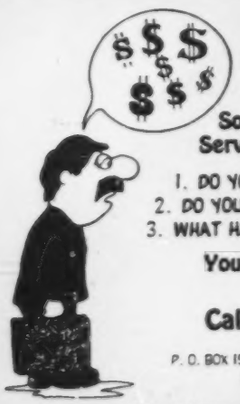

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NEW-TRUCK SALES BY MAKE AND GVW CLASS

TEN MONTHS, 1984 VS. 1983•

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**114**	**114**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	126	126
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,060**	**1,060**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	784	784
CHEVROLET	**Oct. '84**	**46,242**	**41,369**	**2,095**	.....	**29**	**709**	**885**	**82**	**91,411**
	Oct. '83	44,665	31,673	2,470	.....	28	585	651	39	80,111
	Year to Date '84	**461,906**	**404,432**	**29,326**	.....	**207**	**5,883**	**7,716**	**576**	**910,846**
	Year to Date '83	395,254	301,068	15,978	.....	234	4,748	5,908	391	723,581
(Memo Units)#	**Oct. '84**	**30,828**	**14,895**	.....	.....	.....	.....	.....	.....	**45,723**
	Oct. '83	29,018	11,314	.....	.....	.....	.....	.....	.....	40,332
	Year to Date '84	**314,934**	**164,585**	.....	.....	.....	.....	.....	.....	**479,519**
	Year to Date '83	264,755	123,635	.....	.....	.....	.....	.....	.....	388,390
DODGE	**Oct. '84**	**26,651**	**10,859**	.....	.....	.....	.....	.....	.....	**37,510**
	Oct. '83	12,947	7,902	.....	.....	.....	.....	.....	.....	20,849
	Year to Date '84	**234,191**	**113,542**	.....	.....	.....	.....	.....	.....	**347,733**
	Year to Date '83	123,789	81,509	.....	.....	.....	.....	.....	.....	205,298
(Memo Units)#	**Oct. '84**	**19,970**	**6,274**	.....	.....	.....	.....	.....	.....	**26,244**
	Oct. '83	8,200	5,812	.....	.....	.....	.....	.....	.....	14,012
	Year to Date '84	**169,798**	**70,792**	.....	.....	.....	.....	.....	.....	**240,590**
	Year to Date '83	78,452	59,764	.....	.....	.....	.....	.....	.....	138,216
FORD	**Oct. '84**	**25,985**	**68,466**	.....	.....	.....	**904**	**2,047**	**951**	**99,353**
	Oct. '83	29,453	53,785	.....	.....	.....	875	1,734	600	86,447
	Year to Date '84	**269,178**	**648,510**	.....	.....	.....	**10,271**	**21,173**	**9,741**	**958,873**
	Year to Date '83	275,163	451,137	.....	.....	.....	8,756	15,530	6,151	756,737
(Memo Units)#	**Oct. '84**	**26,952**	**21,724**	.....	.....	.....	.....	.....	.....	**48,676**
	Oct. '83	24,027	18,994	.....	.....	.....	.....	.....	.....	43,021
	Year to Date '84	**265,327**	**208,487**	.....	.....	.....	.....	.....	.....	**473,814**
	Year to Date '83	213,135	171,602	.....	.....	.....	.....	.....	.....	384,737
FREIGHTLINER	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,731**	**1,731**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	1,224	1,224
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**13,201**	**13,201**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	8,845	8,845
GMC	**Oct. '84**	**11,621**	**11,750**	**129**	.....	**654**	**732**	**1,300**	**1,299**	**27,485**
	Oct. '83	9,731	8,919	91	.....	140	570	764	520	20,735
	Year to Date '84	**109,969**	**111,979**	**1,330**	.....	**3,072**	**5,494**	**10,894**	**10,651**	**253,389**
	Year to Date '83	87,817	93,588	544	.....	374	5,227	7,319	5,807	200,676
(Memo Units)#	**Oct. '84**	**7,162**	**4,411**	.....	.....	.....	.....	.....	.....	**11,573**
	Oct. '83	5,462	3,330	.....	.....	.....	.....	.....	.....	8,792
	Year to Date '84	**67,632**	**41,854**	.....	.....	.....	.....	.....	.....	**109,486**
	Year to Date '83	52,705	38,717	.....	.....	.....	.....	.....	.....	91,422
INTERNATIONAL	**Oct. '84**	.....	.....	.....	.....	.....	**2,219**	**1,633**	**2,869**	**6,721**
	Oct. '83	.....	.....	.....	.....	.....	2,315	1,079	1,733	5,127
	Year to Date '84	.....	.....	.....	.....	.....	**17,980**	**12,580**	**24,073**	**54,633**
	Year to Date '83	.....	.....	.....	.....	.....	16,757	9,345	15,587	41,689
JEEP	**Oct. '84**	**11,768**	**2,136**	.....	.....	.....	.....	.....	.....	**13,904**
	Oct. '83	4,931	1,998	.....	.....	.....	.....	.....	.....	6,929
	Year to Date '84	**101,046**	**17,510**	.....	.....	.....	.....	.....	.....	**118,556**
	Year to Date '83	34,758	21,092	.....	.....	.....	.....	.....	.....	55,850
(Memo Units)#	**Oct. '84**	**11,768**	**1,879**	.....	.....	.....	.....	.....	.....	**13,647**
	Oct. '83	4,931	1,683	.....	.....	.....	.....	.....	.....	6,614
	Year to Date '84	**101,046**	**14,750**	.....	.....	.....	.....	.....	.....	**115,796**
	Year to Date '83	34,758	17,819	.....	.....	.....	.....	.....	.....	52,577
KENWORTH	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,101**	**1,101**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	1,050	1,050
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**11,248**	**11,248**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,023	6,023
MACK	**Oct. '84**	.....	.....	.....	.....	.....	**312**	**80**	**2,303**	**2,695**
	Oct. '83	.....	.....	.....	.....	.....	172	73	977	1,222
	Year to Date '84	.....	.....	.....	.....	.....	**2,860**	**606**	**17,184**	**20,650**
	Year to Date '83	.....	.....	.....	.....	.....	1,786	813	9,761	12,360
MERCEDES-BENZ	**Oct. '84**	.....	.....	.....	.....	.....	**208**	**83**	.....	**291**
	Oct. '83	.....	.....	.....	.....	.....	173	78	.....	251
	Year to Date '84	.....	.....	.....	.....	.....	**1,239**	**744**	.....	**1,983**
	Year to Date '83	.....	.....	.....	.....	.....	1,529	799	.....	2,328
PETERBILT	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**1,230**	**1,230**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	930	930
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**10,353**	**10,353**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,252	6,252
PLYMOUTH	**Oct. '84**	**6,838**	**4**	.....	.....	.....	.....	.....	.....	**6,842**
	Oct. '83	190	166	.....	.....	.....	.....	.....	.....	356
	Year to Date '84	**64,621**	**117**	.....	.....	.....	.....	.....	.....	**64,738**
	Year to Date '83	3,668	3,285	.....	.....	.....	.....	.....	.....	6,953
VOLVO	**Oct. '84**	.....	.....	.....	.....	.....	.....	**123**	**59**	**182**
	Oct. '83	.....	.....	.....	.....	.....	.....	111	43	154
	Year to Date '84	.....	.....	.....	.....	.....	.....	**1,089**	**478**	**1,567**
	Year to Date '83	.....	.....	.....	.....	.....	.....	801	486	1,287
WESTERN STAR	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**78**	**78**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	25	25
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**546**	**546**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	253	253
WHITE	**Oct. '84**	.....	.....	.....	.....	.....	.....	.....	**592**	**592**
	Oct. '83	.....	.....	.....	.....	.....	.....	.....	285	285
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**5,388**	**5,388**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	1,944	1,944
MISCELLANEOUS•	**Oct. '84**	**57,368**	**961**	**40**	**72**	**8**	**10**	**34**	**90**	**58,575**
	Oct. '83	38,020	456	.....	27	.....	.....	11	162	38,688
	Year to Date '84	**561,649**	**7,113**	**242**	**596**	**11**	**80**	**184**	**939**	**570,805**
	Year to Date '83	352,864	6,475	2	277	7	.....	195	801	360,621
TOTALS	**Oct. '84**	**187,485**	**135,545**	**2,264**	**72**	**691**	**5,094**	**6,185**	**12,491**	**349,807**
	Oct. '83	139,937	104,911	2,561	27	168	4,690	4,501	7,714	264,509
	Year to Date '84	**1,882,551**	**1,363,283**	**39,898**	**596**	**3,290**	**43,807**	**54,9868**	**105,438**	**3,344,739**
	Year to Date '83	1,273,313	958,154	16,524	277	615	38,803	40,710	63,085	2,391,481

•—No Oklahoma and Connecticut registrations.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. •—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Full line American Motors dealer

Robert Saks Mechigan signs to add Renault to Bob Saks AMC-Jeep-Renault, Farmington Hills, Mich. Witnessing are Thomas H. Noles, right, AMC Central regional sales manager, and Bob Wharen, AMC's Detroit zone manager.

factories list auction dates

American Motors

Jan. 22—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Jan. 23—Southern Auto Auction, E. Windsor, Conn.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Jan. 24—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Jan. 22—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Salt Lake Auto Auction, Salt Lake City.

Jan. 23—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Jan. 24—Fredericksburg Auto Auction, Fredericksburg, Va.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 25—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Jan. 29—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCar Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 30—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; South Seattle Auto Auction, Kent, Wash., and Southwest Auto Auction, Phoenix.

Jan. 31—Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Feb. 1—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Jan. 22—Aptco Auto Auction, Taylor, Mich.

Jan. 23—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Jan. 24—166 Auto Auction, Springfield, Mo.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

General Motors

Jan. 22—Southern Auto Auction, E. Windsor, Conn.

Jan. 23—Metro Auto Auction, Kansas City, Mo.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Jan. 24—Indianapolis Auto Auction, Indianapolis.

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Model Breakdown
Auction Averages

	JAN. 1985	DEC. 1984	NOV. 1984
1985	$13,296		
1984	8,580	9,531	9,945
1983	6,053	6,768	6,999
1982	5,380	5,112	5,945
1981	4,343	4,454	4,823
1980	3,596	3,528	3,813
1979	2,882	2,932	3,119
1978	2,048	2,047	2,282
Overall Average	$4,769	$4,863	$4,923

Used Car Sales
Auction Averages

January to date	$4,769
Month ago	$4,957
Year ago	$5,052

used-car auction directory

CALIFORNIA

2 WEEKS OF FORD CELEBRATION !!!

Wednesday-January 23rd-11:00 a.m.

Ford MERCURY LINCOLN

FACTORY AUTHORIZED AUTO AUCTION

"250 UNITS"

(FORD & LINCOLN-MERCURY DEALERS ONLY)
JOIN US FOR COMPLIMENTARY BREAKFAST AND LUNCH

Attend Our REGULAR SALE On THURSDAY 10:00 a.m.
ALONG WITH OUR REGULAR CONSIGNMENTS WE'LL HAVE 200 FORD GDVP UNITS

Brashers' SOUTHERN CALIFORNIA AUTO AUCTION
P.O. BOX 870-10700 BEECH AVE.
FONTANA, CA. 92335
714/822-2261

AIRPORT SHUTTLE SERVICE FROM ONTARIO INT'L | COMPLIMENTARY BREAKFAST | SALE EVERY THURSDAY 10:00 a.m.

Wednesday-January 30th-11:00 a.m.

Ford

FORD GDVP "SPECIAL"

(FORD & LINCOLN MERCURY DEALERS ONLY)

"300 UNITS"

:$75-$250 TRANSPORTATION ASSISTANCE ON ELIGIBLE UNITS
:20% VOLUME BONUS PER 8 UNIT TRUCKLOAD

Attend Our REGULAR SALE On THURSDAY 10:00 a.m.
"6 LANES" WITH "2500 plus UNITS" expected for "BOTH DAYS"

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SOUTH CAROLINA

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Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sell every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

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PLANNING A BIG SALE?

PLACE YOUR AD IN THIS SECTION

Air-bag Tempos get good marks in safety tests

WASHINGTON.—Tests of the Ford driver-only air bag in 1985 Tempo four-door sedans show great life-saving potential, with or without use of the three-point belt. Somewhat surprisingly in these single tests, the head injury criteria level is better with the unbelted dummy.

These two tests made by Ford are part of the company's contract with the government to provide 5,000 Tempo/Topaz cars with driver air bags, 5-MPH bumpers and high-mounted stop lamps.

The air bags are only supplemental since the cars are certified to meet Standard 208 because they contain the usual three-point active belt systems which have to meet only static ("pull-and-stretch") tests.

Head Injury Criteria reading for the unbelted dummy was 377; chest deceleration reading was 52 Gs.

Head Injury Criteria reading for the belted dummy was 540 and chest reading was 52 Gs—the same as for the unbelted dummy.

A reading of 1,000 HIC and 60 Gs on the chest are generally taken to mean survival of a human being.

Dummy kinematics were roughly the same: Deployment at 24 and 25 milliseconds, full inflation at 43, knee contacts instrument pannel at 43 and 45 and head contact with the air bag at 49 and 53 milliseconds.

Would you believe 16-valve heads for Chrysler fours?

Shelby hunts 'cheap performance'

By Dan McCosh
Detroit Reporter

Chrysler Corp. performance guru Carroll Shelby says he wants to concentrate on "cheap performance," eschewing a head-to-head conflict with General Motors, Toyota's mid-engine sports cars and Ford Motor Co.'s plans for upscale sports cars from Europe.

"Pontiac could build a Fiero that would *bleep* on a Ferrari for $15,000," Shelby told the Detroit Auto Writers Group recently, explaining why he was more interested in seeking low-volume, specialized niches rather than building a ground-up sports car for a rapidly-crowding market.

Shelby, a consultant to Chrysler developing specialized performance cars, recently developed a 146-HP turbocharged version of the Dodge Omni GLH. Shelby also is responsible for special projects such as the Chrysler XT LaserCoupe, originally due this spring. Shelby said the XT project has been delayed problems can be worked out with the drivetrain.

Giving some hints about other projects in the works, Shelby said his company, Shelby American, Inc., Gardena, Calif., has tested:

1. A four-wheel-drive version of the Laser/Daytona (Chrysler G-bodies).

2. 4WD minivans.

3. 4WD Dodge 600-series sedans.

4. 16-valve heads for Chrysler's 2.2-liter and 2.5-liter four-cylinder engines.

In rapid-fire appraisals of current technical trends, Shelby was enthusiastic about multi-valve heads ultimately replacing turbocharging as a route to higher horsepower.

"There are lots of reasons. The combustion is cooler. You can get away from turbocharging. A 2-liter engine with a four-valve head can do the work of a 1.5 liter with turbocharging. On an extended warranty, you don't have all the warranty problems you get with the electronics you need for turbocharging."

Shelby said Chrysler will have a four-valve head on the market "in a very short time."

He also mentioned that Chrysler President Harold A. Sperlich recently was present in Italy at Chrysler's new European partner, Maserati S.p.A., viewing a 3-cylinder engine with five valves per cylinder developed by Alejandro De Tomaso that develops 195 HP and 225 pounds-feet of torque. He predicted the radical new engine could show up in a joint Chrysler-Maserati project sometime in the future.

But Shelby also hinted Chrysler is cooling on the development of a two-seat sports car via the Maserati venture. "There are a *lot* of sports cars out there," he said. "Maserati has a (luxury) connotation," he said.

Future performance cars may well be assembled in small assembly lines outside the major manufacturing plants, he added, indicating he was interested in adding such an operation to his far-flung enterprises, which include specialty cars, Texas chili and a newly introduced taco sauce.

Lawsuit seeks to halt deal on DeLorean ranch

By Matt DeLorenzo
Los Angeles Reporter

SAN DIEGO.—A lawsuit seeking to stop the transfer of John Z. DeLorean's ranch near here to Howard Weitzman, who represented the former auto maker in his drug trial, has been delayed until Feb. 26 while attorneys for both sides work on a settlement.

The suit was filed in federal court here by D. W. Allard Jr., trustee for the defunct DeLorean Motor Co.

During a pretrial hearing last week, Jack Gray, an Atlanta attorney representing the trustee, told Judge J. Lawrence Irving he is working on a settlement with Weitzman and asked for the delay. If a settlement is reached, Gray said it would have to be aproved by bankruptcy court in Detroit, where Chapter 7 liquidation proceedings are ongoing.

The main thrust of the trustee's case is that the transfer of DeLorean's Pauma Valley ranch (which has been valued at various times between $2 million and $5 million) to Weitzman to cover legal fees is excessive compensation.

Also at pretrial hearing, a motion to have Weitzman disqualified as an attorney in the case was denied, and it was stipulated that depositions taken from DeLorean would remain under seal.

Judge Irving also instructed that any future motions or filings in the case be made by Gray. Referring to several other motions filed by Sheldon Toll, the Detroit attorney for the trustee, Irving said it appears attorneys for the creditors may be hounding DeLorean.

Sport Chevrolet cares

Robert Fogarty, center, Sport Chevrolet, Silver Spring, Md., receives a "C flag" (C for caring), symbolizing a citation from President Reagan in recognition of the dealership's service to the community. James K. Coyne, left, special assistant to the President for the Private Sector Initiatives Program, and Peter Ueberroth, chairman of the 1984 Olympics and now commissioner of baseball, made the presentation. Sport Chevrolet sponsors an extensive program of aid to handicapped persons.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
SEPTEMBER, 1984 VERSUS SEPTEMBER, 1983

	1984		1983	
	Month	Year	Month	Year
AMC Alliance FWD	14,597	77,364	13,079	98,442
Encore	8,239	54,188	1,987	1,987
Spirit	0	0	193	4,627
Concord	0	0	146	8,923
Concord SW	0	0	122	4,053
Eagle 4WD	329	2,910	710	7,629
Eagle 4WD SW	1,727	11,857	1,830	14,587
TOTAL AMC	12,719	121,427	10,846	122,181
Chrysler Laser FWD	4,255	40,093	526	526
LeBaron GTS FWD	2	2	0	0
LeBaron FWD	7,400	66,134	4,832	51,274
LeBaron SW FWD	903	7,581	1,137	8,403
E Class-NY FWD	7,312	60,625	9,598	56,381
Cordoba	0	0	496	9,797
NY Fifth Ave-Newpt	11,132	62,452	5,128	58,804
Imperial	0	0	40	1,207
Total	31,004	236,887	21,757	186,392
Plymouth Horizon FWD	7,079	57,490	4,560	39,709
Turismo FWD	4,317	35,783	2,817	26,287
Reliant FWD	6,659	75,481	6,425	86,440
Reliant SW FWD	2,444	29,082	2,754	34,286
Caravelle FWD	637	637	0	0
Gran Fury	1,474	11,904	371	11,183
Total	22,610	210,377	16,927	228,991
Dodge Omni FWD	5,987	49,666	4,044	35,546
Charger FWD	4,735	39,179	4,005	33,129
Daytona FWD	3,495	33,037	440	440
Aries FWD	5,676	57,966	5,731	63,093
Aries SW FWD	2,247	23,645	2,185	27,251
Lancer FWD	2	2	0	0
600 Coupe FWD	2,159	18,123	1,907	23,944
Diplomat	2,555	19,011	1,327	18,784
Mirada	0	0	280	3,896
600 FWD	3,225	26,670	3,759	22,908
Total	30,081	267,299	23,678	197,905
TOTAL CHRYSLER CORP.	83,695	714,563	62,362	613,288
Ford Escort FWD	23,629	195,168	14,787	183,623
Escort SW FWD	6,669	61,484	4,476	62,303
EXP FWD	2,768	20,900	1,297	17,911
Fairmont	0	0	980	45,550
Tempo FWD	21,741	188,365	18,977	58,325
LTD	12,870	105,144	8,861	84,066
LTD SW	3,458	39,804	3,513	33,957
LTD Crn. Victoria	12,254	104,625	6,966	73,735
LTD Crn. Victoria SW	2,317	22,230	1,193	15,474
Mustang	11,108	98,796	7,006	84,666
Thunderbird	11,677	113,290	12,954	82,366
Total	108,491	949,806	81,010	741,976
Lincoln Town Car	8,329	59,392	9,376	40,826
Mark VII	1,864	23,456	1,848	20,608
Continental	3,010	23,456	1,848	20,608
Total	13,203	105,774	11,972	71,960
Mercury Lynx FWD	4,399	38,200	4,792	47,933
Lynx SW FWD	1,202	10,401	1,197	13,354
LN7 FWD	0	0	186	4,561
Capri	1,166	13,534	1,605	16,984
Zephyr	0	0	199	13,090
Topaz FWD	6,449	54,852	5,806	18,099
Marquis	8,475	67,075	3,639	35,559
Marquis SW	1,507	9,970	1,400	12,061
Grand Marquis	12,318	95,310	5,646	62,921
Grand Marquis SW	1,195	11,834	706	9,351
Cougar	11,103	86,770	10,270	53,795
Total	47,814	387,946	35,448	287,708
Lincoln-Mercury Division Total	61,017	493,526	47,420	359,668
TOTAL FORD MOTOR CO.	169,508	1,443,526	128,430	1,101,644
Buick Skylark FWD	8,489	76,120	5,628	76,558
Skyhawk FWD	10,382	86,787	4,158	46,905
Skyhawk SW FWD	1,043	8,431	739	8,082
Somerset Regal FWD	107	107	0	0
Century FWD	15,452	131,834	14,545	100,361
Century SW FWD	1,892	21,589	3	3
Regal	14,665	147,222	20,303	159,751
Regal SW	0	0	799	11,039
LeSabre	13,418	107,555	10,739	93,751
Electra	725	33,885	6,387	55,277
Electra FWD	6,566	28,693	110	110
Buick SW	1,207	10,841	1,202	13,931
Riviera FWD	3,945	37,474	4,722	34,309
Total	77,864	690,538	69,335	600,077
Cadillac DeVille	5,000	76,943	9,510	93,216
DeVille FWD	7,073	24,763	96	96
Cimarron	1,804	13,695	1,251	14,447
Fleetwood & Chassis	1,891	28,780	3,074	30,022
Fleetwood FWD	2,814	10,297	32	32
Eldorado FWD	5,761	49,972	6,363	48,335
Seville FWD	2,786	25,610	2,864	21,779
Total	27,129	230,060	23,190	207,927
Chevrolet Chevette	13,398	133,512	13,599	132,000
Camaro	17,179	154,593	12,928	128,316
Cavalier FWD	27,666	215,890	13,747	126,194
Cavalier SW FWD	7,256	67,118	5,986	49,373
Citation FWD	5,642	72,426	5,696	74,005
Malibu	0	0	3,761	39,738
Malibu SW	0	0	2,796	38,886
Celebrity FWD	15,534	170,796	15,874	114,399
Celebrity SW FWD	6,859	70,595	0	0
Monte Carlo	7,485	95,190	8,122	70,028
Impala	3,802	40,452	2,826	34,873
Caprice	12,403	109,780	10,295	90,549
Chevrolet SW	4,718	44,998	4,071	42,060
Corvette	2,353	20,823	2,320	18,802
Total	124,295	1,196,173	102,021	959,224
Oldsmobile Omega FWD	1,825	32,371	2,709	39,704
Firenza FWD	4,282	36,043	2,288	23,750
Firenza SW FWD	1,143	10,651	868	9,536
Calais FWD	240	240	0	0
Cutlass Ciera FWD	14,260	157,296	18,304	126,267
Cutlass Ciera SW FWD	2,830	32,763	3	3
Cutlass Supreme-Calais	19,079	244,978	24,664	215,474
Cutlass SW	0	0	1,195	16,348
Delta 88	18,571	178,057	14,627	146,594
98	320	36,563	10,731	81,519
98 FWD	9,816	34,951	23	23
Oldsmobile SW	1,999	22,807	1,927	18,962
Toronado FWD	3,558	30,255	3,553	26,955
Total	77,923	816,975	80,892	705,135
Pontiac 1000	2,354	20,880	3,005	26,054
Firebird	8,707	78,364	6,543	66,178
Sunbird FWD	11,173	87,804	4,562	53,942
Sunbird SW FWD	1,061	9,330	990	9,310
Grand Am FWD	114	114	0	0
Phoenix FWD	1,141	11,097	1,587	20,117
Bonneville	5,024	51,968	6,338	48,396
Bonneville SW	0	0	1,094	11,378
6000 FWD	7,844	77,306	8,310	61,464
6000 SW FWD	1,256	14,812	0	0
Grand Prix	5,677	56,838	7,823	64,972
Parisienne	4,587	29,893	2,564	9,906
Pontiac SW	1,280	11,903	521	2,665
Fiero	7,713	74,812	746	746
Total	57,931	525,121	44,083	375,128
TOTAL GM CORP.	365,142	3,458,867	319,521	2,847,491
Miscellaneous Domestic	24	211	40	521
Domestic Station Wagon Total	56,213	553,726	42,707	466,656
Domestic Grand Total	643,261	5,763,486	528,420	4,703,192
Import Total	231,029	1,881,318	206,747	1,853,210
Grand Total All Registrations	874,290	7,644,804	735,167	6,556,402

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Biggest transformation since days of Durant and Sloan

GM: A new global conglomerate

Continued from Page 1

conglomerate, which already includes equity investments in artificial intelligence and machine vision companies. GM has also set up a Military Vehicles Operation to study military business.

It would be logical for GM's future investments to include aerospace and financial service acquisitions which will circle the automotive business like the rings of Saturn.

"The recent investments are both vertically and horizontally integrated but it goes even farther," said Maryann Keller, an auto analyst and director of Vilas-Fischer Associates. "GM will need computers in the future and the new business will likely be related to what GM already has.

"If you put the auto business at the center of the corporation and then draw arrows from the present investments, they not only point toward the center but off into business outside GM and also point to one another."

Smith has reportedly been making the rounds in the defense and aerospace industries seeking some kind of merger or equity situation. A deep involvement in aerospace could lend new meaning to Chrysler Chairman Lee A. Iacocca's forecast that GM would become Global Motors with the Toyota joint venture.

GM now has the potential of becoming intergalactic. GM will be launching its own satellite in the near future, allowing it to be possibly the second largest commercial phone company in the world.

One of the most interesting aspects of GM's recent investments is that it has not gobbled up companies, but instead has left them to improve their own earning power and creativity. It has not stifled those companies by making them a part of such a large corporation, Keller said.

Even Electronic Data Systems, which GM bought for $2.55 billion, has its own stock, which creates incentives for it to add business outside of GM.

GM's existing automobile business and its existing financing subsidiary, General Motors Acceptance Corp., will be used as integral parts of the conglomerate as well as providing the means for acquiring additional pieces. Those could include an acquisition in the aerospace frontier, more military business and business expansions in GMAC.

GMAC, which has made no acquistion in the financial services area, is likely to move in that direction. A strategic planning team was formed last fall at GMAC to explore additional business opportunities.

• GMAC and the automotive groups are the cash cows, providing the financial ability for GM to acquire new business interests, while the newly acquired EDS is the thread that ties the whole network together.

The new Saturn Corp. is the classrooom to test the new business concepts and build a car which will be marketed as "one of a kind" in a separate showroom.

EDS is building for GMAC a new data processing system that will take GMAC into the deregulated environment of the 1980s and 1990s. GMAC already is the largest finance company in the U.S. In 1984, it became the first to hit the $1-billion-asset mark. It has 300 branches.

EDS is the expert in the financial services field with a third of its business falling into that category.

The system EDS will build for GMAC, whose business so far has been primarily providing loans for GM car buyers, ultimately will cut the costs of GMAC's business while providing improved and expanded services. The system may involve one-stop shopping for car loans and insurance with instantaneous credit approval and electronic transfer of funds.

Undoubtedly, GMAC will have the ability to do even more.

On the manufacturing side, GM will be the leader in moving the auto industry from a labor-intensive industry to an information-intensive industry, some say.

GM is becoming the computer lexicographer for the automobile industry and, perhaps ultimately, for the manufacturing world. It already has set the communication standards on the factory floor. Now it is setting the standard for how the industry communicates with it suppliers, a standard that may eventually spread to the rest of the manufacturing world.

Ford Motor Co. and Chrysler Corp. have already met with GM to create a common computer language for suppliers, which likely would be provided to the supplier by EDS. It is possible, then, that EDS could wind up as the provider for the entire auto industry.

GM is also establishing a similiar computer network for its dealers which would connnect them directly with the factory floor.

GM is negotiating a new dealer franchise agreement and that, some sources say, will give the corporation more control over the dealer. GM may be able to decide where a franchise could be located, what equipment will be needed and what kinds of training new employes will need. It may give the company more control over the customer's financing arrangements.

GMAC's new system may be able to offer the customer a better rate in exchanage for the customer allowing GMAC to electroncially deduct their car payment from their bank account, cuttting costs and paperwork.

Saturn will be the culmination of all of these things and will represent the latest in worker training, high-tech and automation.

Joseph Sanchez, president of Saturn Corp., said that within the next three years, the customers will be able to buy insurance to guarantee the workability of their GM vehicles.

"It will be a function of the cost of that car," he said.

That is another peg in the one-stop shopping theory of buying a car.

The new Saturn Corp. is not only GM's classroom but is also the vehicle being used to tell the rest of the world that the Henry Ford days of auto assembly are over. The modular components expected in the first vehicles from that newly formed company offer new ways to design and assemble vehicles, cutting both cost and time from drawing board to delivery.

Once the Saturn plant is built, suppliers may be under the same roof as the assembly plant and all its workers could end up being salaried, which would cut labor costs.

The reorganization of the car groups is the crux of the entire business philosophy. It has streamlined operations, eliminated duplication—which cuts costs—and left the door open for the divisions to create their own companies outside of GM, and that generates more money.

GM is not sparing any money in making its two auto groups powerful. The groups are Chevrolet-Pontiac-GM of Canada (CPC) and Buick-Oldsmobile-Cadillac (BOC). GM will spend $6 billion to $7 billion a year for the foreseeable future for modernization, innovation and new plants.

"Five years ago, GM was only an auto company lumped in with Ford and Chrysler and distinguished only by its size," Keller said. "In the past, GM was like a great, big plum, ripe for picking and everybody scratched a little off. GM was slow to react."

Five years ago, the recession hit the auto industry, and GM's leaders took advantage of it. They figured out what was wrong with the company and began to change it.

A similiar situation hit GM during the early days of Durant and Sloan, and their new business theories pulled GM out of the mire.

Durant was thought of as the dreamer, the visionary, but without pragmatism. Sloan was also a visionary but he was a manager, a pragmatist and an organizer.

Smith is also considered by many to be a visionary with big dreams but is also pragmatic, as is McDonald.

Smith also seems to be a student of history.

"I have always believed in planning big," Sloan said in his book, My Years with General Motors, "and I have always discovered, after the fact, that, if anything, we did not plan big enough."

Pontiac studies new type of station wagon

Continued from Page 3

handling characteristics, package size and so forth.

Pontiac also hopes to improve its sales from about 700,000 in 1984 to about 800,000 units in 1985, with the Grand Am accounting for all of the 100,000 increase. Pontiac sold 704,684 cars in 1984, up 27.4 percent from 1983. The Pontiac Sunbird was the division's best seller in 1984, followed by the 6000, Firebird and Fiero.

But, Losh said, the outlook for the industry is basically flat for 1985 with improvement of only a point or so.

obituaries

James L. Conlon

COLUMBUS, O.—James L. Conlon, 89, retired general manager of General Motors' former Buick-Oldsmobile-Pontiac Assembly Division (the division later became GMAD), died here Jan. 14. Mr. Conlon began his GM career in 1925 as an hourly-rate employe. From 1949-52, he was general manager of Ternstedt Division. He was named to the B-O-P Assembly Division post in 1952 and retired in 1960.

Exclusive Rolls-Royce facility

McGinnis Rolls-Royce has opened its full-service facility in Houston. Previously, the facility was housed at McGinnis Cadillac Rolls-Royce.

AMC stockpile balloons; promotional fiasco blamed

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Jeep line. Jeep sales last year totaled 153,000, an increase of about 90,000 over the previous year. But continued weakening of the domestic subcompact market class has created problems for AMC's passenger car line.

Supply of the Alliance subcompact climbed from 84 days on Dec. 1, 1984, to 147 on Jan. 1, 1985. The Encore hatchback went from 84 days to 129 days during the same period. The four-wheel-drive Eagle soared from 73 days on Dec. 1, to 99 days on Jan. 1.

The company's Renault imports are also piling up. The European-built inventory stood at 195 days on Jan. 1, up from 169 days on Dec. 1.

Alliance/Encore U.S. sales for December totaled 8,609, 35 percent below the same period a year earlier, and off 32 percent from November. Eagle sales were pegged at 1,660 for December, down 39 percent from December, 1983, and off 26 percent from November.

To stimulate sales of it Renault products, the company has been running incentive programs since the beginning of the model year. The company had used interest-rate financing breaks before declining rates nationally convinced the auto maker last month to cut prices instead.

The price of the base two-door Alliance was lowered $166, effective Dec. 26, to $5,995, while all other Alliance models were reduced $111. In five states—California, Hawaii, Alaska, Washington and Oregon—the base Alliance was reduced $394 and other Alliance models were lowered in price by $339.

At the same time, the base two-door Encore hatchback was dropped by $64 to $5,895. The price of other Encore models was also reduced $64.

"They've got to get rid of cars, that's why they are reducing prices at a time when GM is raising prices," said Detroit auto analyst Arvid Jouppi. "They know they've got to make it with Alliance/Encore and they are trying to do it with price. American Motors cannot afford to give up its share of the market."

Philip Fricke, an analyst at Goldman Sachs, in New York, said the glutted AMC pipeline reflects market conditions.

"In general, what it says is that the market continues to be in higher-priced upscale cars," he said. "Where there is demand in the economy cars the competition keeps intensifying. AMC just lacks competitive product."

Jouppi said "there is always the temptation" among auto makers to hike year-end shipments since deliveries to dealers show up as sales on the year-end balance sheet.

"Chrysler used to do it all the time before Lee Iacocca came," he said. "AMC has been pushing the dealers and the AMC dealers are in a position to deal. That is where I have been sending people."

Carl DiSalvo, an AMC-Jeep-Renault dealer in Aspen. Mo., and chairman of the AMC Dealer Advisory Council, said he is concerned with his own large inventory, but expects sales to pick up.

"The (subcompact) market is not what it was a year or two ago," he said. "For Renault, it is just a case of the market slowing up, and I don't think anyone was really prepared for it. But I kind of think people are going to start watching their pocketbooks more. Two thousand dollars is going to be a lot of money one of these days."

Although the AMC/Renault inventory is high, DiSalvo said he is not aware that retailers have been unduly pressured to take cars.

"It has not been brought to my attention that anyone has been forced to take any cars," he said. "I know we aren't."

DiSalvo said he welcomes the company's sales stimulation programs.

"Anything is helpful in a market that is a little tough," he said. "The price-cutting has worked some. I don't think the cuts have been big enough to be real significant, but anything helps."

Car sales show 28 pct. increase as 1985 opens

Continued from Page 2

up 35.42 percent. Ford was up 38.82 percent for the period, Mercury was up 28.13 percent and Lincoln was up 76.81 percent.

At American Motors, AMC was off 49.04 percent and Renault dropped 8.60 percent based on the company's estimated-sales report.

But GM strikes may cut total

Makers schedule 182,782 cars

By Louise Kertesz
Detroit Reporter

With 17 plants working overtime, domestic auto makers continued to schedule production at a high level last week. Output was pegged at 182,782 units, a dip of 1.50 percent from the previous week's 185,560.

But last week's totals do not reflect downtime due to strikes at General Motors plants that build the Buick Electra and Oldsmobile Ninety-Eight (Wentzville, Mo.) and the Chevrolet Corvette (Bowling Green, Ky.).

Last week's build was 12.50 percent higher than the year-ago week's 162,469.

So far this year, 480,024 cars have been assembled, 6.78 percent more than the 449,528 completed last year at this point.

Last week's scheduled output was shared as follows: GM, 58.14 percent; Ford Motor Co., 22.69 percent; Chrysler Corp., 13.84 percent; American Motors, 2.30 percent; American Honda, 1.77 percent; Volkswagen of America, 1.15 percent, and New United Motor Mfg., Inc., 0.11 percent.

Daily overtime was scheduled at all nine Ford plants last week.

GM scheduled two overtime shifts Saturday (Jan. 19) at the following plants: Detroit; Arlington (Tex.); Doraville (Ga.); Framingham (Mass.); Leeds (Mo.); Norwood (O.); Orion Township (Mich.), and Flint (Buick B and G Lines).

California court overturns denial of BMW franchise

SACRAMENTO, Calif.—The California Court of Appeals has turned back a bid by the New Motor Vehicle Board to expand its authority in controlling where new auto dealerships may be located.

The board, which is made up of nine members, four of whom are licensed new-car dealers, has been a source of irritation to auto makers since it was created in 1967 to hear appeals of new-car-dealer licensing decisons made by the Department of Motor Vehicles.

In 1977, the board was held to be a "slanted adjudicatory tribunal" incapable of offering manufacturers procedural due process in a case involving American Motors and one of its dealers

And in spite of 1979 legislative action strictly outlining its functions, the board was again held to be a biased tribunal in a 1983 case involving Chevrolet and one of its dealers.

The issue came up again when Hal Watkins, Hal Watkins BMW, Camarillo, Calif., sought to keep BMW from locating another dealer near him on the grounds that even though the new dealer would be 15.2 miles from Watkins' facility instead of inside the appealable distance of 10 miles, such an appointment would constitute a modification of Watkins' franchise.

The New Vehicle Board agreed with him, but on appeal by BMW, the Court of Appeals has now ruled that, notwithstanding BMW's arguments that the composition of the board is unconstitutional, it lacks jurisdiction over the Watkins protest.

The court found that the board's interpretation of the relevant statutory provisions is unconstitionally impermissible and that the board had no business deciding the matter to begin with.

The court said that Watkins' contract with BMW expressly states that he is not an exclusive dealer and that BMW reserves the right to appoint other dealers whether in Watkins' geographic area or not.

The Appeals Court said that if it agreed with the board, BMW could never create a new dealership without establishing good case before the board and the result would be that existing BMW dealers would be accorded a perpetual territorial monopoly.

China explores deal to build Land Rover

LONDON.—China is dickering with BL over the possibility of setting up a joint-production Land Rover plant, according to a report published here.

Apparently, no decision has been reached on production goals, size of investment or whether the Chinese plant would assemble kits or manufacture the vehicles. Land Rover now manufactures vehicles in 20 plants around the world.

Truck production slips but stays above 63,000

U.S. truck makers targeted production of 63,728 units last week, slipping 2.92 percent from the previous week's 65,647 but 6.02 percent better than the year-ago week's 60,106.

This year's build of 166,464 trucks is keeping pace (down 0.58 percent) with last year's 167,444 units completed at this point.

Ford Motor Co. scheduled daily overtime at all eight of its plants last week.

General Motors scheduled Saturday (Jan. 19) overtime at its No. 1 plant in Flint.

Canadian output of cars slips; trucks climb

Canadian auto makers scheduled production of 20,446 units last week, 11.37 percent below the previous week's 23,068, which was the best output in eight weeks.

Last week's build was 13.85 percent below the year-ago week's 23,732.

So far this year, 54,955 cars have been assembled, 6.99 percent behind last year's 59,084 completed at this point.

Truck makers pegged last week's assembly at 18,704 units, holding steady (up 0.68 percent) with the previous week's 18,578 but up 17.85 percent over the year-ago week's 15,871.

Chrysler's Windsor plant completed 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans last week, bringing the T-115 total so far this year to 15,980.

Bankruptcy court to consider bid for Terex Corp.

CLEVELAND.—A plan to reorganize Terex Corp. that would see First of Boston Corp. become a major owner is being prepared for U.S. Bankruptcy Judge Harold F. White.

Calling the proposal "good news," Raymond T. White, chief operating officer of Terex which filed for Chapter 11 protection, added that the reorganization plan could see the company being taken over by a group of investors under the aegis of First of Boston Corp.

Pending determination of the proposals, the reorganization could mean the removal of General Motors as a key unit in the control of Terex. Terex, maker of earthmoving equipment, has plants in Hudson and Brooklyn, both suburbs of Cleveland.

GMs' future in Terex was described as a "passive investor role." Plans for Terex's future were disclosed to a committee representing creditors before being turned over to Judge White. Creditors in attendance indicated approval, said Warner, except the UAW, which abstained.

Warner said Terex completed the past year meeting all its obligations and moved into 1985 on a strong note with bids being considered by several major companies and by the Defense Department. Employment in the two Terex plants is around 850.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
AMERICAN MOTORS	.....	610	.....	366	1,695	366
FORD MOTOR	11,386	9,321	14,171	31,602	19,798	31,602
GENERAL MOTORS	8,835	13,576	8,672	22,402	37,013	22,402
VOLVO	225	225	225	585	578	585
Total Cars, Canada	20,446	23,732	23,068	54,955	59,084	54,955

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
CHEVROLET	21,407	20,143	23,140	58,410	55,593	58,410
DODGE	3,700	4,023	4,504	10,377	11,014	10,377
FORD	21,888	22,188	21,617	56,220	62,129	56,220
GMC	6,315	6,208	5,913	15,559	18,017	15,559
INTERNATIONAL	1,638	1,316	1,612	4,182	3,434	4,182
JEEP	4,125	3,458	4,147	9,948	9,501	9,948
NISSAN	2,505	1,720	2,564	6,178	4,816	6,178
AM GENERAL	50*	50*	50*	130*	140*	130*
MISCELLANEOUS	2,100*	1,000*	2,100*	5,460*	2,800*	5,460*
Total Trucks, U.S.	63,728	60,106	65,647	166,464	167,444	166,464

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
CHRYSLER CORP.	8,568	6,090	8,806	23,192	13,948	23,192
FORD MOTOR	3,648	3,303	3,396	9,056	9,328	9,056
GENERAL MOTORS	6,248	6,332	6,181	16,273	17,614	16,273
INTERNATIONAL	240	146	195	562	367	562
Total Trucks, Canada	18,704	15,871	18,578	49,083	41,257	49,083
N. American Trucks	82,432	75,977	84,225	215,547	208,701	215,547

* — Now includes window van production. ∘ — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U. S. CAR PRODUCTION

	Week Ended Jan. 19, 1985	Week Ended Jan. 21, 1984	Week Ended Jan. 12, 1985	Jan. to Date	Jan.1 to Jan. 21, 1984	Jan. 1 to Jan. 19, 1985
AMERICAN MOTORS	4,200	3,618	3,665	7,865	8,924	7,865
Renault Total	4,200	3,618	3,665	7,865	8,924	7,865
Alliance	2,700	1,818	2,290	4,990	4,406	4,990
Encore	1,500	1,800	1,375	2,875	4,518	2,875
CHRYSLER CORP.	25,300	24,044	26,114	68,103	62,581	68,103
Plymouth Total	7,550	7,697	7,273	19,408	19,294	19,408
Horizon	2,600	2,983	2,662	6,886	6,546	6,886
Reliant	3,400	4,270	3,093	8,426	11,707	8,426
Caravelle	1,300	248	1,300	3,343	468	3,343
Gran Fury	250	196	218	753	573	753
Chrysler Total	8,800	7,212	9,241	24,213	19,574	24,213
LeBaron	2,600	2,223	2,467	6,547	5,968	6,547
LeBaron GTS	1,400	.....	1,628	4,043	.....	4,043
Laser	1,100	1,540	1,218	3,049	4,112	3,049
New Yorker E-Class	1,300	2,152	1,454	3,596	5,221	3,596
Fifth Avenue	2,400	1,297	2,474	6,978	4,273	6,978
Dodge Total	8,950	9,135	9,600	24,482	23,713	24,482
Omni	2,900	2,669	2,903	7,529	5,878	7,529
Aries	2,300	3,155	2,522	6,293	8,680	6,293
Daytona	800	1,232	918	2,285	4,202	2,285
Dodge 600	1,400	1,736	1,511	3,774	4,264	3,774
Lancer	1,100	.....	1,227	3,182	.....	3,182
Diplomat	450	343	519	1,419	689	1,419
FORD MOTOR	41,478	33,897	41,009	107,023	84,287	107,023
Ford Division	27,175	22,010	26,506	69,701	55,446	69,701
Escort	7,073	4,692	7,052	18,242	16,622	18,242
Mustang	3,660	3,393	3,608	9,430	5,573	9,430
LTD	5,721	4,940	5,665	14,766	13,289	14,766
Thunderbird	3,975	3,614	4,035	10,440	7,163	10,440
Crown Victoria	2,179	1,562	2,213	5,544	5,205	5,544
EXP	552	867	555	1,434	2,058	1,434
Tempo	4,015	2,942	3,378	9,845	5,536	9,845
L-M Division	14,303	11,887	14,503	37,322	28,841	37,322
Mercury Total	10,698	9,378	10,885	27,982	19,954	27,982
Lynx	1,825	1,513	1,843	4,770	3,177	4,770
Capri	340	665	484	1,139	1,267	1,139
Marquis	2,583	1,939	2,532	6,648	5,050	6,648
Cougar	3,292	1,968	3,360	8,683	3,757	8,683
Grand Marquis	1,443	2,052	1,401	3,626	4,855	3,626
Topaz	1,215	1,241	1,265	3,116	1,848	3,116
Lincoln Total	3,605	2,509	3,618	9,340	8,887	9,340
Continental	651	473	654	1,692	1,691	1,692
Lincoln	2,553	729	2,564	6,616	2,222	6,616
Mark VI/VII	401	1,307	400	1,032	4,974	1,032
GENERAL MOTORS	106,274	96,334	108,874	282,481	280,551	282,481
Buick Total	21,491	21,666	21,122	56,560	61,171	56,560
Skylark	2,385	1,775	2,359	6,617	4,436	6,617
Skyhawk	2,195	3,148	1,786	5,395	10,172	5,395
Somerset Regal	1,985	.....	2,174	5,493	.....	5,493
Century	4,711	4,478	4,319	11,982	12,105	11,982
Regal	2,970	4,845	2,861	7,511	13,541	7,511
LeSabre/Electra	4,104	5,855	4,227	11,167	16,318	11,167
Riviera	1,205	1,381	1,456	3,371	3,645	3,371
Electra (fwd)	1,936	184	1,940	5,024	954	5,024
Cadillac Total	8,027	6,426	8,185	21,049	19,071	21,049
Cimarron	480	400	516	1,263	1,316	1,263
Seville	810	783	970	2,261	2,033	2,261
Eldorado	1,515	1,493	1,824	4,230	3,906	4,230
Cadillac (rwd)	1,389	3,556	1,051	3,491	11,053	3,491
DeVille (fwd)	3,833	194	3,824	9,804	763	9,804
Chevrolet Total	37,428	33,097	39,630	102,537	96,360	102,537
Chevette	3,030	3,589	3,609	9,095	12,133	9,095
Cavalier	9,467	7,571	10,662	27,478	24,005	27,478
Celebrity	5,191	5,574	6,227	14,976	15,605	14,976
Camaro	5,705	5,959	4,962	13,833	16,001	13,833
Citation	1,615	1,927	1,716	4,685	5,156	4,685
Malibu/El Camino	629	567	659	1,544	1,528	1,544
Monte Carlo	3,120	4,688	2,442	6,950	12,559	6,950
Chevrolet	7,671	2,599	8,343	21,362	7,215	21,362
Corvette	1,000	623	1,010	2,614	2,158	2,614
Oldsmobile Total	27,990	24,502	26,321	70,622	73,044	70,622
Omega	.....	785	.....	.....	2,241	.....
Firenza	1,885	1,340	1,555	4,617	5,045	4,617
Cutlass Supreme	4,740	6,844	4,141	11,255	21,298	11,255
Cutlass Ciera	8,568	5,656	7,637	21,403	15,027	21,403
88/98 (rwd)	6,186	6,746	5,804	15,490	26,153	15,490
Olds 98 (fwd)	3,031	216	3,046	7,869	855	7,869
Calais	2,685	.....	3,054	7,479	.....	7,479
Toronado	895	915	1,084	2,509	2,425	2,509
Pontiac Total	11,338	10,643	13,616	31,713	30,905	31,713
Acadian**	.....	326	241	321	523	321
2000 Sunbird	2,272	2,439	3,266	7,730	8,433	7,730
1000	369	808	701	1,497	2,058	1,497
Firebird	2,742	2,381	2,671	6,959	6,934	6,959
Phoenix	.....	361	.....	.....	1,135	.....
Grd.]Prix/Bon\vle	.....	1,474	.....	.....	4,157	.....
6000	491	.....	252	869	.....	869
Parisienne	1,137	522	1,546	3,748	1,401	3,748
Fiero	2,186	2,332	2,413	4,599	6,264	4,599
Grand Am	2,141	.....	2,526	5,990	.....	5,990
HONDA	3,230	2,193	3,663	8,739	6,600	8,739
NUMMI (Nova)	200*	.....	200*	600*	.....	600*
VOLKSWAGEN	2,100	2,383	2,035	5,213	6,585	5,213
Total Cars, U.S.	182,782	162,469	185,560	480,024	449,528	480,024
Total Cars, Canada	20,446	23,732	23,068	54,955	59,084	54,955
N. American Cars	203,228	186,201	208,628	534,979	508,612	534,979
N. American Trucks	82,432	75,977	84,225	215,547	208,701	215,547
North American Cars and Trucks	285,660	262,178	292,853	750,526	717,313	750,526

*Estimated.
**— All Acadians are built for sale in Canada.

Automotive News.

January 28, 1985

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Automotive News

January 28, 1985

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Dealers see fight for life in new retailing climate

By Robert M. Lienert
Editor

SAN FRANCISCO.—With the opening here of NADA's 68th Convention and Exposition, the nation's dealers are enjoying a second consecutive meeting bathed in success and optimism.

Last year in Dallas marked a turnaround convention, with the industry hot on a comeback trail. These two conventions stand in marked contrast to the years immediately prior to Dallas, when the convention mood was somber.

Here in San Francisco—a convention city of charm appropriate to the upbeat mood—the 1985 convention is under way with a sense of determination. Despite the rosy overtones, some dealers here believe that the easy-ridin' days are slipping away. They believe that the months ahead will bring tougher competition, leaner margins and a fierce fight for survival.

Discussions of General Motors' new corporation/division, Saturn, fill talk in the corridors and receptions. Chevrolet dealers tend to view it as an appropriation of their "right" to GM's newly announced market-entry auto. Other dealers see in Saturn the first indication of an all-new way to retail automobiles and they wonder if Saturn means the end of auto retailing as they have known it.

Registrations thus far indicate that attendance this year may top last year's 17,000 by a small amount. This total falls a bit short of the near-record 19,000 counted for 1979 in Las Vegas, but heavy "walk-in" business could boost attendance to a record 19,000. Some 3,600 dealers are included in this year's total—about the same as last year.

This is the first time for NADA in San Francisco since 1978—when the industry was still in its high-volume period. Attendance that year was not quite 15,000.

In his welcoming address, James P. Jennings, who will be succeeded as president later in the convention by William J. Symes, mentioned a number of programs for NADA to work on in the coming year.

Jennings is a Chevrolet dealer in Glenview, Ill., and Symes is a Cadillac dealer in Pasadena, Calif.

Jennings, in opening the convention, said he expected 1985 to

Continued on Page 262, Col. 1

Rebodied GLC

Mazda softens the lines

Mazda has softened the lines of its GLC and has made a number of subtle changes beneath the skin. The new hood slopes appreciably and, to make the windows look deeper than they are, the tops of the doors are beveled to meet the windows. As before, there are three-door and five-door hatchbacks and a four-door sedan. Story, other picture, on Page 257.

breaking news

Avanti and bank settle differences

SOUTH BEND.—Avanti Motor Corp. reported last Friday it had resolved differences with First Source Bank of South Bend that resulted in legal action taken against Avanti the day before. Avanti said it is current on its payments to the bank, production is continuing and the company remains in control of all its property. Police had served a court order to seize all Avanti properties for the bank.

GM converting Olds plant to build new car

LANSING.—General Motors' Buick-Oldsmobile-Cadillac Group said it will spend $105 million to convert an Oldsmobile rear-axle plant here for assembly of a new front-drive passenger car. The factory had been scheduled to be closed this year because of declining demand for rear-wheel-drive

Continued on Page 3, Col. 1

By Time Magazine

Boeckmann is named Quality Dealer of Year

SAN FRANCISCO.—H.F. (Bert) Boeckmann II, owner and president of Galpin Motors, Inc. (Ford), Sepulveda, Calif., has been named 1985 Time Magazine Quality Dealer of the Year.

He will serve as official national spokesman during the year for all 63 recipients of the TMQDA Award.

Boeckmann's award was announced by Michael M. Carey, director of the TMQDA program for Time at the opening session of the NADA convention here.

Boeckmann was picked from among a group of 21 finalists in the 1985 TMQDA program.

Boeckmann began his automotive career in 1952 as a salesman for Glendale Nash.The following year he joined Galpin Motors as a salesman and later became vice president. In 1964 he acquired a majority stock interest in the company and was named president.

Boeckmann was nominated for the TMQDA award by the Motor Car Dealers Assn. of Southern California, of which he is a director. He is a member of NADA, a founding director of the Ford Dealers Assn., past president of the Ford Dealers Advertising Assn. and was national chairman of the 1979 Ford Dealer Council.

Continued on Page 226, Col. 3

H.F. Boeckmann II
California Ford dealer

Hanon ousted by Renault; Besse named

Richard Feast
European Editor

PARIS.—Bernard Hanon's position as head of the state-owned Renault Group has been increasingly uncomfortable for several months, but the brutal and abrupt manner in which he was fired last week left observers aghast.

Georges Besse, 57, chairman of another nationalized concern, the aluminum group Pechiney, became a Renault director on Monday and was elected president-director general at Tuesday's board meeting.

As the French Cabinet met for its regular Wednesday session to verify the change, Hanon, 53, was clearing his desk on the eighth floor of the Renault headquarters overlooking the river Seine at Boulogne-Billancourt.

Only the previous Friday, Hanon had attended a board meeting in New York of American Motors in which Renault has a 46 percent interest. Even then, his position was being undermined in Paris.

Hanon was said to be looking ill at ease at the meeting.

Very early on Saturday morning (Jan. 19), he was telephoned at the Hotel Carlyle by a Renault colleague who read to him the lead story in that day's edition of the French newspaper Le Matin. The paper had been leaked news of Hanon's departure and the appointment of Besse.

Hanon flew back to Paris on Saturday night and spent last

Continued on Page 242, Col. 4

GM eyes huge rise in defense business

By Marjorie Sorge
and Michelle Krebs
Of the Automotive News Staff

General Motors will double or triple its $800-million-a-year defense and space business within the next two or three years, according to Donald J. Atwood, a GM executive vice president.

He also indicated that GM is contemplating future mergers, equity agreements or joint ventures with defense contractors which would create more military business. But, he said, GM is not formally looking into those possiblities now and will move "very carefully."

At present, about 1.5 percent of GM's business is in the military field, and it has never gone above 3 percent. In fiscal 1983, GM had $827 million in defense and space sales.

GM Chairman Roger B. Smith has said about 20 percent of GM's business could be non-automotive by the year 2000, and he plans to increase its military business substantially.

GM, in fact, established a Military Vehicles Operation last summer to look for more business.

"Depending on the military activities of this country and assuming it grows to certain levels and stays there, we think GM can and will be a significant factor in that business," said Atwood, who is executive vice president, truck and bus, power products and defense and components operations.

GM's strengths in the military business include vehicles, gas turbine and diesel engines, transmissions, electronics, navigation and guidance systems, fire control systems and computers.

But, he said, GM's future business could include research and development for the Reagan Administration's "Star Wars" military programs.

"The thing about the potential 'Star Wars' program is that GM

Continued on Page 243, Col. 3

Saturn fuels rumor mill; would you buy 'Nrutas?'

By Dan McCosh
Detroit Reporter

"Somebody came up with the idea that we start our own small-car company and call it 'Nrutas'—that's 'Saturn' spelled backwards," joked Chrysler Corp. President Harold K. Sperlich, while denying that Chrysler is following General Motors' recent splashy lead in incorporating a small-car business as a separate corporation.

Sperlich is among those busy fielding the spate of rumors spawned by GM Chairman Roger B. Smith's tearing up his firm's corporate organization manual and initiating a series of acquisitions capped by the announcement it was setting up Saturn Corp.—a subsidiary expected to become a pilot for reorganizing GM's entrenched business practices and manufacturing plants.

Notwithstanding the genuine impact of GM's moves, Detroit's always-sensitive and rumormongering infrastructure has created scenarios for GM and the rest of the auto industry far beyond Chairman Smith's wildest dreams.

Many, like the rumor Chrysler was about to follow suit with a Saturn Corp. of its own, have at least a grain of substance, since Chrysler is, in fact, struggling to develop a business plan for low-cost car production competitive with Saturn—although, according to Sperlich, it isn't going to go as far as a separate entity.

Yet other rumors spawned by GM's fervor for new acquisitions have generated significant morale problems—for example one persists that GM is on the verge

Continued on Page 260, Col. 1

Transport Board examines issues

CAFE pot simmers with bevy of stances

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Some segments of the auto industry are looking at whether fuel economy standards (CAFE) should be adjusted downwards or repealed.

Since both General Motors and Ford Motor Co. are having trouble meeting the 1985 fuel economy standard of 27.5 MPG, it seems reasonable to expect that GM—and possibly Ford—may ask NHTSA to drop the 1986 CAFE to 26.0 MPG administratively. Or failing that, they may ask Congress to lower or abandon CAFE standards legislatively.

If that occurs, GM is likely to be joined by other companies expecting trouble with future CAFEs. This includes Ford and the whole kit and kaboodle of European auto makers, some of whom are already paying hefty gas-guzzler taxes and who may be soon facing civil penalties as well.

The timing of any such petition is crucial because of the need to calculate CAFE projections. NHTSA has said it cannot make any changes after the start the model year.

Chrysler Corp.is adamantly opposed to any lowering of the passenger CAFEs and is expected to do more than just the vigorous talking and letter writing it did when Ford succeeded in getting the light-truck fuel economy standards relaxed for the 1985 model year.

Chrysler will probably be joined by the Center for Auto Safety and other consumer and environmental groups.

A preview of these divisions and tangle of issues occurred at the 64th annual meeting of the Transportation Research Board, where a day-long session featured views of various groups—some outside, some government and some quasi-government.

The topic was "Automobile Fuel Economy Standards—Unnecessary Intervention Or Effective Conservation Policy." No consensus was reached.

Gordon E. Allardyce, Chrysler's manager for regulatory analysis and planning, strongly supported CAFE and said the company's experience shows it is possible to comply.

Allardyce said it was not easy for Chrysler "to change almost our entire product line in the midst of a major recession, but we did it—at great expense and sacrifice." Further, its product plans assumed that the set CAFEs would be maintained and perhaps even raised.

Chrysler said that NHTSA's reduction of standards is a classic case of changing the rules in the middle of the game.

Not to make GM and Ford produce more-efficient models so they have carryback credits and not to impose civil penalties, Allardyce continued, "ironically penalizes those auto companies which have already paid the price."

Earlier in the day, others supported some of Chrysler's statements without necessarily endorsing its policy. David L. Greene, of Oak Ridge National Laboratory, analyzed the relative effect on gas mileage of design and engineering changes and changes in consumer buying habits.

From 1978-1984, Greene found the biggest factor to be improvement in nameplates and then the introduction of

Continued on Page 8, Col. 3

Arrested for copies

William Favre, as he appeared in the Oct. 29 issue of Automotive News, was arrested last week by Swiss police in Geneva during a news conference he had called to introduce the first of what he said were exact ($135,000) replicas of 1957 and 1962 Ferraris. Favre, based in Geneva, was charged with infringing on Ferrari's name and reputation. The arrest was prompted by a complaint from Fiat's legal department.

His attorney tells Detroit federal judges

DeLorean indictment is expected

By Edward Lapham
Senior Editor
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The U.S. attorney in Detroit will recommend that a federal grand jury indict former auto maker John Z. DeLorean on new federal criminal charges, according to one of DeLorean's attorneys.

The outcome has long been speculated, but this is the first written confirmation of the pending indictment.

"The United States attorney has indicated, in writing, that they intend to request the grand jury to indict Mr. DeLorean, barring some change in circumstance," Donald M. Re told two Detroit federal judges in a letter.

Re and his partner, Howard Weitzman, represented DeLorean in his lengthy federal drug-trafficking trial, winning acquittal on all charges last August.

Leonard Gilman, U.S. attorney in Detroit, declined to comment on the matter. "If I were to say anything, it might violate Rule 6(e)," he said.

Rule 6(e) is the Federal Criminal Procedures provision which guarantees grand jury secrecy.

Gilman has steadfastly refused to even acknowledge the existence of a federal grand jury investigating alleged financial irregularities involving the defunct DeLorean Motor Co.

However, Assistant U.S. Attorney James Walsh, who unsuccessfully prosecuted DeLorean on the drug charges in Los Angeles, revealed the grand jury investigation in bankruptcy court here more than 18 months ago. The beginnings of the federal probe were first reported in Automotive News in November, 1982.

The feds are known to have investigated a number of possible crimes including tax fraud and bankruptcy fraud.

Sources close to the investigation last week said the probe apparently is finally winding down. The federal investigators have scheduled interviews in New York this week, but most observers believe they are merely "filling in a few small gaps."

• After those gaps are filled and the "evidence" is ready for the grand jury, the feds might give DeLorean himself the opportunity to tell his side of the story in order to dissuade them from seeking an indictment. A conclusion of the grand jury's investigation could come as early as February.

Whether DeLorean's attorneys would permit him to talk to the feds is another matter.

Re's letter was written to U.S. District Judge Thomas P. Thornton, who is overseeing the grand jury, and Bankruptcy Judge Ray Reynolds Graves, who is handling the DMC bankruptcy, where Chapter 7 liquidation proceedings are taking place.

It was a cover letter for the submission of microfilm of certain documents originally seized in a court-ordered search of DeLorean's Bedminster (N.J.) home by creditors committee attorneys in September, 1983.

The grand jury subpenaed many of the documents Sept. 10, 1984, but DeLorean's attorneys tried unsuccessfully to quash the subpena, and Judge Thornton ordered the documents surrendered to the grand jury.

Last Oct. 22, Judge Graves ordered DeLorean to produce the documents for examination by DMC's trustees. On Jan. 21, Judge Graves delayed a further hearing on the matter until Feb. 19.

If auto restraints are lifted

Brock sees no Japanese flood

By Jake Kelderman
Washington Reporter

WASHINGTON.—When it comes to the subject of import restraints on Japanese cars, Washington is hardly a quiet place these days.

The restraints, now in their fourth year, expire March 31.

Most recently, U.S Trade Representative William Brock confirmed published reports indicating that in the event of an end to the import quotas that now limit Japanese cars here to 1.85 million units annually, the U.S. would not see a sudden surge of vehicles from that country.

Several high-ranking Japanese Government officials had been quoted by the Washington Post as having told the Reagan Administration that Japanese manufacturing capacity constraints would preclude such an occurence.

The paper quoted the Japanese officials as suggesting that perhaps no more than another 650,000 cars would be brought to the U.S. in the absence of the quotas.

Brock, who is known to question the value of the restraints, said he didn't think it would be possible for an "overwhelming" surge because that would require penetration by the Japanese into the middle-size-car arena where he thinks they are not yet competitive.

However, the UAW maintains that the Japanese have the ability to produce an additional two million or more vehicles annually.

In a letter to Susumu Nikaido, vice chairman of Japan's Liberal

Continued on Page 8, Col. 4

May drop turbo unit for Continental, Mark VII

Ford giving up on luxury diesel

By Richard Johnson
Detroit Reporter

Less than a year after their introduction, Ford Motor Co. appears to have given up on selling turbodiesel-equipped versions of its Continental and Mark VII models.

Robert Rewey, Lincoln-Mercury general manager, said the near-invisible rate of installations for its 2.4-liter, BMW-built six-cylinder turbodiesel probably means the company will stop offering the engine to buyers.

But he said Ford will continue to offer a 2.0-liter four-cylinder Mazda-built diesel as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz.

"I think you will probably see them stay in the small cars, but not the large ones," said Rewey, who takes over as Ford Division general manager Feb. 1.

No final decision has been made on whether to eliminate the turbodiesel option for the 1986 model year, he said. But, he added, "the market is dictating that they are almost out, the rate is so low."

Ford entered the diesel wars shortly after the 1984 model year began, starting with the Mazda diesel on Escort, Tempo, Topaz and Lynx and then adding the turbodiesel option on the luxury models in early 1985. But the company began scaling back its order for turbodiesels as the diesel boom began going bust two years ago.

The original deal with BMW called for Ford to buy 190,000 engines over three years. But in 1983, Ford cut the order to 71,000 engines during the same period.

Diesels became extremely popular options in the U.S. following the Iran hostage crisis in 1979-80. Just five years ago, auto executives surveyed by the University of Michigan's Office for the Study of Automotive Transportation predicted that 25 percent of the U.S. passenger-car market would be held by diesels in 1990.

• But by the time Ford had its diesel program in place, installations had dropped precipitously. Gasoline prices had stabilized and diesels suffered from a rash of negative publicity.

Alleged problems with a V-8 diesel built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981 led to a rash of consumer complaints and soiled the image of diesel engines in general.

Late last year, General Motors announced it will no longer offer its 4.3-liter V-6 and 5.7-liter V-8 diesel engines in passenger cars beginning with the 1986 model year. GM will continue to offer diesels in Chevrolet and GMC light trucks, and an Isuzu diesel will continue to be available in the Chevrolet Chevette.

Rewey, who criticized other makers for "too quick an application without doing their homework," recalled that Ford officials were once chastised for not jumping into the diesel market more quickly.

"I remember the principals at Ford Motor Co. were just taking a beating in the press over why they didn't do what Brand X was doing," he said. "Well, thank God they didn't."

Because public perception of diesels is so bad, Rewey said it is nearly impossible to convince buyers that not all oilburners suffer from the maladies of GM's gasoline-derived V-8s.

Rewey praised the quality of the BMW engine imported for Continental and Mark VII, but he said diesel sales nonetheless remain dead in the water.

For the 1984 model year, diesels accounted for 7.1 percent of all Mark VII engines, or 2,367, and 4.5 percent on the Continental, or 1,371 engines.

The rate of diesel installations was even lower on Ford's subcompacts during the 1984 model year. Diesel orders were pegged at 2.1 percent on Tempo and 2 percent on Topaz for the year. Installations were 5.3 percent on Escort and 7 percent for Lynx in 1984.

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60th year—No. 5059

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

A slight case of frostbite

Mid-month car sales fall below 1984 total

By Jenny L. King
Detroit Reporter

As the coldest weeks of the winter season settled over the U.S., new-car sales suffered a bit of frostbite. They failed to match the year-earlier total for the mid-January period.

Mid-January domestic sales reached 168,668, down 7.46 percent from the 182,273 reported a year ago. The high for the period was 254,688, recorded 20 years ago, in 1965.

On a daily-rate basis, however, sales topped the 1984 figure by 4.10 percent. The eight selling days this year produced an average of 21,084, compared with an average of 20,253 for nine days in the 1984 period.

Chrysler Corp. and Honda reported sales increases and General Motors sales were up on a daily-rate basis.

GM dealers delivered 99,016 new cars, down 5.29 percent from 104,545 last year, but up 6.55 on a daily-rate basis. Chrysler was up 0.60 percent, to 21,702 from 21,573 (up 13.18 percent daily rate). Honda sales of 2,500 were up 3.31 percent from 2,420 (up 16.36 percent daily rate).

Ford Motor Co. dropped 13.28 percent, to 41,012 from 47,294 (down 2.44 percent daily rate). American Motors reported estimated sales of 3,125 new cars, down 25.60 percent from 4,200 a year earlier (down 16.27 percent daily rate), and Volkswagen was down 41.41 percent, to 1,313 from 2,241 (down 34.14 percent daily rate).

GM's share of the domestic market increased to 58.70 percent from 57.36 percent. Chrysler gained a percentage point, rising to 12.87 percent from 11.83 percent. Ford dipped to 24.32 percent from 25.95 percent. AMC's 1.85 percent was off from 2.30 percent. Honda claimed 1.48 percent, up from 1.33 percent, and VW took the remaining 0.78 percent, down from 1.23 percent.

On a year-to-year basis, only six domestic makes enjoyed sales increases in mid-January. Plymouth was up 1.73 percent, Dodge was up 3.48 percent, Lincoln was up 0.38 percent, Buick was up 1.37 percent, Chevrolet was up 8.13 percent and Honda was up 3.31 percent.

Makes slipping in sales were: Chrysler, down 3.84 percent; Ford, down 14.53 percent; Mercury, down 13.82 percent; Cadillac, down 6.72 percent; Oldsmobile, down 19.17 percent; Pontiac, down 18.87 percent; AMC, down 64.29 percent; Renault, down 15.92 percent, and VW, down 41.41 percent.

Year-to-date sales were up 8.49 percent, to 359,537 from 331,409.

DOMESTIC SALES

	Jan. 11 20, 1985	Jan. 11 20, 1984
Renault Alliance-Encore	2,825	3,360
AMC	300	840
AMERICAN MOTORS	3,125	4,200
Chrysler	6,616	6,880
Plymouth	6,838	6,722
Dodge	8,248	7,971
CHRYSLER CORP.	21,702	21,573
Ford	27,461	32,129
Mercury	10,143	11,770
Lincoln	3,408	3,395
FORD MOTOR CO.	41,012	47,294
Buick	19,584	19,320
Cadillac	6,529	6,999
Chevrolet	38,129	35,261
Oldsmobile	22,870	28,293
Pontiac	11,904	14,672
GENERAL MOTORS	99,016	104,545
VOLKSWAGEN	1,313	2,241
HONDA	2,500	2,420
U.S. INDUSTRY TOTAL	168,668	182,273

Estimate

Hudson River hides auto burial ground

EDGEWATER, N. J.—In what began as a search for a stolen car here, police have uncovered an automobile burial ground in the Hudson River and said they expect to find as many as 40 vehicles in the water.

Police Chief Edward Schmalz said a team of four divers will continue working at the abandoned site of a ship-loading company until the cars are removed. He said the task would take several months. The divers, he said, are hampered by an inability to see the cars in the dark, polluted water.

Import registrations increase in Japan

TOKYO.—Registrations of imported cars totaled 3,045 in Japan in November, compared with 2,312 in the year-earlier month.

Leading makes' totals were: BMW, 812; Mercedes-Benz, 667; Volkswagen, 485; Audi, 345; Mini, 129; Fiat, 68; Autobianchi, 55; Volvo, 48; Ford, 40; Citroen, 38; Porsche, 36; Cadillac, 34; Buick, 32; Jaguar, 31; Saab, 30; Renault, 25; Chevrolet, 24, and Pontiac, 24.

May 5 is new date for Ford Aerostar

ST. LOUIS.—Ford Motor Co. announced that it will temporarily close the suburban Hazelwood assembly plant Jan. 25 to accelerate retooling that will prepare for the launch of the 1986 Aerostar on May 5.

The company has set first-year production at 100,000, but in calendar 1986 and thereafter about 200,000 minivans will roll off the line, the market willing.

No announcements have been made yet as to the relocation of the Ford Crown Victoria and Mercury Grand Marquis, the big cars which have been much in demand in wake of falling petroleum prices and a stable economy.

Ford is spending more than $750 million for the minivan that will take on the entrenched Chrysler Corp. and Toyota models and the new General Motors version. For one thing, the high tech of the North St. Louis County plant will be expanded. Presently, there were but a few robots but the new line will include 100 such automatic machines for the rear-wheel-drive Aerostar.

Many of the 2,300 hourly workers will be furloughed until the plant is ready for production. In the interim, some laid-off workers will be retrained and others will receive some benefits. Like Chrysler's Fenton plant here, and the GM facility in nearby Wentzville, the Ford assembly operation will be transformed into a showcase.

A Ford official said that all workers will be recalled by late summer.

Located on a 96-acre site, the 1,370,000-square-foot assembly plant is undergoing extensive changes, including expansion of approximately 425,000 square feet for the Aerostar. An additional six acres were purchased to accommodate the modernization.

The Aerostar is an all-new minivan with 97.3 percent automation welding incorporated in its assembly. The plant will become the most extensive automated body construction facility, including 313 automation fixtures and 100 robots complemented by an automated state-of-the art base coat/clear coat paint system.

Originally scheduled to begin in December, 1984, the Aerostar was delayed by installation of the high-tech robotic equipment.

Job 1 is expected to be about May 6 and the base-level Aerostar will be powered by a 2.3-liter engine and have 175.9 cubic feet of cargo space and payload capacity of 2,000 pounds. Seating will be available for seven persons or rearrangement of cargo.

College slates program on quality assurance

AUBURN HILLS, Mich.—Oakland Community College has slated a Quality Assurance Symposium for manufacturers and automotive suppliers on Friday, Feb. 8, from 9 a.m. to 3 p.m. at the Auburn Hills Campus.

The symposium is designed to provide local suppliers with information on current and future quality requirements for retention of vendor certification. The $35 registration fee includes lunch.

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As Mr. Sinatra said, it was a very good year

Cleveland dealers are flying high

By Sanford Markey
Staff Correspondent

CLEVELAND.—Popularized by Frank Sinatra into a hit song, the line "it was a very good year" became the 1984 theme for car dealers who look ahead for the next 12 months with great expectations.

James Garfield, executive vice president of the Cleveland Automobile Dealers Assn., helped sum up the year with his annual review statement that it "was the best year since 1979."

For some, the bullish year has meant building expansion, as reported by dealers Al Spitzer and Lee Seidman.

Spitzer is executive vice president of Spitzer Management which operates 22 franchises in Florida and Ohio covering 17 locations principally in the Buckeye State. Expansion is underway at the family's automotive complex at Grafton, site of the original hardware store in 1904. Spitzer is also adding Volkswagen to its lines.

"If the economic forecasts by the experts hold true," said Spitzer, then "we expect 1985 to be very strong with perhaps a sales increase of 10 percent over last year. The past 12 months, with December closing with especially heavy turnover, brought a 30 percent increase over 1983."

There was no particularly cold car last year, he added. Availability was the only question. The year showed people want more options and "they like gingerbread. Customers also are now looking at domestics while shopping, whereas a few years ago many customers wouldn't even consider looking at anything but imports.

The strong market, he added, also indicates that people "are keeping their cars longer and want quality."

Quality and expansions are two significant words for Seidman, who last November opened his new $1.9 million dealership for his line of imports, Toyota, Volvo, Porsche, Audi and Honda.

The recipient of a 1984 National Quality Award from Honda, Seidman has been involved with import sales for more than 25 years in the Cleveland market.

He said "1984 was the best year since 1973," and that if the manufacturers "maintain the same quality standards and don't try to force the market, we'll keep the pace." He hopes, too, that domestic manufacturers will continute to improve and to match the imports.

While the overall atmosphere is a healthy one, there are some clouds on the horizon.

Jack Dobbs, CADA board member and Crestmont Cadillac Corp. executive, did note price resistance and wondered if this will increase in light of General Motors' new hike.

"In our recent forecast meeting, our people said 1985 should be 20 percent over the past 12 months, and those months were above 1983," he said."While December was a good month, comparatively speaking, we felt price resistance to Cimarron.

"We had good acceptance to DeVille/Fleetwood, and a generally strong trend to the smaller models." One highly successful promotion was giving a mink coat with the sale of any Cadillac.

Overall, his dealership's sales were up 11 percent and profits were 60 percent ahead of 1983. A strong factor was service strength, up 40 percent.

Besides its east side Cadillac dealership, Crestmont operates a Toyota outlet on the west side. Despite a short supply, Dobbs said the capability to handle inventory to meet customer demand reflected a 20 percent hike in volume. He anticipates that his Audi line will benefit, too, with the car's new sales setup.

Service development, with its increases in volume and profit, is being keenly watched in many other dealerships by management well aware of the high-tech input.

Sam Marshall, whose 52 years as a dealer make him dean in the area, emphasized that service is a key to the achievements of his Ford dealership. A training program for mechanics is a critical element in keeping abreast of changes.

The past year was 30 percent higher than "an excellent 1983," he said, and although "we received all the models we needed, we're looking forward to Ford's rounding out its program of one sports model for each line. We did experience some shortages in Mustangs, Escorts and Tempos."

What impressed Marshall, a former CADA president, during the past months was the return of "confidence, faith and people willing to extend themselves." He also noted the buying public's recognition that American-manufactured vehicles are now "quality cars."

Leasing has become another strong sales point and Marshall said Ford's Red Carpet rate is helping to promote more leasing than ever.

At Steve Barry Ford, Bruce Barry, general manger, called Crown Victoria a "hot mover" along with Escort and Tempo. With the easing of interest rates, he pointed to a pickup in pickups, particularly by the smaller company owner who feels he can now make his purchase.

Leasing, though, is a point of contention for Larry Axelrod, a past CADA president and head of the Pontiac dealership bearing his name.

"Not only are we short of cars," he said, "but fleet companies are getting the break when it comes to getting cars."

Overall, the past 12 months were described as a "fine year" with Grand Am and Fiero "hot cars." He looks forward to another good year because "people still must catch up with the past years of not having made their purchases."

He estimated that new-car sales for the past 12 months weres up 25 percent with profits double that figure.

At Crossroads Lincoln-Mercury, Inc., Harry Lum hoped this year would find him in the same predicament as the past 12 months when "I did not know which model to promote in my ads since every one was a 'hot car.' Lincoln-Mercury is becoming stronger in the overall market, and this will help the individual dealer."

Lum, who opened in 1973, described Ford's pricing structure as the best in history from a dealer's standpoint. He said this is seen in sales, with retail turnover up 35 percent and fleet up 400 percent, the latter reflecting the growth of business development in the suburban area where the dealership is located.

The Lincoln-Mercury-Ford growth was reflected in year-end figures showing the 12 Ford and L-M dealerships in Cleveland's metropolitan district sold a combined total of 28,711 new cars and trucks—up 15 percent over 1983.

Continued on Page 236, Col. 3

Rising gas prices in Mexico hurt used-car dealers

MEXICO CITY.—A reported new increase in gasoline prices in Mexico, rumored to be 50 percent above current levels, is to be announced this month.

Spokesmen at used-car lots throughout Mexico City, which had trouble moving 8-cylinder models last year, agreed that this will affect sales of large cars.

Even tumbling prices do not seem to build buyer interest in the heavy cars.

On the other hand, two-year-old Datsuns and Volkswagens move quickly and command prices of up to $5,000. The interest in Renaults is also growing.

There are several problems even in sales of lighter new and used cars: Rising gasoline prices, increased tolls for speedways, higher maintenance costs and a shortage of good mechanics to keep cars rolling.

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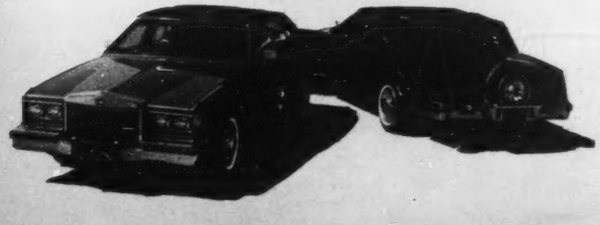

Tire Options on 1984 Model Cars

	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output
AMERICAN MOTORS	103,264	49.50	54,058	25.90	49,318	23.64
Alliance	64,016	52.90	56,998	47.10	33,037	27.30
Encore	39,248	44.80	48,360	55.20	16,295	18.60
CHRYSLER CORP.	1,138,937	98.37	29,322	2.53	834,698	72.62
Plymouth Total	342,603	97.93	12,284	30.83	263,841	75.42
Horizon	147,902	100.00	NA	.....	89,924	60.80
Reliant	186,683	99.70	5,617	0.30	165,899	88.60
Gran Fury	8,018	54.60	6,667	45.40	8,018	54.60
Chrysler Total	375,833	.....	NA	.....	306,133	.....
LeBaron	111,808	100.00	NA	.....	111,808	100.00
Laser	69,720	100.00	NA	.....	NA	.....
New Yorker E-Class	106,240	100.00	NA	.....	106,240	100.00
Fifth Avenue	88,085	100.00	NA	.....	88,085	100.00
Dodge Total	420,481	.....	17,038	.....	264,724	.....
Omni	142,494	100.00	NA	.....	66,972	47.00
Aries	150,099	99.60	6,028	0.4	134,577	89.30
Daytona	53,635	100.00	NA	.....	NA	.....
Dodge 600	24,256	100.00	NA	.....	22,000	90.70
Dodge 600 E	37,381	100.00	NA	.....	28,559	76.40
Diplomat	12,616	53.40	11,010	46.60	12,616	53.40
FORD MOTOR	1,813,523	100.00	NA	.....	1,296,030	71.46
Ford Division	1,180,708	100.00	NA	.....	646,281	54.74
Escort	331,802	100.00	NA	.....	60,056	18.10
Mustang	141,480	100.00	NA	.....	61,543	43.50
LTD	213,742	100.00	NA	.....	196,085	89.40
Thunderbird	170,551	100.00	NA	.....	139,851	82.00
Crown Victoria	86,084	100.00	NA	.....	75,065	87.20
EXP	23,016	100.00	NA	.....	3,959	17.20
Tempo	214,033	100.00	NA	.....	114,722	53.60
L-M Division	632,815	100.00	.....	.....	501,750	79.29
Mercury Total	475,381	100.00	.....	.....	353,751	74.41
Lynx	66,056	100.00	NA	.....	12,022	18.20
Capri	20,642	100.00	NA	.....	7,699	37.30
Marquis	107,812	100.00	NA	.....	106,410	98.70
Cougar	131,171	100.00	NA	.....	121,727	92.80
Grand Marquis	90,341	100.00	NA	.....	90,341	100.00
Topaz	59,359	100.00	NA	.....	15,552	26.20
Lincoln Total	157,434	100.00	.....	.....	147,999	94.01
Continental	30,468	100.00	NA	.....	30,437	99.90
Lincoln	93,622	100.00	NA	.....	93,622	100.00
Mark VII	33,344	100.00	NA	.....	23,940	71.80
GENERAL MOTORS	4,072,073	81.64	975,228	19.55	3,718,388	74.54
Buick Total	870,216	88.08	117,768	11.92	898,146	90.90
Skylark	111,211	100.00	NA	.....	104,205	93.70
Skyhawk	27,625	19.00	117,768	81.00	103,229	71.00
Century	219,858	100.00	NA	.....	202,259	92.00
Regal	224,754	100.00	NA	.....	202,258	98.00
LeSabre/Elec. (rwd)	228,901	100.00	NA	.....	228,901	100.00
Riviera	57,863	100.00	NA	.....	57,284	99.00
Cadillac Total	300,300	100.00	NA	.....	285,599	95.10
Cimarron	21,898	100.00	NA	.....	7,664	35.00
Seville	39,997	100.00	NA	.....	39,997	100.00
Eldorado	77,806	100.00	NA	.....	77,339	99.40
Cadillac	160,599	100.00	NA	.....	160,599	100.00
Chevrolet Total	1,295,520	70.24	619,142	33.57	1,190,905	64.57
Chevette	78,049	3.20	236,099	96.80	116,098	47.60
Cavalier	79,569	17.20	383,043	82.80	313,651	67.80
Celebrity	309,288	100.00	NA	.....	246,503	79.70
Camaro	261,592	100.00	NA	.....	88,680	33.90
Citation	102,205	100.00	NA	.....	56,928	55.70
Monte Carlo	136,778	100.00	NA	.....	109,696	80.20
Chevrolet	276,492	100.00	NA	.....	259,349	93.80
Corvette	51,547	100.00	NA	.....	NA	.....
Oldsmobile Total	1,072,966	93.77	71,258	0.63	1,039,171	90.82
Omega	52,986	100.00	NA	.....	49,594	93.60
Firenza	11,216	13.60	71,258	86.40	67,794	82.20
Cutlass Supreme	309,124	100.00	NA	.....	289,340	93.60
Cutlass Ciera	280,839	100.00	NA	.....	261,742	93.20
88/98 (rwd)	370,701	100.00	NA	.....	370,701	100.00
Toronado	48,100	100.00	NA	.....	48,100	100.00
Pontiac Total	533,071	74.96	167,060	23.49	304,567	42.83
6000	122,193	100.00	NA	.....	74,660	61.10
2000 Sunbird	42,661	25.20	126,629	74.80	90,062	53.20
1000	3,635	6.60	40,431	73.40	25,228	45.80
Firebird	128,304	100.00	NA	.....	24,378	19.00
Phoenix	22,847	100.00	NA	.....	14,028	61.40
Gr.Prix/Bon.	53,222	100.00	NA	.....	51,253	96.30
Parisienne	25,624	100.00	NA	.....	24,958	97.40
Fiero	134,585	100.00	NA	.....	NA	.....
HONDA	117,200	100.00	NA	.....	NA	.....
VOLKSWAGEN	104,301	100.00	NA	....	6,258	0.60
Total Cars, U. S.	7,349,298	87.60	1,058,608	12.62	2,558,142	30.49

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A comprehensive definition of the breed

What is an auto dealer?

Editor's note: from the North Dakota Automobile Dealers Assn. Newsletter.

Between the innocence of the teens and the dignity of maturity, we all fall under the influence of a group of people called auto dealers.

Auto dealers come in assorted sizes, weights and colors. They have various interests, hobbies, religions and beliefs, but they share one creed—to sell more cars at a higher profit than any other dealer in the universe.

The auto dealer is a composite. He must have the energy of a harnessed volcano, the efficiency of an adding machine, the memory of an elephant, the understanding of a psychiatrist, the wisdom of Solomon, the tenacity of a spider, the patience of a turtle trying to cross a highway in rush-hour traffic, the decisiveness of a general, the diplomacy of an ambassador and the financial acumen of a Wall Street wizard.

An auto dealer may be handsome, or possess sports skill, but mostly he must have respect for people, individually and en masse.

He must respect the customer who drives in with a clunker to trade and says, "There's not a thing wrong with it."

He must respect the customer who test drove a car for a week, signed papers, bought it and drove it for another week, then changed his mind and wanted his money back.

He must respect the inconsiderate, the bothersome, the noisy and the sly.

An auto dealer must possess many abilities. He must not mind explaining for the tenth time to the new salesperson that there is a county tax and a sales tax.

He must not mind explaining to the customer that insurance is not optional but a necessity.

An auto dealer must sense what decisions he must make and which must be made by his employes.

He must be steadfast without being inflexible, sympathetic without being maudlin, generous without being taken.

He must work with the moods of salespeople and enjoy their joys, satisfactions and successes while understanding their griefs, irritations, embarrassments and harassments—and their down days.

An auto dealer must constantly take stock of his business status and spend increasing time in the community as a leader.

He must do all of the above while worrying about this month's low new-car sales, what his wife will say if he works or stays late again tonight, whether he forgot another anniversary, whether his son really wants to become a hairdresser and how Sam Jones, the loyal older but less active salesman, will take the lower commission figure on his paycheck.

And while worrying about where to get the money to help support the Boys Club, find how to expand the service department without cutting into the showroom area and who's been stealing the spare parts from the company supply room.

The most amazing thing about auto dealers is that they would not trade jobs with anyone they know.

They like what they do.

Holbrook named to Volvo Hall of Fame

SCARBOROUGH, Me.—Joseph Holbrook, of Portland Volvo here, has been named to the Volvo Hall of Fame.

Volvo salespersons qualify for the honor by selling 1,000 new Volvos. Holbrook has been with the dealership since 1970.

SUNROOF OPTIONAL EQUIPMENT TABLE

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-Up Sunroofs	Percent of Output	T-Roof	Percent of Output	Two-Tone Paint	Percent Of Output	Convertible Top Models	Percent Of Output
AMERICAN MOTORS	NA	.....	NA	.....	505	24.21	NA	.....	NA	.....	NA	.....
Alliance	NA	.....	NA	.....	242	0.20	NA	.....	NA	.....	NA	.....
Encore	NA	.....	NA	.....	263	0.30	NA	.....	NA	.....	NA	.....
CHRYSLER CORP.	281,615	24.34	4,743	0.41	26,423	2.28	NA	.....	144,331	12.47	28,853	2.49
Plymouth Total	13,551	3.87	15	0.01	5,768	1.65	NA	.....	30,455	8.71	NA	.....
Horizon	NA	.....	NA	.....	5,768	3.90	NA	.....	25,587	17.30	NA	.....
Reliant	10,673	5.70	NA	.....	NA	.....	NA	.....	4,868	2.60	NA	.....
Gran Fury	2,878	19.60	15	0.10	NA	.....	NA	.....	NA	.....	NA	.....
Chrysler Total	237,408	63.17	4,492	1.20	7,181	1.91	NA	.....	37,114	9.87	17,889	4.76
LeBaron	80,055	71.60	NA	.....	NA	.....	NA	.....	9,280	8.30	17,889	16.0
Laser	NA	.....	NA	.....	7,181	10.30	NA	.....	22,310	32.00	NA	.....
New Yorker/E-Class	69,268	65.20	NA	.....	NA	.....	NA	.....	5,524	5.20	NA	.....
Fifth Avenue	88,085	100.00	4,492	5.10	NA	.....	NA	.....	NA	.....	NA	.....
Dodge Total	30,656	7.09	236	0.05	13,474	3.12	NA	.....	76,762	17.77	10,964	2.54
Omni	NA	.....	NA	.....	6,555	4.6	NA	.....	29,639	20.8	NA	.....
Aries	8,741	5.80	NA	.....	NA	.....	NA	.....	4,973	3.30	NA	.....
Daytona	NA	.....	NA	.....	6,919	12.90	NA	.....	34,434	64.20	NA	.....
Dodge 600 E	NA	.....	NA	.....	NA	.....	NA	.....	3,738	10.10	NA	.....
Dodge 600 K	13,292	54.80	NA	.....	NA	.....	NA	.....	3,978	16.40	10,964	45.20
Diplomat	8,623	36.50	236	1.00	NA	.....	NA	.....	NA	.....	NA	.....
FORD MOTOR	254,808	14.10	8,910	0.49	59,121	3.26	16,088	0.88	138,269	7.62	18,675	1.03
Ford Division	74,277	6.29	NA	.....	49,110	4.16	14,148	7.83	88,709	7.51	18,675	1.58
Escort	NA	.....	NA	.....	3,650	7.10	NA	.....	12,277	3.70	NA	.....
Mustang	NA	.....	NA	.....	16,553	11.70	14,148	10.00	7,781	5.50	18,675	13.20
LTD	20,733	9.70	NA	.....	NA	.....	NA	.....	20,947	9.80	NA	.....
Thunderbird	NA	.....	NA	.....	14,838	8.70	NA	.....	17,226	10.10	NA	.....
Crown Victoria	53,544	62.20	NA	.....	NA	.....	NA	.....	6,973	8.10	NA	.....
EXP	NA	.....	NA	.....	7,006	30.70	NA	.....	4,028	17.50	NA	.....
Tempo	NA	.....	NA	.....	7,063	3.30	NA	.....	19,477	9.10	NA	.....
L-M Division	180,531	28.50	8,910	1.41	10,011	1.58	1,940	0.51	49,560	7.83	NA	.....
Mercury Total	108,629	22.90	NA	.....	10,011	2.11	1,940	0.41	30,121	6.34	NA	.....
Lynx	NA	.....	NA	.....	1,784	2.70	NA	.....	NA	.....	NA	.....
Capri	NA	.....	NA	.....	2,642	12.80	1,940	9.40	NA	.....	NA	.....
Marquis	7,007	6.50	NA	.....	NA	.....	NA	.....	13,153	12.20	NA	.....
Cougar	11,281	8.60	NA	.....	3,804	2.90	NA	.....	NA	.....	NA	.....
Grand Marquis	90,341	100.00	NA	.....	NA	.....	NA	.....	11,744	13.00	NA	.....
Topaz	NA	.....	NA	.....	1,781	3.00	NA	.....	5,224	8.80	NA	.....
Lincoln Total	71,902	45.70	8,910	5.66	NA	.....	NA	.....	19,439	12.30	NA	.....
Continental	NA	.....	1,828	6.00	NA	.....	NA	.....	7,830	25.70	NA	.....
Lincoln	71,902	76.80	4,681	5.00	NA	.....	NA	.....	11,609	12.40	NA	.....
Mark VI/VII	NA	.....	2,401	7.20	NA	.....	NA	.....	NA	.....	NA	.....
GENERAL MOTORS	1,201,884	24.10	70,902	1.42	138,265	2.77	227,467	4.56	232,049	4.65	14,477	0.29
Buick Total	391,919	39.67	17,752	1.80	26,262	2.66	4,495	0.46	79,476	8.04	579	0.06
Skylark	21,043	18.90	NA	.....	1,510	1.36	NA	.....	8,388	7.54	NA	.....
Skyhawk	NA	.....	NA	.....	20,355	14.00	NA	.....	24,718	17.00	NA	.....
Century	37,376	17.00	NA	.....	4,397	2.00	NA	.....	19,787	9.00	NA	.....
Regal	128,110	57.00	4,495	2.00	NA	.....	4,495	2.00	17,980	8.00	NA	.....
LeSabre/Electra (rwd)	157,942	69.00	4,578	2.00	NA	.....	NA	.....	6,867	3.00	NA	.....
Riviera	47,448	82.00	8,679	15.00	NA	.....	NA	.....	1,736	3.00	579	1.00
Cadillac Total	94,593	0.32	19,100	0.06	2,387	0.01	NA	.....	12,372	0.04	3,268	0.01
Cimarron	NA	.....	NA	.....	2,387	10.90	NA	.....	NA	.....	NA	.....
Seville	NA	.....	4,048	10.12	NA	.....	NA	.....	8,479	21.20	NA	.....
Eldorado	NA	.....	9,030	11.60	NA	.....	NA	.....	1,323	1.70	3,268	4.20
Cadillac	94,593	58.91	6,022	3.75	NA	.....	NA	.....	2,570	1.60	NA	.....
Chevrolet Total	94,655	5.13	NA	.....	18,967	1.03	149,045	6.08	20,014	10.84	5,551	0.30
Chevette	NA	.....	NA	.....	NA	.....	NA	.....	16,098	6.6	NA	.....
Cavalier	NA	.....	NA	.....	18,967	4.10	NA	.....	55,513	12.00	5,551	1.20
Celebrity	4,639	1.50	NA	.....	NA	.....	NA	.....	44,537	14.40	NA	.....
Camaro	NA	.....	NA	.....	NA	.....	90,249	34.50	NA	.....	NA	.....
Citation	NA	.....	NA	.....	NA	.....	NA	.....	10,425	10.20	NA	.....
Monte Carlo	36,930	27.00	NA	.....	NA	.....	7,249	5.30	14,909	10.90	NA	.....
Chevrolet	53,086	19.20	NA	.....	NA	.....	NA	.....	49,769	18.00	NA	.....
Corvette	NA	.....	NA	.....	NA	.....	51,547	100.00	6,763	17.00	NA	.....
Oldsmobile Total	574,925	50.25	32,178	2.86	NA	.....	19,547	1.71	44,407	3.88	NA	.....
Omega	9,217	17.40	NA	.....	NA	.....	NA	.....	4,744	9.00	NA	.....
Firenza	NA	.....	NA	.....	NA	.....	3,052	3.70	6,763	8.20	NA	.....
Cutlass Supreme	156,108	50.50	6,182	2.00	NA	.....	10,510	3.40	12,056	3.90	NA	.....
Cutlass Ciera	38,875	13.80	NA	.....	NA	.....	5,985	2.10	18,220	6.50	NA	.....
88/98 (rwd)	337,709	91.10	18,906	5.10	NA	.....	NA	.....	1,854	0.50	NA	.....
Toronado	33,016	68.60	7,630	15.90	NA	.....	NA	.....	770	1.60	NA	.....
Pontiac Total	45,792	6.44	1,332	0.19	90,649	12.75	54,340	7.64	75,790	10.66	5,079	0.71
6000	2,444	2.00	NA	.....	10,997	9.00	NA	.....	15,985	13.90	NA	.....
2000 Sunbird	NA	.....	NA	.....	11,850	7.00	NA	.....	28,779	17.00	5,079	3.00
1000	NA	.....	NA	.....	540	0.98	NA	.....	3,305	6.00	NA	.....
Firebird	NA	.....	NA	.....	NA	.....	52,861	41.20	6,159	4.80	NA	.....
Phoenix	2,696	11.80	NA	.....	777	3.40	NA	.....	9,993	39.00	NA	.....
Grand Prix	27,840	0.52	1,024	11.00	NA	.....	1,479	2.80	7,028	13.00	NA	.....
Parisienne	12,812	50.00	308	1.20	NA	.....	NA	.....	9,993	39.00	NA	.....
Fiero	NA	.....	NA	.....	66,485	49.40	NA	.....	NA	.....	NA	.....
HONDA	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....
VOLKSWAGEN	NA	.....	NA	.....	32,959	31.60*	NA	.....	NA	.....	NA	.....
Total Cars, U.S.	1,738,307	20.72	84,555	1.01	230,850	2.75	243,555	2.90	514,649	6.13	62,005	0 74

*32,959 refers to crank-type sunroofs.

Major events show attendance increase for 1984

Auto racing packs the tracks

AKRON.—America's renewed enthusiasm for autos in 1984 was reflected not only in crowded new-car showrooms but in jam-packed grandstands at major auto racing tracks.

Attendance figures compiled by Goodyear for major North American auto races in 1984 show that there were nearly a quarter-million more spectators than in the previous year. Attendance totaled 4,983,000 for 223 race dates compared with 4,741,000 for 219 events in 1983.

"The increasing spectator interest in auto racing parallels increasing sales of automobiles in general and high-performance automobiles in particular," said Leo Mehl, Goodyear's director of racing.

"It is significant that you cannot attend a major auto race today without seeing auto engineers from Detroit and around the world learning from and contributing to race-car technology," said Mehl.

Goodyear, which claims to be the largest producer of race tires, annually publishes comparative auto-racing attendance figures from selected series as a barometer of the sport's popularity.

Attendance increased in 10 of 13 major North American auto-racing series monitored by Goodyear. The only decreases came in three series which ran fewer events in 1984 than the previous year.

The National Assn. for Stock Car Auto Racing (NASCAR) Winston Cup Grand National series remained the world attendance leader with 1,574,000 spectators at 30 events, up 27,000 from 1,547,000 at the same number of events in 1983.

An increase in average number of spectators per event to 52,467 from 51,567 resulted from seats being added at several major tracks previously filled to capacity on race days.

The Championship Auto Racing Teams (CART) PPG Indy Car World Series added three new events in 1984 and maintained its position as the leader in average race attendance among North American series with 60,750 per event.

Combined with the U.S. Auto Club (USAC)-sanctioned Indianapolis 500, the world's best-attended single-day sporting event, Indy Car racing attendance jumped 118,000 to 972,000 at 16 events in 1984 from 854,000 at 13 races in 1983.

The international Formula One Grand Prix series, listed separately from North American series on the Goodyear attendance chart, has the highest average race attendance in the world and is second only to NASCAR's Grand National series in total attendance.

Formula One crowds increased by 30,000 in 1984 to 1,325,000 at 16 races from 1,295,000 at 15 events the previous year. The series, which included three North American races in 1984, averaged 82,813 spectators at each of the 16 events.

The largest attendance increase of any auto racing series came in the Sports Car Club of America (SCCA) Budweiser Trans-Am Championship, where increased activity by American auto makers helped add four races and 126,000 spectators in 1984.

The Trans-Am drew 375,000 at 16 events compared with 249,000 at 12 1983 races.

The CRC Chemicals Can-Am series was expanded to 10 races in 1984 from six the previous year, and attendance grew 75,000.

The Robert Bosch Super Vee series, which ran before large crowds as a supporting event at Formula One, Indy Car and Trans-Am races, played before 392,000 fans at 12 events in 1984 compared with 337,000 at 11 races in 1983.

Another sports-car series, the International Motor Sports Assn. (IMSA) Camel GT, ran the same number of events (17) both years, but added 29,000 spectators in 1984.

Drag racing produced mixed results in 1984 as the National Hot Rod Assn. dropped from 12 to 11 Winston Championship events and fell to 318,000 spectators from 345,000 in 1983. Meanwhile, the International Hot Rod Assn. increased its schedule to eight events from seven and gained 13,000 attendes.

Sprint-car racing also produced mixed results as the World Of Outlaws circuit gained 15,000 fans in 1984 with 458,000 at 50 events compared with 443,000 at 49 races in 1983. USAC's Silver Crown Dirt Championship was hurt by bad weather, losing 20,000 fans after dropping to six from nine races.

OPTIONS/EQUIPMENT

Engine Options on 1983 U.S. Models

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	V-6 or 6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS	—	—	—	—	—	—	—	—	—	—	208,624	100	—	—
Alliance	—	—	—	—	—	—	—	—	—	—	121,015	100	—	—
Encore	—	—	—	—	—	—	—	—	—	—	87,609	100	—	—
CHRYSLER CORP	126,396	10.92	—	—	—	—	—	—	—	—	1,031,383	89.09	—	—
Plymouth Total	14,685	4.20	—	—	—	—	—	—	—	—	335,147	95.7	—	—
Horizon	—	—	—	—	—	—	—	—	—	—	147,902	100	—	—
Reliant	—	—	—	—	—	—	—	—	—	—	187,245	100	—	—
Gran Fury	14,685	100	—	—	—	—	—	—	—	—	—	—	—	—
Chrysler Total	88,085	23.44	—	—	—	—	—	—	—	—	287,768	76.56	—	—
LeBaron	—	—	—	—	—	—	—	—	—	—	111,868	100	—	—
New Yorker E-Class	—	—	—	—	—	—	—	—	—	—	106,240	100	—	—
Fifth Avenue	88,085	100	—	—	—	—	—	—	—	—	—	—	—	—
Dodge Total	23,626	5.47	—	—	—	—	—	—	—	—	408,468	94.53	—	—
Omni	—	—	—	—	—	—	—	—	—	—	142,494	100	—	—
Aries	—	—	—	—	—	—	—	—	—	—	150,702	100	—	—
Daytona	—	—	—	—	—	—	—	—	—	—	53,635	100	—	—
Dodge 600-E	—	—	—	—	—	—	—	—	—	—	37,381	100	—	—
Dodge 600-K	—	—	—	—	—	—	—	—	—	—	24,256	100	—	—
Diplomat	23,626	100	—	—	—	—	—	—	—	—	—	—	—	—
FORD MOTOR	472,493	26.05	3738	0.21	551,632	30.42	—	—	6821	0.37	750,947	41.41	27,892	1.54
Ford Division	186,751	15.99	—	—	349,028	29.56	—	—	—	—	620,848	52.58	22,081	1.87
Escort	—	—	—	—	—	—	—	—	—	—	314,216	94.70	17,586	5.30
Mustang	39,331	27.80	—	—	51,499	36.40	—	—	—	—	50,650	35.80	—	—
LTD	7,054	3.30	—	—	198,780	93.00	—	—	—	—	7,908	3.7	—	—
Thunderbird	56,282	13.00	—	—	98,749	57.90	—	—	—	—	15,520	9.1	—	—
Crown Victoria	86,084	100	—	—	—	—	—	—	—	—	—	—	—	—
EXP	—	—	—	—	—	—	—	—	—	—	23,016	100	—	—
L-M Division	283,742	44.84	3738	0.59	202,604	32.02	—	—	6821	1.08	130,099	20.56	5,811	0.92
Mercury Total	130,046	27.36	—	—	202,604	42.62	—	—	6821	1.43	130,099	27.37	5,811	1.22
Lynx	—	—	—	—	—	—	—	—	—	—	61,432	93.00	4,624	7.0
Capri	3633	17.60	—	—	8,670	42.00	—	—	—	—	8,339	40.40	—	—
Marquis	—	—	—	—	105,656	96.00	—	—	—	—	2,156	2.00	—	—
Cougar	36,072	27.50	—	—	88,278	67.30	—	—	6821	5.2	—	—	—	—
Grand Marquis	90,341	100	—	—	—	—	—	—	—	—	—	—	—	—
Topaz	—	—	—	—	—	—	—	—	—	—	58,172	98.00	1187	2.00
Lincoln Total	153,696	97.63	3,738	2.37	—	—	—	—	—	—	—	—	—	—
Continental	9,097	95.50	1,371	4.50	—	—	—	—	—	—	—	—	—	—
Lincoln	93,622	100	—	—	—	—	—	—	—	—	—	—	—	—
Mark VI-VII	30,977	92.90	2,367	7.10	—	—	—	—	—	—	—	—	—	—
GENERAL MOTORS	1,629,723	32.67	19,058	.38	1,563,050	31.34	40,984	.82	18,511	0.37	1,708,366	34.25	8,379	0.17
Buick Total	256,320	25.94	2,289	.23	498,254	50.43	—	—	2,199	.22	228,918	23.17	—	—
Skylark	—	—	—	—	67,260	60.48	—	—	—	—	43,951	39.52	—	—
Skyhawk	—	—	—	—	—	—	—	—	—	—	145,393	100	—	—
Century	—	—	—	—	178,085	81	—	—	2,199	1.00	39,574	18.00	—	—
Regal	4,495	2	—	—	220,259	98	—	—	—	—	—	—	—	—
LeSabre/Electra (rwd)	196,855	86	2,289	1.00	29,757	13	—	—	—	—	—	—	—	—
Riviera	54,970	95	—	—	2,893	5	—	—	—	—	—	—	—	—
Cadillac Total	276,281	92.00	2,121	0.71	—	—	—	—	—	—	21,898	7.29	—	—
Cimarron	—	—	—	—	—	—	—	—	—	—	21,898	100	—	—
Seville	39,613	99.04	384	0.96	—	—	—	—	—	—	—	—	—	—
Eldorado	77,386	99.46	420	0.54	—	—	—	—	—	—	—	—	—	—
Cadillac	159,282	99.18	1,317	0.82	—	—	—	—	—	—	—	—	—	—
Chevrolet Total	519,523	28.17	2,624	0.14	426,645	23.13	40,984	2.22	1,855	0.10	844,738	45.80	8,049	.44
Chevette	—	—	—	—	—	—	—	—	—	—	235,855	96.70	8,049	3.30
Cavalier	—	—	—	—	—	—	—	—	—	—	462,612	100	—	—
Camaro	150,154	57.40	—	—	101,236	38.70	—	—	—	—	10,202	3.90	—	—
Citation	—	—	—	—	—	—	40,984	40.10	—	—	61,221	59.90	—	—
Monte Carlo	77,827	56.90	136	0.10	58,815	43.00	—	—	—	—	—	—	—	—
Chevrolet	39,995	86.80	2,488	.90	34,009	12.30	—	—	—	—	—	—	—	—
Corvette	1,547	100	—	—	—	—	—	—	—	—	—	—	—	—
Oldsmobile Total	460,580	40.25	11,817	1.03	459,289	40.14	—	—	13,646	1.21	198,693	17.36	—	—
Omega	—	—	—	—	26,917	50.80	—	—	—	—	26,069	49.20	—	—
Firenza	—	—	—	—	—	—	—	—	—	—	82,475	100	—	—
Cutlass Supreme	53,169	17.20	619	0.20	254,409	82.30	—	—	927	.30	—	—	—	—
Cutlass Ciera	—	—	—	—	177,771	63.30	—	—	12,919	4.60	90,149	32.10	—	—
88/98 (rwd)	360,321	97.20	10,380	2.80	—	—	—	—	—	—	—	—	—	—
Toronado	47,090	97.90	818	1.70	192	.40	—	—	—	—	—	—	—	—
Pontiac Total	117,019	16.45	207	0.03	178,862	25.15	—	—	611	.90	414,119	58.23	330	0.05
Pontiac 2000	—	—	—	—	—	—	—	—	—	—	169,290	100	—	—
Pontiac 1000	—	—	—	—	—	—	—	—	—	—	54,753	99.40	330	.60
Firebird	72,491	56.50	—	—	48,371	37.70	—	—	—	—	7,442	5.80	—	—
Phoenix	—	—	—	—	10,967	48.00	—	—	—	—	11,880	52.00	—	—
Grd. Prix/Bonneville	19,852	37.30	5.3	0.10	33,317	62.60	—	—	—	—	—	—	—	—
Parisienne	24,676	96.30	154	0.60	794	3.10	—	—	—	—	—	—	—	—
Fiero	—	—	—	—	—	—	—	—	—	—	134,585	100	—	—
A-6000	—	—	—	—	85,413	69.90	—	—	611	0.50	36,169	29.60	—	—
HONDA	—	—	—	—	—	—	—	—	—	—	117,200	100	—	—
VOLKSWAGEN	—	—	—	—	—	—	—	—	—	—	77,496	74.30	26,805	25.70
Total Cars, U.S.	2,226,612	26.56	22,796	0.27	2,114,682	25.21	40,984	0.49	25,332	0.30	3,894,016	46.42	63,076	0.75

factories list auction dates

American Motors

Jan. 29—Aptco Auto Auction, Taylor, Mich.

Jan. 31—Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Jan. 29—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCar Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Jan. 30—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; South Seattle Auto Auction, Kent, Wash., and Southwest Auto Auction, Phoenix.

Jan. 31—Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Feb. 1—Concord Auto Auction, Acton, Mass.

Ford Motor Co.

Jan. 30—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Feb. 5—Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 6—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 7—Nashville Auto Auction, Nashville.

Feb. 13—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

General Motors

Jan. 30—Denver Auto Auction, Englewood, Colo.

Jan. 31—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Feb. 7—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Hatfield Auto Auction, Hatfield, Pa.; Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Used Car Sales
Auction Averages

January 1985	$4,992
Month ago	$4,863
Year ago	$5,359

Model Breakdown
Auction Averages

	JAN. 1985	DEC. 1984	NOV. 1984
1985	$11,375		
1984	8,726	9,531	9,945
1983	5,978	6,780	6,999
1982	5,343	5,112	5,565
1981	4,306	4,454	4,623
1980	3,680	3,526	3,813
1979	2,771	2,932	3,110
1978	2,117	2,047	2,262
Overall Average	$4,992	$4,863	$4,923

used-car auction directory

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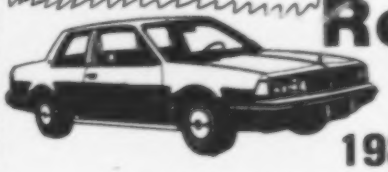

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174,765 cars built; severe weather a factor

Auto output slips below 180,000

By Louise Kertesz
Detroit Reporter

Last week's estimated domestic auto production slipped out of the 180,000 range for the first time (during a regular work week) since climbing to that level at the beginning of December.

Downtime at several Big Three assembly plants due to severe weather was a factor in the slowdown, as was the closing of American Motors' Kenosha (Wis.) facility for inventory adjustment.

Last week's scheduled total again included figures from striking General Motors plants in Bowling Green, Ky. (Chevrolet Corvette), and Wentzville, Mo. (Buick Electra and Oldsmobile Ninety-Eight).

Estimated output of 174,765 cars was down 3.52 percent from the previous week's 181,147 but was 5.51 percent better than the year-ago week's 165,639.

So far this year, 653,154 cars have been assembled, 6.41 percent more than the 613,786 built last year at this point.

Companies accounted for last week's scheduled production as follows: GM, 62.04 percent; Ford, 21.54 percent; Chrysler Corp., 12.93 percent; American Honda, 2.08 percent; Volkswagen of America, 1.30 percent, and New United Motor Mfg., Inc., 0.11 percent.

All Ford plants worked daily overtime last week except for the days when severe weather intervened.

GM scheduled two overtime shifts Saturday (Jan. 26) at the following plants: Flint (Buick B and G lines); Detroit; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Lordstown, O.; Norwood, O., and Oklahoma City.

Honda scheduled 10 hours of overtime Saturday at its Marysville (O.) plant. The same plant worked two overtime hours once during the week.

Truck production rises to 66,880 for year's high

U.S. truck makers last week expected their highest weekly production so far this year and the highest since mid-December—66,880 units.

The figure was up 4.72 percent from the previous week's 63,867 and was 10.01 percent better than the year-ago week's 60,793.

The targeted production increase was reported despite several plant shutdowns caused by snow and subzero weather.

Year-to-date, 233,483 trucks have been assembled, keeping pace (up 1.96 percent) with last year's 228,995 completed at this point.

All Ford plants worked daily overtime last week.

General Motors scheduled two overtime shifts Saturday (Jan. 26) at its plants in Flint (No. 1 and 2); Janesville, Wis.; St. Louis; Pontiac (No. 5), and Lordstown, O.

One overtime shift was scheduled Saturday at GM's plant in Detroit.

Michigan dealers call odometer fraud 'epidemic'

By Richard Johnson
Detroit Reporter

New-car dealers in Michigan say a "very substantial" number of cars with rolled-back odometers are coming into the state, and they have begun taking steps to combat the problem, according to the executive vice president of the Detroit Auto Dealers Assn.

With odometer fraud reaching "epidemic proportions," executive director Daniel Hayes said the association recently asked the Michigan attorney general's office and secretary of state to conduct a seminar on the subject for its members. The session, conducted last Monday (Jan. 21) was aimed at advising dealership personnel how to recognize and help prevent the problem.

The secretary of state last year revoked the licenses of 15 used-car dealers and suspended the licenses of 19 others in connection with an ongoing probe into odometer tampering. The charges against dealers included both illegal altering of odometers and knowingly selling cars with inaccurate readings.

Hayes noted that none of the suspensions or revocations involved new-car dealers or members of the Detroit dealer group. But, he added, "that does not mean that new-car dealers don't have a problem in this area."

"We have a very substantial problem because there are seemingly endless numbers of used cars coming into Michigan from out of state," he said. "Most of them apparently originate as fleet cars or daily rental cars, which have been cleaned up and detailed to the extent that it is very difficult to isolate them out as high-mileage cars."

Hayes said the cars look like low-mileage vehicles and appear to run like them. The rollbacks are generally aimed at increasing the value of used cars by $700 to $800, he added.

• Michigan's investigation began in January, 1983.The Secretary of State Automotive Bureau's Car Dealer Division now routinely examines out-of-state titles on cars coming into Michigan for retail sale. Extensive ownership and mileage history checks are made if title paperwork exhibits signs of odometer alteration.

In particular, the bureau has tracked cars coming into the state with Kentucky, Tennessee and Indiana titles. A sampling last year of cars purchased by Michigan dealers from suppliers in Kentucky showed that 87 percent of the odometers had been rolled back.

To help new-car dealers recognize and alleviate odometer fraud, attorneys for the Detroit dealer group asked state officials to present the seminar, which was held at the Michigan State University Management Conference Center in Troy.

In addition, Hayes pledged that the association will cooperate with the attorney general's office and the secretary of state "as they attempt to clean up the odometer rollback situation and let the chips fall where they may."

He also said the group will continue to support proposed federal legislation that would require that titles and registrations include information making it easier to trace rollbacks.

3 GM lines for Anderson

RED LODGE, Mont.—Conrad A. Anderson is operating Anderson Chevrolet-Pontiac-Oldsmobile, Inc., here.

Auto assembly in Canada trails pace of 1984

With almost a full month of 1985 production behind them, Canadian car makers are building at a somewhat slower pace than a year ago. But truck makers have already reached a weekly high better than any week last year.

Last week, 21,046 cars were scheduled for assembly, up 5.30 percent from the previous week's 19,987 and 10.91 percent more than the year-ago week's 18,976.

Year-to-date, 75,542 cars have been completed, 9.76 percent less than the 83,716 built at this time last year.

Last week's scheduled build of 18,621 trucks was a bit lower (1.79 percent) than the previous week's 18,961, which topped 1984's weekly high of 18,853, reached in the week ending June 23.

International Harvester's Chatham (Ont.) plant was closed last Monday (Jan. 21) because of bad weather.

At Chrysler's Windsor (Ont.) plant, 2,580 Plymouth Voyagers, 2,742 Dodge Caravans, and 594 Mini Ram vans were scheduled for assembly, bringing the T-115 total for the year to 22,040.

CANADIAN CAR PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
AMERICAN MOTORS	600	609	.....	966	2,305	966
FORD MOTOR	11,386	4,735	11,292	42,894	30,019	42,894
GENERAL MOTORS	8,835	13,418	8,470	30,872	50,589	30,872
VOLVO	225	214	225	810	803	810
Total Cars, Canada	21,046	18,976	19,987	75,542	83,716	75,542

TRUCK PRODUCTION IN U.S.☆

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
CHEVROLET	25,092	19,700	21,454	83,549	76,258	83,549
DODGE	3,600	4,494	3,861	14,138	15,337	14,138
FORD	20,993	23,015	22,188	77,513	84,562	77,513
GMC	7,340	5,405	6,369	22,953	24,586	22,953
INTERNATIONAL	1,075	1,421	1,626	5,245	4,917	5,245
JEEP	4,125	3,463	4,146	14,094	12,959	14,094
NISSAN	2,505	2,245	2,073	8,251	6,386	8,251
AM GENERAL	50*	50*	50*	180*	190*	180*
MISCELLANEOUS	2,100*	1,000*	2,100*	7,560*	3,800*	7,560*
Total Trucks, U.S.	66,880	60,793	63,867	233,483	228,995	233,483

CANADIAN TRUCK PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
CHRYSLER CORP.	8,568	6,700	8,808	32,000	21,069	32,000
FORD MOTOR	3,648	3,308	3,605	12,661	12,631	12,661
GENERAL MOTORS	6,248	6,341	6,321	22,594	23,946	22,594
INTERNATIONAL	157	145	227	706	513	706
Total Trucks, Canada	18,621	16,494	18,961	67,961	58,159	67,961
N. American Trucks	85,501	77,287	82,828	301,444	287,154	301,444

* — Now includes window van production. • — Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U.S. CAR PRODUCTION

	Week Ended Jan. 26, 1985	Week Ended Jan. 26, 1984	Week Ended Jan. 19, 1985	Jan. to Date	Jan.1 to Jan. 26, 1984	Jan. 1 to Jan. 26, 1985
AMERICAN MOTORS	.....	4,724	4,103	7,768	12,542	7,768
Renault Total	.....	4,724	4,103	7,768	12,542	7,768
Alliance	.....	2,332	2,642	4,932	6,224	4,932
Encore	.....	2,392	1,461	2,836	6,318	2,836
CHRYSLER CORP.	22,600	25,330	25,366	90,769	86,575	90,769
Plymouth Total	6,800	7,761	7,575	26,233	27,141	26,233
Horizon	2,400	3,513	2,645	9,331	10,129	9,331
Reliant	2,900	3,760	3,347	11,273	15,477	11,273
Caravelle	1,100	189	1,310	4,453	716	4,453
Gran Fury	400	299	273	1,176	819	1,176
Chrysler Total	8,000	7,819	8,798	32,211	26,486	32,211
LeBaron	2,200	2,578	2,530	8,677	8,191	8,677
LeBaron GTS	1,000	.....	1,242	4,885	.....	4,885
Laser	1,200	1,692	1,159	4,308	5,052	4,308
New Yorker E-Class	1,200	1,934	1,396	4,892	7,673	4,892
Fifth Avenue	2,400	1,615	2,471	9,449	5,570	9,449
Dodge Total	7,800	9,750	8,993	32,325	32,948	32,325
Omni	2,500	3,198	2,945	10,074	8,947	10,074
Aries	2,300	3,227	2,268	8,561	11,935	8,561
Daytona	700	1,290	890	3,075	5,134	3,075
Dodge 600	1,300	1,622	1,461	5,135	5,900	5,135
Lancer	700	.....	953	3,735	.....	3,735
Diplomat	300	413	476	1,745	1,032	1,745
FORD MOTOR	37,646	36,415	41,215	144,406	120,174	144,406
Ford Division	24,389	24,269	27,259	94,174	78,841	94,174
Escort	6,817	6,933	6,839	24,825	22,605	24,825
Mustang	3,079	3,334	3,668	12,517	8,984	12,517
LTD	5,140	4,947	5,891	20,076	18,178	20,076
Thunderbird	3,441	3,614	4,043	13,949	10,765	13,949
Crown Victoria	1,629	1,433	2,173	7,167	6,651	7,167
EXP	543	1,082	526	1,951	3,127	1,951
Tempo	3,740	2,926	4,119	13,689	8,531	13,689
L-M Division	13,257	12,146	13,956	50,232	41,333	50,232
Mercury Total	9,803	9,414	10,363	37,450	29,691	37,450
Lynx	1,744	1,301	1,687	6,376	4,975	6,376
Capri	290	725	332	1,421	1,935	1,421
Marquis	2,444	1,988	2,445	8,954	7,010	8,954
Cougar	2,884	1,990	3,336	11,611	5,736	11,611
Grand Marquis	1,135	2,156	1,452	4,770	6,998	4,770
Topaz	1,306	1,254	1,111	4,318	3,037	4,318
Lincoln Total	3,454	2,732	3,593	12,782	11,642	12,782
Continental	623	483	649	2,313	2,191	2,313
Lincoln	2,447	1,712	2,544	9,054	4,038	9,054
Mark VI/VII	384	537	400	1,415	5,413	1,415
GENERAL MOTORS	108,419	94,617	105,081	389,707	376,884	389,707
Buick Total	22,392	19,702	20,124	77,585	81,287	77,585
Skylark	2,385	2,516	2,549	9,166	7,121	9,166
Skyhawk	1,861	3,120	2,460	7,521	13,319	7,521
Somerset Regal	2,750	.....	2,015	8,273	.....	8,273
Century	5,168	3,824	4,410	16,849	16,279	16,849
Regal	3,029	4,047	3,060	10,630	17,576	10,630
LeSabre/Electra	3,840	4,865	3,950	14,853	21,204	14,853
Riviera	1,421	1,330	1,161	4,748	5,030	4,748
Electra (fwd)	1,938	.....	519	5,545	758	5,545
Cadillac Total	8,191	6,785	8,258	29,471	25,740	29,471
Cimarron	571	481	504	1,858	1,798	1,858
Seville	956	749	787	3,194	2,817	3,194
Eldorado	1,790	1,435	1,471	5,976	5,398	5,976
Cadillac (rwd)	1,389	4,120	1,365	4,856	15,249	4,856
DeVille (fwd)	3,485	.....	4,131	13,587	478	13,587
Chevrolet Total	38,613	31,927	36,733	140,455	129,200	140,455
Chevette	3,578	3,810	3,102	12,745	15,722	12,745
Cavalier	10,717	9,049	9,663	38,391	33,119	38,391
Celebrity	5,817	4,458	5,382	20,984	21,179	20,984
Camaro	5,191	5,410	5,478	18,797	21,120	18,797
Citation	1,615	1,604	1,528	6,213	7,080	6,213
Malibu/El Camino	624	483	549	2,068	2,131	2,088
Monte Carlo	2,640	4,068	3,076	9,546	16,675	9,546
Chevrolet	7,631	2,263	7,503	28,825	9,393	28,825
Corvette	800	782	452	2,866	2,781	2,866
Oldsmobile Total	26,076	24,908	27,092	95,800	98,583	95,800
Omega	.....	1,273	.....	.....	3,476	.....
Firenza	1,593	1,275	1,717	6,042	6,649	6,042
Cutlass Supreme	4,271	7,669	4,696	15,482	28,862	15,482
Cutlass Ciera	7,220	4,438	8,641	28,696	20,027	28,696
88/98 (rwd)	6,186	9,368	5,968	21,458	35,689	21,458
Olds 98 (fwd)	2,833	.....	2,520	10,191	544	10,191
Calais	2,915	.....	2,685	10,394	.....	10,394
Toronado	1,058	885	865	3,537	3,336	3,537
Pontiac Total	13,147	11,295	12,874	46,396	42,074	46,396
Acadian**	.....	345	234	.....	849	555
2000 Sunbird	2,769	2,794	2,850	11,077	11,306	11,077
1000	736	967	546	2,410	2,866	2,410
Firebird	2,755	2,289	3,074	10,046	9,064	10,046
Phoenix	.....	226	.....	.....	1,499	.....
Grd. Prix/Bonneville	.....	1,476	.....	.....	5,631	.....
6000	562	.....	329	1,269	.....	1,269
Parisienne	1,590	437	1,367	5,568	1,843	5,568
Fiero	2,400	2,761	2,389	7,202	9,016	7,202
Grand Am	2,335	.....	2,085	8,269	.....	8,269
HONDA	3,620	2,189	3,129	12,258	8,643	12,258
NUMMI (Nova)	200*	.....	200*	800*	.....	800*
VOLKSWAGEN	2,280	2,364	2,053	7,446	8,968	7,446
Total Cars, U.S.	174,765	165,639	181,147	653,154	613,786	653,154
Total Cars, Canada	21,046	18,976	19,987	75,542	83,716	75,542
N. American Cars	195,811	184,615	201,134	720,928	697,502	728,696
N. American Trucks	85,501	77,287	82,828	301,444	287,154	301,444
North American Cars and Trucks	281,312	261,902	283,962	1,030,140	984,656	1,030,140

•Estimated.
**— All Acadians are built for sale in Canada.

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Automotive News®

February 4, 1985

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Taurus, Sable unveiled

Ford claims record for roominess

Ford claims its new 1986 Taurus, along with its sister the Mercury Sable, provides more combined passenger and luggage room than any car in the mid-size family-car market. The auto maker is also stressing the extent to which computers are involved in designing and producing the cars. Story, other pictures on Page 61.

'86-model Mercury

The Mercury Sable, slated for introduction this fall, is distinguished by a "light bar" which sweeps across the front. Initially, it will have a six-cylinder, 60-degree V-6 pushrod 140-HP engine with port-mounted fuel injectors. Later, a four-cylinder, 2.5-liter engine will be added.

NADA will play it tough in Washington this year

By Robert M. Lienert
Editor

SAN FRANCISCO.—Contentment and satisfaction, tempered by cautious optimism for 1985, was the prevailing mood of the 68th NADA Convention and Exposition which closed here last week.

Yet, dealers seemed to be in need of reassurance about the future. They got that from the incoming president, William J. Symes, who told the closing session that dealers must be competitors to succeed and that NADA is going to be a "very aggressive competitor" on their behalf.

By all traditional measurements, the convention was a star-spangled success.

Final count may push attendance to a record, topping the 18,000-plus scored in 1979 at the Las Vegas convention. Workshop attendance neared 20,000. Aisles at the exposition were jam-packed with shoppers.

Many of the workshops—particularly those concerned with leasing and computers—had overflow crowds spilling into the corridors.

Symes, a Cadillac dealer in Pasadena, Calif., told the convention that the biggest job for 1985 lies in Washington, where there is a heavy legislative agenda. The primary item there, he said, is fleet subsidies.

"The manufacturers feel it is necessary to sell cars to the fleets cheaper than they sell to us," Symes said. "I don't understand that philosophy and I sure as hell don't agree with it.

"When manufacturers sell cars to someone else cheaper than they sell to their own franchised dealers, that's illegal procedure and somebody has to blow the whistle. All we are asking for is a fair ball game."

Symes, a onetime sports announcer, lapsed into football metaphor in ripping into fleet subsidies. The fleets, he said, need only five yards to make a first down, while dealers still are expected to gain the traditional 10.

NADA, he said, will play a vigorous lobbying role when Congress starts rewriting the tax laws.

"We will be making the case of

Continued on Page 49, Col. 1

Industry can compete, Commerce Dept. says

By Jake Kelderman
Washington Reporter

WASHINGTON.—Barring a severe recession in combination with a "radical" increase in Japanese auto imports, U.S. auto makers should be able to compete head-to-head with the rest of the world in 1985, according to a confidential Department of Commerce report on the status of the industry.

The report, a copy of which was obtained by Automotive News, was prepared for the Cabinet Council on Commerce and Trade, which met late last week to take up the controversial issue of whether to push for continuation of import quotas on Japanese automobiles. A majority at the meeting reportedly favored allowing the quotas to lapse, although no position was taken.

Those quotas are imposed by the Japanese government and currently limit the Japanese makers to 1.85 million autos annually. They now are in the fourth year of what was to have been a three-year limitation period.

The quotas are scheduled to expire at the end of March, but pressure is building from Chrysler Corp., Ford Motor Co., the UAW and various legislators to keep them in place for another year or until the industry is fully recovered.

The report from the Commerce Department's Office of Automotive Affairs and Consumer Goods appears to say recovery already is here.

"The U.S. companies have largely recovered from the recession of 1980-1982 and are in much stronger financial shape, with income for 1984 expected to be about $10 billion," the report says.

Measured in constant 1978 dollars, this is $1.4 billion more than the record $4.9 billion the industry recorded in its last good year, 1978, the report says.

This is not to suggest the industry's balance sheets have returned to 1978 levels, the report notes. But it concludes this may never again occur anyway because of fundamental changes in the "basic financial and operating structure" of the industry.

For example, the industry has implemented aggressive working capital management programs designed to reduce receivables and inventories while stretching payables. That reduces liquidity but increases cash flow, the Commerce report says.

That improvement in cash flow should be sufficient to finance capital expenditures, debt repayment and dividends in 1985 without substantial borrowing, Com-

Continued on Page 49, Col. 1

That's Ford's sales goal for new upper-middle cars

Taurus/Sable: 2.5 million by 1990

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Ford Motor Co. expects to sell 2.5 million Taurus/Sable cars by the end of the decade, or about 500,000 a year, in a bid to capture a greater share of the emerging upper-middle segment of the new-car market, company executives said during the car's unveiling last week.

Harold (Red) Poling said the price range of the new line would be between $8,200 and $12,200. Poling became president of Ford on Feb. 1. He formerly was executive vice preisadent, North American Automotive Operations.

Explaining that the new series cost Ford nearly $3 billion, Poling said production is expected to begin in Atlanta, followed six months later by assembly at Ford's Chicago plant. The new models are slated for a fall introduction.

"We will launch them into a rising tide," Poling said of the segment the new cars will occupy. "Sable and Taurus are in the upper-middle segment, which has grown 7 percentage points during the last four years. Ford and Mercury cars have increased their share of this segment in the U.S. from 12.1 percent in 1980 to 15.9 percent in 1984.

"In Canada, our share has increased to 15.7 percent. We also expect that Sable and Taurus will appeal to a broader base that now covers six of 10 potential buyers in the compact, mid-speciality and large-car segment," Poling said.

To reach that goal of 2.5 million owners by the end of the decade, Poling estimated that Ford will sell 410,000 of the cars during the 1986 model year, with sales climbing to the 550,000-unit level in the succeeding model years.

Philip Caldwell, who retired Feb. 1 as Ford chairman and chief executive, said the Taurus/Sable line is aimed directly at the baby-boom generation and is a statement by the company of what a family car should be.

"Taurus and Sable speak to the large segment of the U.S. population born after World War II," Caldwell said. "There are a lot of them. By 1990, they will be well into middle age and the nation as a whole, for this and other reasons, will have more than 90 million households—14 million more than when we entered this decade.

"By every standard of objective measurement, we know that Taurus and Sable are best-in-class, best in segment. No six-passenger family car is better either absolutely or in feature content. These are what, in our opinion, contemporary family cars ought to be."

When asked if the modular construction and CAD/CAM techniques are a response to General Motors' Saturn project, Caldwell quipped, "While other manufacturers may have projects that are

Continued on Page 56, Col. 4

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breaking news

Labor contract reached at Sterling Heights

DETROIT.—A new three-year labor agreement has been reached at Chrysler Corp.'s new Sterling Heights (Mich.) plant. The contract has seven skilled and nine production job classifications, fewer than many other pacts. The hourly rate for an assembler is $13.05. The UAW local has not been assigned a number yet, the union said. Sterling Heights builds Chrysler's new Dodge Lancer and Chrysler LeBaron GTS.

G-line closes in Flint, B-line to follow

FLINT.—Buick's factory No. 40—the G-line that had been producing the rear-wheel-drive Buick Regal and Oldsmobile Cutlass Supreme—went down Friday (Feb. 1). It is the first closing in the conversion to the Buick City project. Production of the G-cars was moved to Pontiac for the 1985 and 1986 model years. This Friday (Feb. 8), the B-line (Buick LeSabre and Chevrolet Impala-Caprice) will close. Production of the

See BREAKING NEWS, Page 8, Col. 1

AMC undercuts Chrysler

New incentive fuels small-car sales battle

By Joseph Bohn
Marketing Editor

The battle in the small-car segment continues to heat up, as American Motors is undercutting Chrysler's 8.8-percent finance promotion by a third of a percentage point.

A new low-interest APR program from Chevrolet will also put a lot of extra heat on the compact pickup market.

AMC's new 8.5-percent finance offer on Alliance and Encore subcompacts runs from Feb. 1 to 28. It is available on contracts up to 36 months.

For loans of 37 to 42 months, a 9.5-percent finance rate is being offered. And on loans of 43 to 48 months, the rate is 10.5 percent.

AMC said that on a $7,000 loan for 36 months, customers save about $535, compared with the 13-percent rate a bank would charge. Its finance offer is available at local dealers' lending institutions or through AM Credit.

AMC is buying down contracts up to 13 percent.

The offer is available on vehicles bought and delivered during February.

AMC previously rolled back prices of these same vehicles Dec.26. Both actions reflect the severity of competition in the subcompact sector.

Chrysler is running an 8.8-percent APR program on its subcompact Omni/Horizon lines.

The subcompact car segment generally hasn't been too strong.

Marketing analysts were a little surprised at GM's new 8.8-percent financing program, which runs from Feb. 1 through March 31 on Chevy S-10 and GMC S-15 compact pickup trucks.

The offer is availble through GMAC only.

Chevrolet had a 68-day supply of S-10 pickups and GMC, a 66-day supply of S-15 pickups as of Feb. 20, according to industry sources.

That's a tad high, but would not normally be enough to warrant an APR program.

GM may be countering some of the importers' efforts, like Nissan's 8.8-percent program on trucks. But, as one observer pointed out, "if they are, they sure waited long enough." Nissan has been running its program for months on end.

The most likely reason for GM's move is probably to satisfy a CAFE issue. The company, with strong sales of big-engine trucks, may be having trouble meeting the fuel economy standards on trucks.

Importers generally have been very aggressive in the compact truck segment, the only area where they are not constrained by quotas.

Industry sources estimate that altogether the Japanese importers had a 35-day supply of compact pickups as of Jan. 20.

Ford, with an estimated 70 days' supply of compact Ranger pickups as of Jan. 20, is expected to move rather quickly to counter the new GM program. It now has to contend with both GM and the Japanese incentives.

Ford may not offer low-interest financing, but is certain to come up with some kind of program quickly.

Iacocca gets engaged; no wedding date set

DETROIT.—Chrysler Chairman Lee A. Iacocca, 60, confirmed his engagement to Peggy Johnson, a BBD&O account executive on leave to work on the Statue of Liberty restoration project. No wedding date has been set.

Johnson, 34, is a former Pan Am flight attendent. It will be her first marriage. Iacocca has been widowed for nearly two years. The couple met while working on the Statue of Liberty project and became engaged at Christmas.

An arresting jump

A Long Beach (Calif.) police officer shows what a good feeling it is to drive a Toyota "paddy wagon." Long Beach is the first city in the U.S. to buy the converted Toyota cargo vans for use as patrol vehicles. When the need arises, the vans also can be used to pick up as many as eight prisoners from other on-duty patrol cars and shuttle them to the station. Norwalk Toyota, Norwalk, Calif., handled the sale and conversion of the vehicles.

More capacity for the same size market

Bidwell warns of a tougher sell

By Joseph Bohn
Marketing Editor

Chrysler Corp. is still moving merchandise at a fast clip, but it's not as easy a sell as last year, according to Bennett E. Bidwell, executive vice president.

"You've got a helluva lot more (industry) capacity this year chasing the same size market," he said. He added that this forces Chrysler and everyone else to market more aggressively.

He pointed to Chrysler's new Sterling Heights (Mich.) plant, extra shifts at Ford and General Motors, increasing production at Honda's Marysville (O.) plant, the upcoming addition of car production at Nissan's plant in Smyrna, Tenn., and an increase in import quotas as providing much more competition than last year when there were production constraints and shortages.

"That was a pull year; this year is going to be more push," Bidwell added.

Chrysler's inventories climbed to 90 days Jan. 1, and it has been using free automatic transmission giveaways on K-cars and 8.8 percent interest subvention on L-body subcompacts, plus other incentives, to sustain the momentum.

But, Bidwell noted, the company has enough wholesale orders to sustain its current production rates through February and partly into March and "that's not bad, considering the history of Chrysler."

"We're trying to stay well ahead of the plant because of the quality effort," he said. "We've committed to keeping a minimum 10-day schedule on hand at all plants, at all times.

"This is the season when everybody's days' supply goes up. If you go into spring with anything, you've got to carry a fairly high days' supply," he pointed out, adding that Chrysler had 100,000 more cars on hand than last year when it was short on product.

He said the company hit its sales program for December and into January.

"If we stay on program, we'll be fine. If we start missing program, actual stocks will turn out higher than program stocks," he added.

Minivans continue to be Chrysler's hottest sellers, though with competition from General Motors and, later this year, Ford Motor Co., Chrysler is prepared to switch to more conventional advertising.

"We may take a little more time to explain that ours (minivan) is a car in the minds of the public, and theirs aren't," he said.

Bidwell thinks the market potential for minivans is greater than many people think because of the heavy crossover of former car owners.

The big percentage of two-door sedan tradeins on minivans "continues to astound us," he added, because Chrysler had been expecting a lot of station wagon converts.

"Those people (minivan buyers) were heading toward multi-purpose vehicles. They were leaving two-door America." he said. In the process, they were looking at vehicles like the Bronco II, Jeep Cherokee and Toyota Van.

He believes truck sales, bouyed by such a trend, will continue escalating steadily, while car sales may plateau or even decline.

Interestingly, Chrysler deferred plans for a second minivan plant in favor of continuing its rear-drive large cars, as much to placate dealers as anything else. It has been able to keep profits the same for both Dodge and Chrysler Plymouth dealer groups.

The Chrysler-Plymouth dealer organization was "pretty much up in arms" over thoughts of losing their profitable Chrysler Fifth Avenue model, although losing the Diplomat "didn't mean much

Continued on Page 50, Col. 1

GM reinvests in software firm

General Motors has invested an additional $1.05 million in Teknowledge, Inc., a Palo Alto (Calif.) computer software company specializing in "artificial intelligence."

Previously, GM invested $3 million in the company, one of several equity investments it has made recently in high-tech firms.

"Artificial intelligence" is a specialized computer science that uses broad-based data bases and "reasoning" logic to simulate the problem-solving process used by human experts.

GM hopes to be able to apply so-called "artificial intelligence" to such fields as auto design and repair diagnostics. Currently, according to Teknowledge executives, work for GM accounts for about 10 percent of its volume. GM's investment represents about 10 percent of Teknowledge equity.

Chrysler's Concept 90 has running prototype

Chrysler Corp. recently completed a running prototype for its "Concept 90" small-car program —reportedly the company's answer to General Motors' Saturn. Completion of the prototype is an indication Chrysler is only months behind GM in hardware development.

However, sources close to the program say Chrysler has no firm plans to produce the vehicle.

The "Concept 90" car has been developed as a test bed for low-cost manufacturing technology and running gear. The prototype is reportedly front-wheel drive, close in size to the current Omni/Horizon, and built on a relatively conventional steel platform, although it does include a significant number of composite components.

It represents input from both Chrysler advanced development engineers and outside suppliers.

Meanwhile, Chrysler said it has purchased an option on a former Western Electric plant in Indianapolis as a potential site for a new assembly plant.

A Chrysler spokesman says the company will not make a decision on whether to exercise its option until after a decision is made on extending the voluntary restraint agreement with the Japanese.

The plant is a likely site for future minivan assembly, according to Chrysler insiders. Chrysler delayed a second minivan plant in favor of large-car production late last year, but has been reluctant to expand its manufacturing capacity. — DAN MC COSH

Dealer's bold display proves profitable

ST. LOUIS.—A Lincoln dealer here is displaying a Cadillac in his showroom. Through advertising, Paul Cerame invited prospective customers to his dealership to compare a 1985 Cadillac Sedan DeVille and a Lincoln Town Car, positioned side by side under a tent.

The result? Cerame was the number one luxury car Lincoln-Mercury dealer in the city last November.

Sales up, outlook bright; now he goes to Ford Division

Rewey helped put L-M on a winning track

By Richard Johnson
Detroit Reporter

Robert Rewey, who took over this week as Ford Division general manager, is leaving behind what may be the domestic industry's hottest car division: Lincoln-Mercury.

At 46, Rewey is on a fast track at Ford Motor Co. and is getting much of the credit for L-M's recent success. He joined Lincoln-Mercury in 1978 and was general marketing manager, general sales manager and, finally, general manager before being tabbed in December for his new assignment.

During the past two years, L-M's volume has grown at well beyond the industry pace. L-M picked up more than a percentage point in market share in both 1983 and 1984 and also earned unprecedented plaudits in the 1984 J.D. Power and Associates customer satisfaction survey.

During a recent interview with Automotive News, Rewey attributed L-M's gains to improved product offerings in the middle of the market, a quality commitment and a conscious effort to upgrade customer service.

In the interview, Rewey also said:

1. There are no plans to stop selling the division's large car, the Grand Marquis, even though the corporation is in a deficit position with respect to federal CAFE credits. He said a "tremendous investment" is underway to make the Grand Marquis/Crown Victoria powertrain more fuel efficient.

2. A replacement for the aging rear-drive Continental will arrive in two or three years.

3. L-M will sell no cars

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60th year—No. 5060

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Western Star develops 6x6 mixer

Western Star Trucks has developed a lightweight 6x6 construction truck for both on-highway and off-road use. Two prototype 6x6 mixers were delivered to Palmetto Truck Sales, Miami, for testing. The truck, powered by a Cummins L-10 diesel, is expected to be available this summer.

Isuzu bus/RV chassis will be built in U.S.

By Arthur Flax
Assistant Truck Editor

EL MONTE, Calif.—Isuzu Trucks of America, Inc., will build a bus/RV chassis assembly plant in the Eastern U.S. and expand its operations by the end of 1985, according to Steven M. Allen, vice president and general manager.

Isuzu Trucks, said Allen, will assemble its front-engine MR and rear-engine LT forward-control chassis, commonly used for airport shuttle buses and recreational vehicles, from units shipped to the U.S. "knocked down."

Isuzu currently brings the chassis into the U.S. fully assembled. Allen estimated the company will sell more than 400 bus chassis this year.

He said the company "more than likely" will continue to import fully assembled bus/RV chassis for customers on the West Coast.

Allen said the new plant will allow Isuzu to better tailor its bus/RV chassis to customer requirements. At this point, however, he said the impact of the new plant on sales volume cannot be projected.

"A number of customers request that we modify the chassis (to fit their bus and RV bodies)," he said. "Rather than take the chassis to a hack shop or have them modified in Japan, where they are assembled on a high-volume line, we felt there was an opportunity for a plant here that can accommodate those customers."

Allen also announced that Isuzu Trucks of America, Inc., has discontinued its affiliation with American Isuzu Motors, Inc., the U.S. distributor of Isuzu cars and compact trucks, and is now a direct subsidiary of Isuzu Motors, Ltd., in Japan. Isuzu Trucks' headquarters will remain in South El Monte.

He said the reorganization "represents the faith and confidence the parent company has in its U.S. truck venture."

Continued on Page 30, Col. 3

Runyon to be keynoter at NTEA convention

OAK PARK, Mich.—Marvin T. Runyon, president, Nissan Motor Mfg. Corp., U.S.A., will be the keynote speaker at the National Truck Equipment Assn.'s 21st annual convention at the Monterey (Calif.) Conference Center Feb. 27-March 2. He will speak at the opening business session Feb. 28.

Planned for the convention, the theme of which is "Charting Your Future," are a number of management seminars and 147 exhibits of new products and services.

After Runyon's remarks, Dr. Albert Bates, president, Profit Planning Group, Boulder, Colo., will discuss strategic planning in a continuation of his recent NTEA "Profitability" seminars.

At the morning session March 1, Joseph B. Olson, president, and Steven L. Buth, marketing vice president, Spokane Computer Services, Inc., will discuss trends in inventory management and how computers fit into truck-equipment management systems.

NTEA noted that Spokane Computer Services is the developer of the industry computer program it endorses.

Dr. Drea Zigarmi, senior associate, the Blanchard Training and Development Group, will explain how to apply techniques of "The One-Minute Manager" at the morning's second session.

"The Future of the Truck-Equipment Industry: The Impact of Manufacturer/Distributor Relations" will be the subject of an industry panel at the morning session March 2. The moderator will be Bert Klopfenstein, president, Koenig, Inc. The NTEA's legal counsel, Larry McCaffrey, will be a participant.

The two-hour session will center on several key industry issues, including what distributors and manufacturers expect of one another, whether distributors should insist on supplier contracts and the legal advantages and disadvantages of contracts.

truck personnel

Mack names Ritter to top sales post

Paul C. Ritter, president of Mack Canada, Inc., since 1981, has been appointed senior vice president—sales for Mack Trucks, Inc. He joined Mack in 1959 as assistant manager—distributor sales.

Gary D. Johnson will succeed Ritter as president of Mack Canada. He joined Mack as used-truck manager at the firm's Akron branch in 1968, and since 1981 had been vice president-Atlantic region.

Robert L. Bourbon has been named vice president—Atlantic region. He joined Mack in 1969 as a retail sales representative at the Providence branch.

Kevin M. Flaherty has been appointed vice president—Northeastern region. He joined Mack in 1973 as a retail sales representative at the Queens (N.Y.) branch.

Philippe Gras, president and director general, Renault Vehicules Industriels, has been elected to the Mack board. He replaces **Pierre Semerena**, who has assumed responsibility for Renault's

Continued on Page 30, Col. 4

P.C. Ritter

G.D. Johnson

truck industry news

11-month totals also top mark established in 1978

November registrations hit peak

November registrations of new trucks of all types in the U.S. were the highest for the month in industry history, and the 11-month total also set a record.

During the month, according to R.L. Polk & Co. statistics, 341,471 new vehicles were registered, an

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increase of 34.9 percent over the year-earlier 253,205, and 8.8 percent greater than the 313,958 units tallied in the same month in 1978.

Through November, the total was 3,686,240, up 39.4 percent from the previous year's 2,644,686. It was 2.3 percent greater than the former high of 3,602,709 tallies established in 1978, when the 12-month count reached its highest level ever.

Eleven-month registrations in the three major market segments in 1984 were up significantly from the year earlier, with big advances in all eight weight classifications.

The light-truck count in the January-November period was up 38.9 percent to a record 3,454,729 units, compared with 2,486,652 in 1983. The total also was 5.3 percent higher than the previous peak of 3,282,345 units registered in 1978.

Medium-truck tallies through November climbed to 53,372, a gain of 23.5 percent over the year-earlier 43,200. But the count was 63.8 percent below the 147,528 units tallied in the comparable period six years earlier.

Through November, heavy-truck registrations totaled 178,139 units, up 55.1 percent from the previous year's 114,834 and 3.1 percent greater than the 172,836 recorded in 1978.

However, the 1984 count was 9 percent below the record 195,848 heavies registered in the like period in 1979.

No. 1 Ford increased its lead over runnerup Chevrolet by almost 15,000 units in November, rolling up an 11-month total of 1,060,437. The Chevrolet count through November was 996,931 units.

Group 1 registrations for the 11 months hit an alltime high of 1,983,239 units, up 41.5 percent from the previous year's 1,401,898 and 92.1 percent greater than the 1,032,473 tallied in the same period six years earlier.

In Group 2, there was a sharp contrast in the totals over the six-year span. The total through November was 1,438,067, a gain of 34.9 percent over the previous year's 1,065,772, but 34.7 percent below the record 2,202,524 units registered in 1978.

There was a dramatic upturn in Group 3 tallies over 1983 for the 11 months, but again, the count was far less than that in 1978.

Through November, there were 33,423 Group 3 registrations, an increase of 76.1 percent over the year-earlier 18,982 units, but 29.4 percent fewer than the 47,348 tallies six years earlier.

The 11-month Group 4 count also was far ahead of the year earlier and far below that for 1978. There were 644 tallies in 1984, compared with 306 the previous year and 13,386 in 1978.

Group 5 tallies totaled 3,870 through November, five times greater than the year-earlier 765 and 45.2 percent higher than the 2,666 units registered in the like period six years earlier.

In Group 6, where the count has been declining steadily since the switch from gasoline power to diesel in the mid-1970s, there were 48,858 tallies through November, up 16 percent from the

Continued on Page 27, Col. 1

HD registrations for 11 months up 55.1 percent

Registrations of new heavy trucks in the U.S. during the first 11 months of 1984 totaled 178,139 units, according to R.L. Polk & Co. statistics, an increase of 55.1 percent over the year-earlier 114,834 units.

In November, 17,715 units were registered, a gain of 60.5 percent over the 11,039 tallied in the same month the previous year.

Registrations of Group 7 trucks through the first 11 months totaled 60,703, up 36.2 percent over the 44,570 in the year-earlier period.

The Group 8 count through November was 117,436, an increase of 67.1 percent over the previous year's 70,264.

International continued to lead Ford in heavy-duty truck registrations with a 11-month total of 40,621 units, compared with 34,147 for runnerup Ford.

In November, International increased its lead over Ford by 735 units.

International was also No. 1 in Group 8 registrations with 26,769 tallies through November, while Ford was the Group 7 leader with 23,151 units.

U.S. TRUCK REGISTRATIONS

ELEVEN MONTHS, 1984 VS. 1983★

Make	11 mos., 1984	Percent Share of '84 market	11 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	1,060,437	28.77	839,507	31.74	−2.97
Chevrolet	996,931	27.04	803,778	30.39	−3.35
Dodge	385,596	10.46	225,098	8.51	+1.95
GMC	278,722	7.56	221,241	8.37	−0.81
Jeep	133,172	3.61	63,868	2.41	+1.20
Plymouth☆	72,078	1.96	7,385	0.28	+1.68
International	61,052	1.66	45,734	1.73	−0.07
Mack	23,173	0.63	13,482	0.51	+0.12
Freightliner	14,671	0.40	9,866	0.37	+0.03
Kenworth	12,313	0.33	6,868	0.26	+0.07
Peterbilt	11,676	0.32	7,051	0.27	+0.05
White	6,020	0.16	2,266	0.09	+0.07
Mercedes	2,251	0.06	2,585	0.10	−0.04
Volvo	1,732	0.05	1,476	0.06	−0.01
Autocar	1,170	0.03	857	0.03	.....
Western Star	616	0.02	279	0.01	+0.01
Miscellaneous☆☆	624,630	16.94	393,345	14.87	+2.07
TOTALS	3,686,240	100.00	2,644,686	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
☆—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY—DUTY REGISTRATIONS

ELEVEN MONTHS, 1984 VS. 1983★

Make	11 mos., 1984	Percent Share of '84 market	11 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	40,621	22.80	27,662	24.09	−1.29
Ford	34,147	19.17	23,675	20.62	−1.45
GMC	23,598	13.25	14,414	12.55	+0.70
Mack	20,030	11.24	11,541	10.05	+1.19
Freightliner	14,671	8.24	9,866	8.59	−0.35
Kenworth	12,313	6.91	6,868	5.98	+0.93
Peterbilt	11,676	6.55	7,051	6.14	+0.41
Chevrolet	9,389	5.27	6,893	6.00	−0.73
White	6,020	3.38	2,266	1.97	+1.41
Volvo	1,732	0.97	1,476	1.29	−0.32
Autocar	1,170	0.66	857	0.75	−0.09
Mercedes-Benz	849	0.48	848	0.74	−0.26
Western Star	616	0.35	279	0.24	+0.11
Miscellaneous	1,307	0.73	1,138	0.99	−0.26
TOTALS	178,139	100.00	114,834	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.

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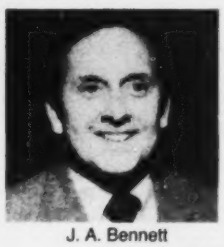
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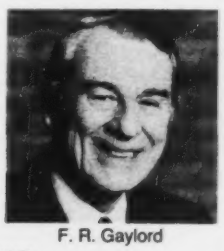
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NEW-CAR MARKET SHARES IN U.S.

	OCTOBER					10 MONTHS				
	Regis., Oct., 1984	Percent Share of Market	Regis., Oct., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 10 Mos., 1984	Percent Share of Market	Regis., 10 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	119,904	14.37	109,853	14.52	−0.15	1,316,077	15.52	1,069,070	14.62	+0.90
Ford	114,181	13.69	90,239	11.92	+1.77	1,063,987	12.55	832,161	11.38	+1.17
Buick	78,428	9.40	73,973	9.77	−0.37	768,966	9.06	674,048	9.22	−0.16
Oldsmobile	71,965	8.63	88,554	11.70	−3.07	889,940	10.49	793,687	10.85	−0.36
Pontiac	54,896	6.58	52,035	6.88	−0.30	580,017	6.84	427,153	5.84	+1.00
Mercury	46,087	5.52	35,070	4.64	+0.88	434,033	5.12	322,765	4.41	+0.71
Dodge	32,126	3.85	24,597	3.25	+0.60	299,425	3.53	253,587	3.47	+0.06
Chrysler	30,108	3.61	21,579	2.85	+0.76	266,995	3.15	207,968	2.84	+0.31
Cadillac	25,942	3.11	27,332	3.61	−0.50	256,002	3.02	235,257	3.22	−0.20
Plymouth	23,924	2.87	19,190	2.54	+0.33	234,301	2.76	217,095	2.97	+0.21
AMC	15,357	1.84	15,550	2.05	−0.21	161,676	1.91	155,798	2.13	−0.22
Lincoln	13,028	1.56	9,094	1.20	+0.36	118,802	1.40	81,053	1.11	+0.29
GENERAL MOTORS	351,135	42.09	351,747	46.48	−4.39	3,810,002	44.93	3,199,215	43.75	+1.18
FORD MOTOR CO.	173,296	20.77	134,403	17.76	+3.01	1,616,822	19.07	1,235,979	16.90	+2.17
CHRYSLER CORP.	86,158	10.33	65,366	8.64	+1.69	800,721	9.44	678,650	9.28	+0.16
AMC	15,357	1.84	15,550	2.05	−0.21	161,676	1.91	155,798	2.13	−0.22
IMPORTS	208,330	24.97	189,688	25.06	−0.09	2,089,640	24.65	2,042,874	27.93	−3.28
MISC. DOMESTIC	24	0.00	41	0.01	−0.01	235	0.00	562	0.01	−0.01
TOTAL	834,300		756,795			8,479,096		7,313,078		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available. Maine for Oct., 1984, temporarily delayed.

October total is 834,300

Month's registrations rise 10 pct.

By Jenny L. King
Detroit Reporter

New-car registrations in October, 1984, slipped some 40,000 units from the September level but were ahead of the year-earlier October sum by a respectable margin.

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According to figures from R.L. Polk & Co., total registrations of new cars last October reached 834,300, up 10.24 percent from 756,795 for the same month in 1983. September registrations were healthier; the September total was 874,290.

From October to October, the import segment of the market dipped 0.09 percentage points, to 24.97 percent from 25.06 percent. Import registrations, however, were up 9.83 percent, to 208,330 from 189,688.

The stronger domestic market was inhibited by scattered labor strikes against General Motors in September, keeping the No. 1U.S. auto maker from matching its year-ago registrations for the month and, simultaneously, slowing the momentum the domestics had been building throughout the year.

Domestic registrations in October totaled 625,970, up 10.38 percent over 567,107 a year earlier but off 2.69 percent from the preceding month's 643,261.

Ford Motor Co. made the greatest gain of any manufacturer in October, adding 3.01 percentage points to its share of the market. Ford was up to 20.77 percent from 17.76 percent. Chrysler Corp. claimed an extra 1.69 percentage points and was up to 10.33 percent from 8.64 percent. GM dropped 4.39 percentage points, to 42.09 from 46.48 percent.

American Motors was pressed down to 1.84 percent from 2.05 percent, imports dipped 0.09 percentage points to 24.97 percent from 25.06 percent and the 24 miscellaneous domestic cars registered hadn't the strength to hold a significant share of the 1984 total They had 0.01 percent in October, 1983.

The market class breakdown among domestic cars showed subcompacts, compacts and luxuries increasing. Subcompacts were up to 16.36 percent from 14.98 percent. Compacts grew to 24.08 percent from 22.02 percent. Luxury cars were up to 12.34 percent from 8.20 percent.

Meanwhile, intermediates tumbled to 32.89 percent from 38.55 percent, and standards dropped to 14.33 percent from 16.25 percent.

Of the total market, imports claimed the largest piece, 24.97 percent. Intermediates were second with 24.68 percent, followed by compacts at 18.07 percent, subcompacts at 12.28 percent, standards at 10.75 percent and luxury models at 9.25 percent.

The October, 1983, market class lineup included: Imports at 25.06 percent, intermediates at 28.89 percent, compacts at 16.50 percent, subcompacts at 11.23 percent, standards at 12.18 percent and luxury cars at 6.14 percent.

Registrations for the first 10 months of 1984 totaled 8,479,096, up 15.94 percent from 7,313,078 in 1983. Domestics for that period were up 21.24 percent, to 6,389,456 from 5,270,204.

Imports climbed 2.29 percent year to year, rising to 2,089,640 from 2,042,874. Their share of the market, however, plunged 3.28 percentage points, to 24.65 percent from 27.93 percent.

In the 10-month period, GM, Ford and Chrysler increased their penetration of the market as the imports, AMC and miscellaneous domestics slipped.

GM was up 1.18 percentage points, to 44.93 percent from 43.75 percent. Ford gained 2.17 percentage points, lifting itself to 19.07 percent from 16.90 percent. Chrysler was up 0.16 percentage points, to 9.44 percent from 9.28 percent.

Along with the imports' loss of 3.28 percentage points was a 0.22 percentage-point drop by AMC, which fell to 1.91 percent from 2.13 percent. Miscellaneous domestics dropped to zero from 0.01 percent.

New Saab dealer

BETHESDA, Md.—Saab has granted a franchise to Euro Motorcars, Inc., Bethesda, Md.

Top-level personnel shuffle at Toyota Motor Sales

LOS ANGELES.—Several top-level executive shifts and the appointment of two new regional managers were announced by Toyota Motor Sales, U.S.A., last week.

Robert McMillan, vice president of sales, has been given dealer relations in addition to his sales duties. His new responsibilities include dealer development and business management. McMillan reports to Jim Perkins, Toyota's group vice president, sales, marketing and distribution.

Warren Christell, formerly vice president of marketing, has been moved to the new position of vice president, business planning. He is responsible for evaluating and developing new business opportunities for Toyota. Christell reports to Yale Gieszl, senior vice president for finance and administration.

Jim Press has been appointed general marketing and distribution manager and is responsible for advertising, merchandising, sales training, planning operations and import operations. He formerly was corporate manager for distribution and planning. Press also reports to Perkins.

Dennis Clements has been appointed general manager of the New York region. Ren Rooney, formerly assistant general manager of the Los Angeles region, succeeds Clements as Denver regional manager. Both report to McMillan.

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In training dealership employes

Arizona college works with GM

GLENDALE, Ariz.—Dedication ceremonies have been held at the $250,000 Glendale Community College Automotive Technology Complex, and nearly 300 students have begun attending classes in automotive repair.

The college offers a two-year associate degree in applied science for automotive technology.

The student body includes 25 who are employes of auto dealerships in Arizona, New Mexico and California. Those students, mostly in their upper teens and all high school graduates, are part of a General Motors effort called the Automotive Service Educational Program. It began late in August and will continue for 2½ years.

Phil Randolph, chairman of the school's technology department, said, "The course for the GM dealership employes provides them with great career possibilities in the car repair field."

The students pay tuition of $250 per semester. In some cases, the dealerships pay the tuition for their employes.

The program is designed to expose the students to the engine designs and electronic components used in new GM autos.

Randolph said that "a considerable amount of electronics is coming into our business of cars and the students from the dealerships must know about these advances and sophisticated equipment if they are to remain in the competitive worldwide market."

He added, "It's really what education should be. We don't allow our people to stagnate, especially in an industry that's changing."

Eight GM cars were donated to the college's complex for use during the classes and more will be provided.

Four classrooms are part of the automotive complex. Four full-time and eight part-time teachers handle the teaching duties for the entire complex with special teachers assigned to the GM students.

When the GM students complete the course, they will have been exposed to subjects like engineering theory, electricity, carburetion, engine overhaul, air-conditioning, front-end chassis, brakes, powertrain and electronic engine control. Trouble-shooting is also part of the training, according to instructor Errol Stephenson.

"These students are not here to learn about upholstery installation or body painting but just mechanics," Stephenson said, "and on Mondays and Wednesdays, we offer them a quick-service class."

He said final exams will be given in each of the subject categories each semester.

"When these students return to their dealerships, they will be thoroughly equipped with automotive knowledge," Stephenson said.

Since the student earns while working for the dealership sponsor, a considerable portion of the costs of the program are offset. The student is also required to own a prescribed basic hand tool set. The student can select any brand of tools and assistance in obtaining an educational discount may be arranged for most popular brands. Students are urged to check with their sponsor or the college before purchasing tools.

The GM students are told that the Automotive Service Educational Program is not easy and not for everyone. They are told that it requires an ability to work well with their hands and the ability to think and learn.

Eugene Dorr, associate director for educational services for the Arizona Community College Board, referred to the new $250,000 center and the program with GM as "a perfect example of partnership" between industry and education.

Glendale Community College is one of the seven Maricopa Colleges. Founded in 1966, it has a 160-acre campus and has about 13,000 day and evening students.

U.S. truck tallies in November hit alltime high

Continued from Page 16

year-earlier 42,129. But the 1984 total was 62.8 percent below the 131,476 units registered in the same period in 1978.

Group 7—the beneficiary of the growth in mid-range diesel popularity—produced significant gains in 1984 over both 1983 and 1978.

Through November, there were a record 60,703 registrations, an increase of 36.2 percent over the previous year's 44,570 and 75.2 percent higher than the 34,657 units tallied six years earlier.

Eleven-month Group 8 registrations were up 67.1 percent to 117,436 units, compared with the year-earlier 70,264. The total, however, was 15 percent below the 138,179 tallied in 1978 and 22.9 percent less the the record 152,391 registered in 1979.

The big gainers in registrations penetration were marketers of downsized vehicles and big trucks.

Dodge's share of the 11-month total was up 1.95 percentage points over the previous year and Plymouth's was 1.68 points higher. Sales of the minivans were mainly responsible for the increases.

Jeep penetration was 1.20 points greater, with the downsized Cherokee and Wagoneers the major contributors to the boost in registrations.

Big trucks are experiencing their best year since 1979, and small gains in penetrations were achieved by Mack, Kenworth, Peterbilt, White, Freightliner and Western Star.

Chevrolet and Ford had the biggest declines in share of the January-November total. Chevrolet's penetration was down 3.35 points and Ford's share was off 2.97 points.

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Five years ago, we gave our engineers this challenge: Develop a new wheel and wheel mounting system that will simplify wheel maintenance and reduce life-cycle costs.

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- has only one set of nuts to be tightened, for faster mounting and demounting. This also reduces fastener inventory.
- features all right-hand threads, which cuts the variety of fasteners to be stocked and eliminates confusion.
- incorporates a two-piece flange nut for high clamping force with excellent resistance to vibration and shock. The flat face design eliminates ball-seat wear and distortion.
- conforms to International Standards Organization (ISO) specifications for worldwide application. This means you can order hubs, axles and drums from any manufacturer in the world who adheres to ISO standards.

Budd Designation	Bolt Circle	Wheel Size	Tire Size	Load Capacity	Availability
Uni-Mount-10	285.75mm	22.5x8.25	11R22.5	7,200 lbs.	10/84
Uni-Mount-10	285.75mm	24.5x8.25	11R24.5	7,030 lbs.	10/84
Uni-Mount-10	335.00mm	22.5x8.25	11R22.5	7,200 lbs.	6/85*
Uni-Mount-8	275.00mm	22.5x8.25	11R22.5	6,200 lbs.	6/85*

BUDD UNI-MOUNT-10... A BETTER SELECTION.

There are two 10-hole Uni-Mount-10 wheels currently available with 285.75mm bolt circles (equal dimensionally and in load capacity to Budd's best-selling Ledge-Weld™ 10-hole 11¾" wheels). Both are suitable for low-profile and standard tires in the 22.5 and 24.5 sizes. Two more Uni-Mount wheels are being developed for specialized applications: a 10-hole 335mm wheel and an 8-hole 275mm wheel. The load capacities and availability for each of these wheels are listed in the chart above.

BUDD UNI-MOUNT-10... A BETTER WARRANTY.

Budd's new Uni-Mount-10 wheels utilize technology developed in our popular Ledge-Weld™ design and proven in over four million applications. They were designed using the latest computerized methods, including finite element analysis and road simulation testing. And they've achieved fatigue life scores high enough to qualify for Budd's Ten-Year Warranty. This warranty is good for the full 10-year period, regardless of product ownership. And if any Budd Uni-Mount wheel is found defective, as defined in our warranty, it will be replaced without charge, f.o.b. factory.

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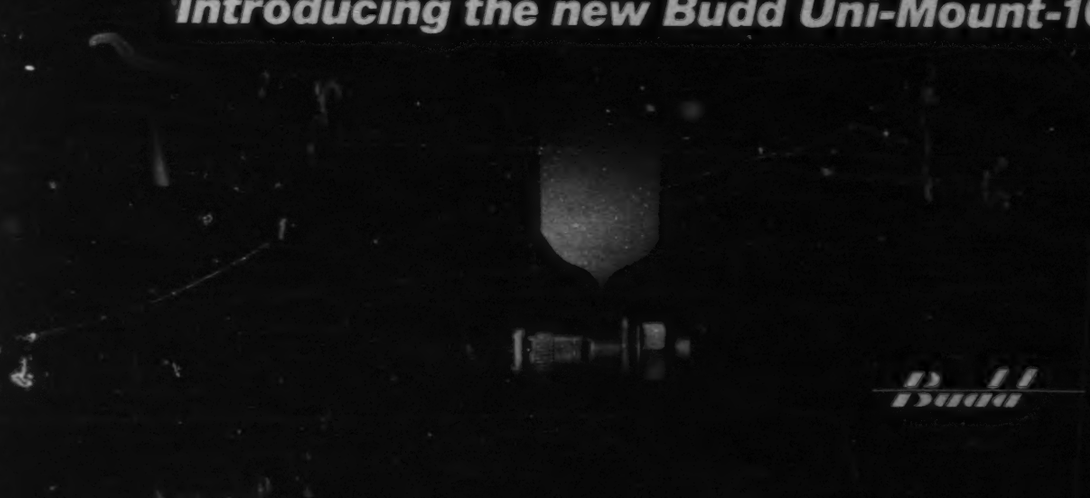
Whether you're specifying components for a Class 7 or 8 truck, trailer or upgrading existing equipment, Uni-Mount-10 is a better alternative. For more information, contact The Budd Co., Wheel and Brake Division, 12141 Charlevoix, Detroit, MI 48215. Or call toll-free 1-800-521-7770. In Michigan, 1-313-823-9100.

Budd goes one better:
Introducing the new Budd Uni-Mount-10.



Budd

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Substantial Savings

ANNUAL RENEWABLE AND CONVERTIBLE TERM LIFE INSURANCE TO AGE 100 FOR NON-SMOKERS

$250,000-$499,999

M	F	
20	20-25	.65
21	26	.65
22	27	.65
23	28	.65
24	29	.65
25	30	.66
26	31	.67
27	32	.67
28	33	.68
29	34	.68
30	35	.68
31	36	.68
32	37	.69
33	38	.70
34	39	.70
35	40	.71
36	41	.74
37	42	.80
38	43	.85
39	44	.89
40	45	.92
41	46	.95
42	47	.98
43	48	1.04
44	49	1.08
45	50	1.13
46	51	1.22
47	52	1.34
48	53	1.48
49	54	1.63
50	55	1.80
51	56	1.94
52	57	2.09
53	58	2.27
54	59	2.45
55	60	2.67
56	61	2.91
57	62	3.19
58	63	3.49
59	64	3.83
60	65	4.21
61	66	4.63
62	67	5.09
63	68	5.61
64	69	6.18
65	70	6.81
66	71	7.50
67	72	8.27
68	73	9.10
69	74	10.01
70	75	11.00

Ex: M, Age 35, $500,000
71 x $5.00—$355.00
$355.00 + $20.00—$375.00

$1,000,000 & Over

M	F	
20	20-25	.59
21	26	.60
22	27	.60
23	28	.61
24	29	.61
25	30	.62
26	31	.62
27	32	.63
28	33	.64
29	34	.65
30	35	.65
31	36	.66
32	37	.66
33	38	.67
34	39	.68
35	40	.69
36	41	.74
37	42	.78
38	43	.83
39	44	.89
40	45	.90
41	46	.93
42	47	.97
43	48	1.02
44	49	1.07
45	50	1.12
46	51	1.26
47	52	1.33
48	53	1.48
49	54	1.61
50	55	1.77
51	56	1.91
52	57	2.08
53	58	2.23
54	59	2.42
55	60	2.63
56	61	2.87
57	62	3.14
58	63	3.44
59	64	3.77
60	65	4.15
61	66	4.56
62	67	5.03
63	68	5.54
64	69	6.10
65	70	6.72
66	71	7.40
67	72	8.15
68	73	8.98
69	74	9.89
70	75	10.87

Ex: M, Age 35, $1,200,000
60 x $10.00—$600.00
$600.00 + $20.00—$710.00

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NEW-TRUCK SALES BY MAKE AND GVW CLASS

ELEVEN MONTHS, 1984 VS. 1983*

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**110**	**110**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	73	73
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,170**	**1,170**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	857	857
CHEVROLET	Nov. '84	**44,879**	**30,795**	**2,268**	.....	**27**	**619**	**1,050**	**47**	**80,885**
	Nov. '83	43,007	33,712	2,378	.....	25	480	573	21	80,197
	Year to Date '84	**885,980**	**443,227**	**31,594**	.....	**234**	**8,502**	**8,766**	**623**	**998,931**
	Year to Date '83	438,261	334,780	18,356	.....	260	5,228	6,481	412	803,778
(Memo Units)#	Nov. '84	**30,691**	**13,740**	.....	.....	.....	.....	.....	.....	**44,431**
	Nov. '83	28,733	12,148	.....	.....	.....	.....	.....	.....	40,881
	Year to Date '84	**345,625**	**178,325**	.....	.....	.....	.....	.....	.....	**523,950**
	Year to Date '83	293,488	135,783	.....	.....	.....	.....	.....	.....	429,271
DODGE	Nov. '84	**26,011**	**11,852**	.....	.....	.....	.....	.....	.....	**37,863**
	Nov. '83	11,938	7,862	.....	.....	.....	.....	.....	.....	19,800
	Year to Date '84	**250,252**	**135,394**	.....	.....	.....	.....	.....	.....	**385,596**
	Year to Date '83	135,727	89,371	.....	.....	.....	.....	.....	.....	225,098
(Memo Units)#	Nov. '84	**19,578**	**6,660**	.....	.....	.....	.....	.....	.....	**26,238**
	Nov. '83	7,610	5,359	.....	.....	.....	.....	.....	.....	12,969
	Year to Date '84	**189,376**	**77,452**	.....	.....	.....	.....	.....	.....	**266,828**
	Year to Date '83	86,062	65,123	.....	.....	.....	.....	.....	.....	151,185
FORD	Nov. '84	**27,553**	**98,823**	.....	.....	.....	**955**	**1,978**	**1,255**	**101,564**
	Nov. '83	25,319	54,782	.....	.....	.....	695	1,396	598	82,770
	Year to Date '84	**296,731**	**718,333**	.....	.....	.....	**11,226**	**23,151**	**10,996**	**1,060,437**
	Year to Date '83	300,482	505,899	.....	.....	.....	9,451	16,926	6,749	839,507
(Memo Units)#	Nov. '84	**27,536**	**22,724**	.....	.....	.....	.....	.....	.....	**50,260**
	Nov. '83	22,212	18,297	.....	.....	.....	.....	.....	.....	40,509
	Year to Date '84	**292,863**	**231,211**	.....	.....	.....	.....	.....	.....	**524,074**
	Year to Date '83	235,347	189,899	.....	.....	.....	.....	.....	.....	425,246
FREIGHTLINER	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**1,470**	**1,470**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	1,021	1,021
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**14,671**	**14,671**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	9,866	9,866
GMC	Nov. '84	**10,833**	**11,328**	**219**	.....	**536**	**574**	**1,113**	**940**	**25,333**
	Nov. '83	9,661	8,943	76	.....	124	473	693	595	20,565
	Year to Date '84	**125,982**	**123,387**	**1,548**	.....	**3,867**	**6,068**	**12,007**	**11,591**	**278,722**
	Year to Date '83	97,478	102,531	620	.....	498	5,700	8,012	6,402	221,241
(Memo Units)#	Nov. '84	**6,848**	**3,733**	.....	.....	.....	.....	.....	.....	**10,581**
	Nov. '83	5,835	3,045	.....	.....	.....	.....	.....	.....	8,880
	Year to Date '84	**74,480**	**45,587**	.....	.....	.....	.....	.....	.....	**120,067**
	Year to Date '83	58,540	41,762	.....	.....	.....	.....	.....	.....	100,302
INTERNATIONAL	Nov. '84	.....	.....	.....	.....	.....	**2,451**	**1,272**	**2,696**	**6,419**
	Nov. '83	.....	.....	.....	.....	.....	1,315	966	1,764	4,045
	Year to Date '84	.....	.....	.....	.....	.....	**20,431**	**13,852**	**26,789**	**61,052**
	Year to Date '83	.....	.....	.....	.....	.....	18,072	10,311	17,351	45,734
JEEP	Nov. '84	**12,475**	**2,141**	.....	.....	.....	.....	.....	.....	**14,616**
	Nov. '83	6,076	1,942	.....	.....	.....	.....	.....	.....	8,018
	Year to Date '84	**113,521**	**19,651**	.....	.....	.....	.....	.....	.....	**133,172**
	Year to Date '83	40,834	23,034	.....	.....	.....	.....	.....	.....	63,868
(Memo Units)#	Nov. '84	**12,475**	**1,858**	.....	.....	.....	.....	.....	.....	**14,333**
	Nov. '83	6,076	1,631	.....	.....	.....	.....	.....	.....	7,707
	Year to Date '84	**113,521**	**16,608**	.....	.....	.....	.....	.....	.....	**130,129**
	Year to Date '83	40,834	19,450	.....	.....	.....	.....	.....	.....	60,284
KENWORTH	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**1,065**	**1,065**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	845	845
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**12,313**	**12,313**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	6,868	6,868
MACK	Nov. '84	.....	.....	.....	.....	.....	**283**	**59**	**2,181**	**2,523**
	Nov. '83	.....	.....	.....	.....	.....	155	55	912	1,122
	Year to Date '84	.....	.....	.....	.....	.....	**3,143**	**665**	**19,365**	**27,173**
	Year to Date '83	.....	.....	.....	.....	.....	1,941	868	10,673	13,482
MERCEDES-BENZ	Nov. '84	.....	.....	.....	.....	.....	**183**	**105**	.....	**288**
	Nov. '83	.....	.....	.....	.....	.....	208	49	.....	257
	Year to Date '84	.....	.....	.....	.....	.....	**1,402**	**849**	.....	**2,251**
	Year to Date '83	.....	.....	.....	.....	.....	1,737	848	.....	2,585
PETERBILT	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**1,323**	**1,323**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	799	799
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**11,676**	**11,676**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	7,051	7,051
PLYMOUTH	Nov. '84	**7,337**	**3**	.....	.....	.....	.....	.....	.....	**7,340**
	Nov. '83	385	47	.....	.....	.....	.....	.....	.....	432
	Year to Date '84	**71,954**	**129**	.....	.....	.....	.....	.....	.....	**72,078**
	Year to Date '83	4,053	3,332	.....	.....	.....	.....	.....	.....	7,385
VOLVO	Nov. '84	.....	.....	.....	.....	.....	.....	**112**	**53**	**165**
	Nov. '83	.....	.....	.....	.....	.....	.....	107	82	189
	Year to Date '84	.....	.....	.....	.....	.....	.....	**1,201**	**531**	**1,732**
	Year to Date '83	.....	.....	.....	.....	.....	.....	908	568	1,473
WESTERN STAR	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**70**	**70**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	26	26
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**616**	**616**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	279	279
WHITE	Nov. '84	.....	.....	.....	.....	.....	.....	.....	**632**	**632**
	Nov. '83	.....	.....	.....	.....	.....	.....	.....	322	322
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**6,020**	**6,020**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	2,266	2,266
MISCELLANEOUS+	Nov. '84	**52,080**	**822**	**47**	**48**	**18**	**6**	**28**	**156**	**53,825**
	Nov. '83	32,190	350	4	29	.....	.....	21	121	32,724
	Year to Date '84	**814,240**	**8,035**	**289**	**644**	**25**	**86**	**212**	**1,095**	**824,630**
	Year to Date '83	385,063	6,825	6	306	7	.....	216	922	393,345
TOTALS	Nov. '84	**188,688**	**134,864**	**2,825**	**48**	**580**	**5,051**	**5,717**	**11,908**	**341,471**
	Nov. '83	128,585	107,818	2,458	29	150	3,326	3,860	7,179	253,205
	Year to Date '84	**1,983,299**	**1,436,067**	**33,423**	**644**	**3,870**	**48,858**	**60,783**	**117,436**	**3,686,249**
	Year to Date '83	1,401,898	1,065,772	18,982	306	785	42,129	44,570	70,264	2,644,686

*—New York and Oklahoma registrations for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; New York, November, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, S-Cameo and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. +—Miscellaneous includes imports, Divco, Kenilworth, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Rowe signs

Charles B. Rowe signs for Charlie Rowe Chevrolet, Inc., North Judson, Ind., as E.R. Feathers, Chevrolet's Indianapolis district sales manager, looks on.

factories list auction dates

American Motors

Feb. 5—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 6—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 7—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 12—Aptco Auto Auction, Taylor, Mich.

Feb. 13—Southern Auto Auction, Warehouse Point, Conn, and Kansas City Auto Auction, Kansas City.

Feb. 14—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Feb. 15—St. Louis Auto Auction, Bridgeton, Mo.

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Used Car Sales
Auction Averages

February to date	$4,451
Month ago	$4,923
Year ago	$5,127

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	$12,506	$11,375	
1984	8,709	8,726	9,531
1983	6,085	5,978	6,760
1982	4,997	5,343	5,112
1981	3,894	4,350	4,454
1980	3,258	3,600	3,528
1979	2,402	2,771	3,932
1978	1,829	2,117	2,047
Overall Average	$4,451	$4,992	$4,063

Chrysler Corp.

Feb. 5—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Feb. 6—Salt Lake Auto Auction, Salt Lake City; Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Feb. 7—Fredericksburg Auto Auction, Fredericksburg, Va.; Clanton's Auto Auction, Darlington, S.C., and Golden Gate Auto Auction, Fremont, Calif.

Feb. 8—St. Louis Auto Auction, Bridgeton, Mo., and Cincinnati Auto Auction, Hamilton, O.

Feb. 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Concord Auto Auction, Acton, Mass.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Feb. 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; 166 Auto Auction, Springfield, Mo., and Evansville Auto Auction, Evansville, Ind.

Ford Motor Co.

Feb. 5—Harrisonburg Auto Auction, Harrisonburg, Va.

Feb. 6—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Feb. 7—Nashville Auto Auction, Nashville, and Denver Auto Auction, Englewood, Colo.

Feb. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 6—Hatfield Auto Auction, Hatfield, Pa.

Feb. 7—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auciton, East Windsor, Conn.

Feb. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Griffith elected to head Saab dealer council

ORANGE, Conn.—David A. Griffith has been elected chairman of the Saab National Dealer Advisory Council, which represents the 330 Saab car dealers in the U.S.

Griffith is president of Alan BMW-Saab, Edmonds, Wash. He has been a Saab dealer since 1978.

Two new members were elected to the Saab Dealer Council: Gary Blake, of Gary Blake Saab, Exeter, N.H., and Edmund Jussen Jr., of Star Lincoln-Mercury Sales, Glendale, Calif.

Completing the 1985 Saab Dealer Council are returning members: Paul Choiniere, P.J.'s Auto Village, South Burlington, Vt.; F. William Bryan, Bill Bryan Imports, Winter Park, Fla.; Richard Wigglesworth, Wigglesworth Imports, West Chicago, Ill., and Neil C. Bland, Saab of Houston, Houston.

used-car auction directory

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BUYERS CA$H INCENTIVE$
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•BUY TEN (10) - RECEIVE $200.00 CASH
•BUY FOURTEEN (14) RECEIVE $300.00 CASH
•BUY TWENTY (20) RECEIVE $400.00 CASH
•BUY TWENTY EIGHT (28) RECEIVE $500.00 CASH
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•TRANSPORTATION ASSISTANCE ON EVERY VEHICLE PURCHASED (UP TO $250.00)
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GENERAL MOTORS OFFICIAL "BRASS HAT" Auction SALE
FOR GENERAL MOTORS DEALERS ONLY
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•G.M.A.C DIRECT FINANCING
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SOUTH CAROLINA

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SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sell every Thursday. Contact: Frank Post, 817-626-5494.

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Harrisonburg, Va. 22801-1086
703-434-5981

WASHINGTON

South Seattle Auto Auction. The Lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P. O. Box 5189, Kent, Washington 98064.

Symes promises strong fight against fleet subsidies

NADA to be tough in Washington

Continued from Page 1

our industry to see that our ability to compete in the local market isn't destroyed by some obscure phrase in a tax reform act," he said.

Dealers also will fight domestic-content legislation, he said, because "we need to allow our manufacturers to use every resource they can find, in this country or abroad, to provide better products for our customers."

Among other objectives for 1985 listed by Symes were:

1. Striving for nationwide measures to curb odometer rollbacks.

2. Implementation of a reasonable policy on auto safety. NADA supports mandatory belt-use laws.

3. Strengthened factory-dealer relationhips.

Speaking of the aborted Porsche plan last year to change its distribution system, Symes said, "I would be surprised if that kind of idea doesn't pop up again somewhere else.

"On the other hand, we ought to put forward some new ideas of our own to bring the franchise system up to date. Our line groups will be taking the dealer message to the manufacturers and importers."

Symes said dealers must continue to provide a fair deal, good service, honest advertising and customer satisfaction. Manufacturers, he said, must help dealers to be effective competitors for consumer dollars by understanding the level of quality that the customer is demanding today.

"Quality can't be sacrificed for volume," he said. "This is no longer just a numbers game."

Symes hinted at tougher competitive times to come when he said, "Last year, we had strong demand and a limited supply, so profits were good. As I look at 1985, I see a more plentiful supply and possibly softer demand. We will need to be ready to deal . . . We will be successful in 1985 because dealers are confident competitors."

Convention headquarters, the exposition and the workshops were in the sprawling Moscone Center, while the opening and closing general sessions were in the Civic Auditorium about a mile away. A fleet of buses made a series of round trips to carry thousands of conventioneers from Moscone Center to the Auditorium. It was a bold attempt and was largely successful even though the last of the bus riders came straggling into the general sessions 20 minutes late.

At the opening session, President Reagan addressed the dealers by videotape. Said the President: "I want to take this opportunity to thank all of you for the support you've given us in our efforts to build a new era of lasting economic growth without inflation. You stood with us when the going was rough, and I'll never forget your encouragement.

" . . . Your industry is among America's greatest and most valued assets . . . You can be proud of the role your industry is playihg in our eonomic expansion."

The President noted that one of the 14 millon vehicles sold last year was a pickup "that will be getting a lot of use out at our ranch."

Formally taking office with Symes at the closing session were James Woulfe, Dublin, Calif., first vice president; Jack Price, Albuquerque, secretary, and Anthony Ursomarso, Wilmington,, Del., treasurer.

Two major topics of interest and discussion were two cars getting their first dealer exposure here—Hyundai and Yugo. Hyundai, built in South Korea, scored amazing market gains in Canada last year in its first year on the market there.

In San Francisco, Hyundai held a reception at one of the larger ballrooms. Long before the ballrom doors swung open, the foyer was crowded with pushers and shovers, trying to see one of two videos presenting the car or to pick up an envelope which contained two brochures and a dealership application.

Neither Hyundai nor Yugo—the new Malcolm Bricklin enterprise—had exhibits at the NADA exhibition. The Yugoslavian-built Yugo was on display at a site about a mile away from Moscone Center, and a Yugo shuttle bus kept busy carrying interested dealers back and forth. Bricklin had three Yugos on display and they were undergoing meticulous inspection by prospective dealers throughout the convention.

The 1986 convention and exposition will be held Feb. 1-4 in New Orleans.

Volvo Dealers of Excellence

Volvo Dealers of Excellence pose with the Kosta Boda crystal presented to them by Jospeh L. Nicolato, senior vice president, Volvo of America, at the introduction of the 1985 Volvos in Orlando. The dealers were honored for outstanding professional achievement and dedicated service to Volvo customers.

Was brief seizure of Avanti partly caused by rumors?

SOUTH BEND.—The seizure of Avanti Motor Corp. by the 1st Source Bank here for one night late last month may have been caused in part by rumors that the company would leave the city, according to Stephen Blake, Avanti chief executive.

The company has returned to buisiness as usual. Blake emphasized that it continues to produce cars, is current on its loan payments and is in full posession of its property.

The bank, he said, "took action on a technicality. It was a basic misunderstanding. Why they decided to take action was a surprise to us . . . the building might be one reason."

A 1st Source Bank executive had no comment on the seizure other than a statement issued jointly with Avanti saying that differences had been resolved.

Blake said Avanti has been looking for a new building for over a year. The factory is currently located in a 100-year-old former Studebaker plant that Blake said "is crumbling." South Bend is the company's first choice for a new plant location, he said.

"We don't want to leave South Bend," he said."We just can't find an acceptable building to move into. I'm sure there is something around. We've contacted other cities here and in Michigan. We were looking in a bunch of communities.

"It got out that we were looking in the Detroit area. That, coupled with the disagreement over financing, caused the bank to take action," Blake said.

Avanti was negotiating for a new financing package when the action was taken against it, according to Blake.

He said, "If we go to another building, or build, whatever we do, it's going to cost money."

Since Blake, formerly a Washington-area real estate developer and builder, bought Avanti in 1982, he has built a dealer network, modernized the 23-year-old sport coupe and developed a convertible and special performance model. He has also boosted production of the car from 188 in 1982 to some 310 in 1984.

He hopes to sell 360 cars this year, including 200 convertibles.

Blake's reign at Avanti, however, has not been without its difficulties. For example, his effort to improve the surface finish of the cars backfired last year when paint was found to be lifting off the bodies in the area of filler material, the result of incompatible materials.

"We were on our way to a much larger year, close to 400 cars. Paint problems required us to redo 270 or so," he said.

Avanti has filed a $3 million lawsuit against Ditzler Automotive Finishes of PPG Industries, Inc., Blake said.

Blake believes the company will have an "operating profit" for 1984 when final figures are in.

Auto industry can compete, Commerce Dept. declares

Continued from Page 1

merce says. But it notes two exceptions of the four: Chrysler, which will have a 1985 tax liability for the first time in years, and American Motors, whose earnings are still "modest."

Internally generated cash was $12.3 billion for the first nine months of 1984, $3.4 billion ahead of the same period in 1983, the report says. For the full year, cash should exceed $16 billion, Commerce concludes.

Analysts for the department also note, however, that because capital expenditures and dividends are expected to increase rapidly in 1985, a large accumulation of cash might not be possible this year.

In addition to improving cash flow, the companies have managed to widen the operating profit margin from 7.10 percent in 1978 to 7.17 percent for the first three quarters of 1984. They boosted their return on sales from 4.03 percent in 1978 to 6.38 percent for the first three quarters of 1984, the report notes.

The ratio of long-term debt to stockholders' equity improved from 0.25 on Dec. 31, 1983, to 0.16 on Sept. 30, 1984, for U.S. auto makers, but that is still above the 0.11 ratio of the banner 1978 year, the report notes.

Liquidity improved from $5.7 billion at the end of 1983 to $9.0 billion on Sept. 30, 1984.

Balance sheet indicators
U.S. Big Four

	Dec. 31 1978	Dec. 31 1983	Sept. 30 1984
Working Capital (millions)	$12,270	$5,700	$9,011
Current Ratio	1.55	1.19	1.27
Quick Ratio	0.77	0.70	0.81
Long-Term Debt-to-Equity Ratio	0.11	0.25	0.16

Heart attacks prove fatal to Sanchez, chief of Saturn

By Marjorie Sorge
Labor Editor

Joseph J. Sanchez, 54, newly appointed president of General Motors' Saturn Corp., died Jan. 28 in Lansing after suffering two heart attacks in three days.

Mr. Sanchez, who had headed GM's Oldsmobile operations and was a GM vice president, was named head of the new Saturn Corp. about four weeks ago.

According to GM Chairman Roger B. Smith, Mr. Sanchez was the unanimous pick of everybody at GM for the job as Saturn president.

"We extend our deepest sympathies to Mrs. Sanchez and the Sanchez boys at this time," Smith said last week. "The Sanchez family, General Motors and the auto industry have lost a bright star."

As general manager of Oldsmobile, Mr. Sanchez was able to develop a good rapport with the UAW on the GM20 project, a skill that will be needed in the new subsidiary where the company and the union work so closely together.

In one interview with this reporter, Mr. Sanchez was so excited about a movie, "Our Car"—created entirely by the union workers—that he made me promise not to leave until I'd seen it. The movie was the workers' view of the new GM20 cars, their part in the cars' creation and their part in the Oldsmobile family.

The film was also shown to numerous civic groups in the Lansing area.

Gary Watson, president of UAW Local 652 in Lansing, told Automotive News in an earlier interview that he was especially impressed with Mr. Sanchez since Mr. Sanchez came to the union local to meet him—something almost unheard of at GM.

Many reporters were also impressed with Mr. Sanchez. He had the ability not only to get his point across during an interview, but also to make the reporter look beyond the obvious answer into what it meant to the entire corporation and the industry. He was indeed a visionary and a shining star.

Mr. Sanchez was a native of New York and received his bachelor's degree from City College of New York. He began his overseas work for GM in 1960 as a field sales representative in Santiago, Chile.

In 1964, he became a zone manager for GM Overseas Distribution Corp., based in Panama. He moved to Caracas as vehicle sales manager of General Motors de Venezuela in 1965 and was namedmanaging director of General Motors Uruguaya in 1968.

He became director of sales for General Motors Argentina in 1972 and was named managing director later that year. He returned to Uruguay in 1974 as regional manager for GM Overseas Distribution Corp., became managing director of General Motors do Brasil in 1976 and was also responsible for GM Uruguaya from 1980 until he went to Oldsmobile in 1983.

He was elected a GM vice president in 1979.

Mr. Sanchez is survived by his wife, Joy, and three sons.

Iacocca gift of stock valued at $1.2 million

WASHINGTON.—Chrysler Corp. Chairman Lee A. Iacocca in mid-December made a gift of 35,000 shares of Chrysler common stock to an undisclosed recipient, according to a filing with the Securities and Exchange Commission.

After the gift, worth some $1.2 million, Iacocca owns 15,800 shares. SEC rules require executives to report changes in stockholdings.

H. Mead Norton, 83; Oklahoma dealer leader

OKLAHOMA CITY.—H. Mead Norton, long a prominent figure in Oklahoma and national dealer circles, died Jan. 21. He was 83.

Mr. Norton entered the auto business in 1914 at the age of 13, and by 1940 he was a partner in 17 dealerships. He was a partner in a Buick dealership here for more than 50 years.

He served in the Oklahoma House of Representatives from 1937 to 1940 and was an Oklahoma state senator from 1940 to 1948. He was executive director of the Oklahoma Motor Vehicle Commission from 1964 to 1984.

Mr. Norton was a former president of the Oklahoma Automobile Dealers Assn. and was an NADA director from 1950 to 1963.

In the late 1950s, Mr. Norton formed and led the Franchised Dealers Survival Assn., which fought, unsuccessfully, to have territory security reinstated as part of the new-car dealer franchise.

Nancy Lou Tonkin

PORTLAND, Ore.—Nancy Lou Tonkin, 52, wife of Ron B. Tonkin, local automobile dealer, drowned in the Willamette River Jan. 23. A Portland native, she was a women's clothing store consultant and cook-book co-author.

Low-key chairman converted a staggering loss into record profits

Caldwell retires after guiding Ford Motor to the heights

Continued from Page 2

Canada. He ran an international organization that achieved $7.9 billion in sales in 1976, Caldwell's last full year as head of the overseas empire.

With Iacocca's star falling in early 1977, Caldwell was elected vice chairman of the board and made a member of the newly created "Office of the Chief Executive" with Iacocca and Henry Ford II.

On June 8 of the following year, he was given the new title of deputy chief executive officer and had clearly replaced Iacocca as Henry Ford II's heir apparent at the top of Ford Motor Co.

Within a few weeks, Iacocca was fired and Caldwell took over as president in the fall of 1978. In October, 1979, he became chief executive officer, and in March, 1980, he was named chairman, while Henry Ford II retained only a seat on the board and chairmanship of the Finance Committee.

With the U.S. auto industry floundering, Caldwell found himself in a sea of red ink early in his tenure as chairman. He was even rumored to be on thin ice with some Ford directors.

But car sales began to pick up steam in 1982 and dealer and customer reaction to the new aerodynamically styled Ford Thunderbird/Mercury Cougar, Ford Tempo/Mercury Topaz and Lincoln Mark VII models was generally positive.

The bold design stroke reportedly grew out of a visit Caldwell and President Donald Petersen paid to Ford's corporate styling center in the spring of 1980.

Under questioning from their bosses, designers admitted to being less than enthusiastic about what they had proposed for the future. Caldwell and Petersen agreed to turn Ford's stylists loose and the result was a streamlined look that quickly became the most distinctive design offered by U.S. auto makers.

Caldwell has also been credited with an innovative approach to labor contracts at a time when the industry was reeling and job security was the number one union issue.

The landmark 1982 contract between General Motors and Ford and the UAW was patterned at Ford after talks between the No. 1 auto maker and the union had broken down. The contract resulted in approximately $1 billion in wage and benefit concessions at Ford, but in turn set up a profit-sharing plan and job-security provisions.

His good relations with the UAW were made clear during a visit last week to the Rawsonville Electrical and Electronics Division plant in Ypsilanti Township, Mich. Caldwell was greeted warmly at the facility, which has both an extensive Employee Involvement (EI) program and the auto industry's first Pilot Employment Guarantee (PEG) agreement.

The EI agreement is a joint venture between the UAW and plant management that allows workers to participate in decision-making on matters that affect their jobs. The PEG program at Rawsonville, which was launched in March, 1984, guarantees freedom from indefinite layoffs in exchange for gains in workforce efficiencies.

UAW Local 898 at Rawsonville surprised the outgoing chairman last week by making him an honorary member, a first for the union.

Caldwell's final week as chairman was also marked by an appearance at the Los Angeles introduction of the company's new Taurus/Sable line.

In Los Angeles, Caldwell was asked to list his career highlights. He cited "Ford getting into the truck business in a big way, the changes in Philco and our international operations in total and, of course, the last five or six years stand out."

"But I served a considerable apprenticeship before any of that started," he added. "In a personal way, I did not enjoy the frequency with which I was put into different jobs. But I tell you it was a godsend at the end because I served just about every facet of the company at one time or another."

With success came some headaches for Caldwell. During the company's annual meeting last May, the chairman was called on to defend his 1983 compensation —a company record $1.4 million in salary and bonus—and his profit of $5.9 million from exercising stock options.

The issue of auto executive salaries became a subject of widespread discussion in 1983. At the reception for media members, Caldwell joked that a highlight of his days as chairman was "going on the David Brinkley show to defend my pay."

Caldwell, who will continue as a member of the corporate board of directors, was vague on his future plans during the Rawsonville visit.

"I have a schedule that is pretty full with things that are continuing," he said. "I have quite a few suggestions that I should do this or that, and I'll take a little time to sort them out."

During the recent interview with Automotive News, Caldwell said one of the most important assignments during his years as chairman was preparing for an orderly transition of power upon his retirement.

The result was the relatively low-key announcement last fall that Petersen would succeed Caldwell as chairman and that Harold Poling would move up to the president from executive vice president—North American Automotive Operations.

"We've been planning this ever since I walked into this office to take this job," said Caldwell. "One of the most important assignments I personally have is to provide for succession and to do all that's possible to make it smooth."

Ajemian is appointed to MVMA position

DETROIT.—MVMA has named Robert S. Ajemian to the post of manager, workplace and facilities, for the 10-member, Detroit-based manufacturers association.

Ajemian will be primarily involved with government proposals relating to health and safety in the motor vehicle manufacturing workplace. Ajemian served as senior industrial hygienist with Great Lakes Steel Division, National Steel Corp., before joining MVMA. He previously held industrial environmental control and hygiene posts with Bethlehem Steel Corp., Exxon-U.S.A Corp., Chrysler Corp. and the City of Detroit. He is a past president of the Michigan Industrial Hygiene Society.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

OCTOBER, 1984 VERSUS OCTOBER, 1983

	1984		1983	
	Month	Year	Month	Year
AMC Alliance FWD	8,407	85,771	9,230	107,672
Encore	5,137	59,325	3,325	5,312
Spirit	0	0	146	4,773
Concord	0	0	107	9,030
Concord SW	0	0	93	4,146
Eagle 4WD	330	3,240	711	8,340
Eagle 4WD SW	1,483	13,340	1,938	16,525
TOTAL AMC	15,357	161,676	15,550	155,798
Chrysler Laser FWD	4,183	44,276	1,698	2,224
LeBaron GTS FWD	26	28	0	0
LeBaron FWD	7,156	73,290	5,141	56,414
LeBaron SW FWD	982	8,563	1,127	9,530
E Class-NY FWD	6,728	67,353	9,559	65,940
Cordoba	0	0	317	10,113
NY Fifth Ave-Newpt	11,033	73,485	3,716	62,519
Imperial	0	0	21	1,228
Total	30,108	266,995	21,579	207,968
Plymouth Horizon FWD	6,635	64,125	5,564	45,273
Turismo FWD	3,737	39,520	3,142	29,429
Reliant FWD	8,243	83,724	6,935	93,375
Reliant SW FWD	2,485	31,567	3,255	37,541
Caravelle FWD	1,663	2,300	0	0
Gran Fury	1,161	13,065	294	11,477
Total	23,924	234,301	19,190	217,095
Dodge Omni FWD	6,065	55,731	4,500	40,046
Charger FWD	4,447	43,626	4,072	37,201
Daytona FWD	3,512	36,549	1,374	1,814
Aries FWD	7,457	65,423	5,719	68,811
Aries SW FWD	2,554	26,199	2,393	29,644
Lancer FWD	17	19	0	0
600 Coupe FWD	2,121	20,244	1,552	25,496
Diplomat	2,422	21,433	906	19,690
Mirada	0	0	248	4,144
600 FWD	3,531	30,201	3,633	26,741
Total	32,126	299,425	24,597	253,587
TOTAL CHRYSLER CORP.	86,158	800,721	65,366	678,650
Ford Escort FWD	24,645	219,813	18,231	201,847
Escort SW FWD	6,637	68,121	5,602	67,905
EXP FWD	2,986	23,886	812	18,723
Fairmont	0	0	671	46,221
Tempo FWD	21,178	209,543	21,042	79,347
LTD	15,677	120,821	9,949	94,014
LTD SW	3,348	43,152	4,088	38,044
LTD Crn. Victoria	12,196	116,821	6,513	80,235
LTD Crn. Victoria SW	2,418	24,648	1,541	17,015
Mustang	11,552	110,348	8,664	93,327
Thunderbird	13,544	126,834	13,126	95,433
Total	114,181	1,063,987	90,239	832,161
Lincoln Town Car	8,993	68,385	7,143	47,968
Mark VII	1,689	25,145	1,286	21,894
Continental	2,346	25,272	665	11,191
Total	13,028	118,802	9,094	81,053
Mercury Lynx FWD	5,009	43,209	4,894	52,827
Lynx SW FWD	1,170	11,571	1,344	14,698
LN7 FWD	0	0	157	4,718
Capri	1,147	14,681	1,878	18,861
Zephyr	0	0	131	13,221
Topaz FWD	6,313	61,165	5,508	23,606
Marquis	6,863	73,938	4,209	39,767
Marquis SW	1,504	11,474	1,260	13,321
Grand Marquis	11,254	106,564	5,673	68,593
Grand Marquis SW	1,283	13,117	850	10,201
Cougar	11,544	98,314	9,166	62,952
Total	46,087	434,033	35,070	322,765
Lincoln-Mercury Division Total	59,115	552,835	44,164	403,818
TOTAL FORD MOTOR CO.	173,296	1,616,822	134,403	1,235,979
Buick Skylark FWD	9,866	85,986	7,391	83,949
Skyhawk FWD	8,241	95,028	4,531	51,436
Skyhawk SW FWD	785	9,216	696	8,778
Somerset Regal FWD	1,845	1,952	0	0
Century FWD	17,129	146,963	15,203	115,562
Century SW FWD	1,894	23,483	17	20
Regal	13,503	160,725	20,345	180,096
Regal SW	0	0	536	11,575
LeSabre	13,292	120,847	11,057	104,808
Electra	387	34,272	7,423	62,700
Electra FWD	5,332	34,025	40	150
Buick SW	1,386	12,227	1,377	15,308
Riviera FWD	4,768	42,242	5,357	39,666
Total	78,428	768,966	73,973	674,048
Cadillac DeVille	2,631	79,574	10,718	103,933
DeVille FWD	6,858	31,621	3	99
Cimarron	1,675	15,370	1,547	15,994
Fleetwood & Chassis	2,938	31,718	4,116	34,138
Fleetwood FWD	2,687	12,984	1	33
Eldorado FWD	6,130	56,102	7,443	55,777
Seville FWD	3,023	28,633	3,504	25,283
Total	25,942	256,002	27,332	235,257
Chevrolet Chevette	11,014	144,526	13,478	145,478
Camaro	14,523	169,116	15,402	143,718
Cavalier FWD	24,778	240,668	16,488	142,680
Cavalier SW FWD	6,681	73,799	6,141	55,514
Citation FWD	6,333	78,759	5,912	79,917
Malibu	0	0	2,292	42,028
Malibu SW	0	0	1,575	40,461
Celebrity FWD	17,763	188,559	16,140	130,536
Celebrity SW FWD	6,537	77,132	3	3
Monte Carlo	7,085	102,275	10,418	80,446
Impala	3,123	43,575	3,454	38,328
Caprice	14,147	123,927	11,518	102,067
Chevrolet SW	4,994	49,992	4,739	46,799
Corvette	2,926	23,749	2,293	21,095
Total	119,904	1,316,077	109,853	1,069,070
Oldsmobile Omega FWD	1,085	33,456	3,190	42,893
Firenza FWD	3,922	39,965	2,491	26,241
Firenza SW FWD	984	11,635	928	10,464
Calais FWD	1,693	1,933	0	0
Cutlass Ciera FWD	11,858	169,154	19,795	146,062
Cutlass Ciera SW FWD	2,419	35,182	3	6
Cutlass Supreme-Calais	19,055	264,033	28,943	244,417
Cutlass SW	0	0	709	17,057
Delta 88	16,863	194,920	15,391	161,985
98	181	36,744	11,144	92,663
98 FWD	8,776	43,727	1	23
Oldsmobile SW	1,273	24,080	2,020	20,981
Toronado FWD	3,856	34,111	3,940	30,895
Total	71,965	888,940	88,554	793,687
Pontiac 1000	2,070	22,950	2,739	28,792
Firebird	6,580	84,944	7,747	73,924
Sunbird FWD	8,814	96,618	5,438	59,379
Sunbird SW FWD	752	10,082	976	10,286
Grand Am FWD	2,533	2,647	0	0
Phoenix FWD	924	12,021	1,482	21,599
Bonneville	4,678	56,646	7,169	55,564
Bonneville SW	0	0	800	12,178
6000 FWD	8,660	85,966	9,174	70,637
6000 SW FWD	1,154	15,966	1	1
Grand Prix	5,414	62,252	8,300	73,271
Parisienne	5,066	34,959	3,150	13,052
Pontiac SW	1,475	13,378	729	3,394
Fiero	6,776	81,588	4,330	5,076
Total	54,896	580,017	52,035	427,153
TOTAL GM CORP.	351,135	3,810,002	351,747	3,199,215
Miscellaneous Domestic	24	235	41	562
Domestic Station Wagon Total	54,198	607,924	44,741	511,395
Domestic Grand Total	625,970	6,389,456	567,107	5,270,204
Import Total	208,330	2,089,640	189,688	2,042,874
Grand Total All Registrations	834,300	8,479,096	756,795	6,313,078

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available. Maine 1984 figures delayed.

Bad weather slashed previous week's total

Auto production jumps to 177,031

By Louise Kertesz
Detroit Reporter

U.S. auto production, pegged at 177,031 units last week, was up 14.24 percent from the previous week's 154,968.

Actual production reported for the previous week fell some 20,000 units short of a schedule already adjusted for weather-related curtailments.

That week's output fell below 160,000 for the first time (during a regular work week) since the first week of November.

All makers reported lost production due to severe weather that closed or slowed down several component and assembly plants in the Midwest and Northeast.

Last week's scheduled production was shared as follows: General Motors, 62.68 percent; Ford Motor Co., 20.16 percent; Chrysler Corp., 14.01 percent; American Honda, 1.83 percent; Volkswagen of America, 1.21 percent, and New United Motor Mfg., Inc., 0.11 percent.

AMC's Kenosha (Wis.) facility was down last week for inventory adjustment. Production is scheduled to resume today (Feb. 4).

Ford transferred production of the Crown Victoria and Grand Marquis from its St. Louis plant to St. Thomas, Ont., last week, as the U.S. facility continues to gear up for midyear introduction of the Aerostar minivan.

Ford's St. Louis plant had been reporting production of about 4,000 units a week.

GM has completed its callback of 1,000 workers for the second shift of GM20-car production in Lansing, effective today (Feb. 4).

GM's Buick G-line in Flint is down, effective today, for changeover from the rear-wheel-drive G-cars.

Production of the 1986 front-wheel-drive H-bodies or GM70-cars is scheduled to begin at the new Buick City on Sept. 16.

GM scheduled two overtime shifts Saturday (Feb. 2) at the following plants: Lansing (Plant No. 1); Arlington, Tex.; Fairfax, Kans.; Framingham, Mass.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City; Orion Township, Mich., and Wilmington, Del.

All Ford plants but one were scheduled to work daily overtime last week.

Wave of low-end imports called threat to U.S. dealers

By Jake Kelderman
Washington Reporter

SAN FRANCISCO.-Import auto dealers, enjoying one of their best years ever, were warned here by their leader not to repeat the sins of the past.

Robert McElwaine, president of American International Automobile Dealers Assn., suggested new importers on the horizon, such as Hyundai, Daewoo, Yugo and others may well do to import dealers what they themselves did to domestic-car dealers: Take away a market they thought exclusively theirs.

"The most significant changes in the auto industry have always taken place in the low end of the market," he told the more than 700 dealers gathered for their annual meeting during the NADA convention.

As McElwaine sees it, there is essentially no low-end market in America today.

"The $5,000 car exists only in television commercials, and it is as unreal as the happy, jolly, racially integrated saloons we see in the beer commercials," he said. U.S. makers are ignoring it again and the importers are ignoring it again as the former builds to satisfy a perceived need for larger cars and the latter goes upscale to offset the impact of import quotas.

We might laugh at entrepreneurs like Malcolm Bricklin and his Yugo, smirk at the Koreans and get positively hysterical over the periodic rumors of Moscow and the Russians getting ready to invade the U.S. market with a 20-year old Fiat design.

But, said McElwaine, "I wonder if we will still be laughing when our dealerships—with their $10,000, $12,000 and $17,000 cars on the showroom floor—are faced with across-the-street competition from dealerships offering cars for $3,600, $4,500, $5,000?"

The perils of a managed economy are many, he said. If we continue as now U.S. auto makers will be faced with even more competition, and the problems they are trying to solve through import quotas and other protectionist measures will also be worse.

"It's time for an end to import quotas," he told the audience that roared in support, "and I am convinced the import quotas will end on schedule April 1."

He asserted that President Reagan said it best in reply to those who argued that the U.S. should retaliate against those who restrict access to their markets.

McElwaine quoted the President as saying: "If two people are in the same boat and one of them shoots a hole in the bottom, it doesn't make sense for the other man to shoot another hole in the boat. That's not getting even, That's just getting wet."

Truck production shows big gain; 72,005 assembled

Domestic makers scheduled output of 72,005 trucks last week, an increase of 21.67 percent over the previous week's 59,183, when bad weather in the Midwest and Northeast took its toll on truck as well as car production.

General Motors, Ford Motor Co. and American Motors reported weather-related slowdowns.

In addition, production at GM's medium-duty truck plant in Pontiac was suspended from Friday, Jan. 25, to Thursday, Jan. 31, due to a shortage of engine components.

The previous week's output tumbled from the 60,000 level for the first time (except for holiday weeks) since the week ended Sept. 22, when 52,494 trucks were built.

Year-to-date, 297,791 trucks have been assembled, 2.86 percent more than the 289,504 built last year at this point.

All Ford Motor Co. plants scheduled daily overtime last week.

GM plants working two overtime shifts Saturday (Feb. 2) were: Flint (No. 1 and 2), Janesville (Wis.), Lordstown (O.), Pontiac (No. 5) and St. Louis.

GM plants in Moraine, O., and Detroit worked one overtime shift Saturday.

Canadian plants boost production to 20,446 cars

With 20,446 units scheduled for assembly, last week's auto production in Canada was up 16.92 percent over the previous week's 17,487. The prior week's total reflected lost production at General Motors and Ford Motor Co. plants due to bad weather.

Last week's scheduled build was about the same (up 1.50 percent) as the year-ago week's 20,143. But year-to-date output of 92,429 cars continues to lag behind last year's 102,012 at this point. The dip is 9.39 percent.

American Motors' Brampton (Ont.) plant is closed for two weeks for inventory adjustment. Production is scheduled to resume Feb. 11.

Scheduled output of 18,749 trucks last week was up 21.75 percent from the previous week's 15,399, which also reflected lost production due to severe weather.

Last week's estimated build was 10.43 percent better than the year-ago week's 16,979.

Chrysler's Windsor (Ont.) plant targeted production of 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans last week, bringing the T-115 total so far this year to 27,376.

U. S. CAR PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 28, 1985	Jan. Est.	Jan.1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
AMERICAN MOTORS	.....	4,837	.....	7,768	17,266	7,768
Renault Total	.....	4,837	.....	7,768	17,266	7,768
Alliance	.....	2,466	.....	4,932	8,556	4,932
Encore	.....	2,371	.....	2,836	8,710	2,836
CHRYSLER CORP.	24,800	28,591	22,105	110,114	116,305	115,074
Plymouth Total	7,800	8,793	6,307	31,980	36,102	33,540
Horizon	2,600	3,565	1,901	10,912	137,402	11,432
Reliant	3,500	4,594	2,906	14,079	20,037	14,779
Caravelle	1,300	114	1,093	5,486	855	5,746
Gran Fury	400	520	407	1,503	1,468	1,583
Chrysler Total	8,100	9,068	8,241	38,932	36,405	40,552
LeBaron	2,200	2,977	2,216	10,453	11,369	10,893
LeBaron GTS	1,300	.....	1,029	5,954	.....	6,214
Laser	1,000	1,820	1,250	5,158	7,344	5,358
New Yorker E-Class	1,300	2,297	1,334	6,066	9,807	6,326
Fifth Avenue	2,300	1,974	2,412	11,301	7,885	11,761
Dodge Total	8,900	10,730	7,557	39,202	43,798	40,982
Omni	2,900	3,362	1,974	11,868	12,045	12,448
Aries	2,300	3,717	2,216	10,317	15,862	10,777
Daytona	1,000	1,310	841	4,016	6,624	4,216
Dodge 600	1,500	1,890	1,409	6,444	7,822	6,744
Lancer	800	.....	707	4,382	.....	4,542
Diplomat	400	451	410	2,175	1,445	2,255
FORD MOTOR	35,691	30,197	33,942	169,261	145,303	176,393
Ford Division	22,928	20,288	21,996	110,126	95,201	114,709
Escort	7,105	7,363	6,677	30,369	30,504	31,790
Mustang	2,025	2,005	3,088	14,146	9,278	14,551
LTD	4,944	4,923	3,473	22,365	23,179	23,353
Thunderbird	4,433	3,972	3,008	17,063	11,176	17,949
Crown Victoria	.....	1,446	1,584	7,122	8,101	7,122
EXP	548	579	510	2,357	4,380	2,466
Tempo	3,873	.....	3,656	16,704	8,583	17,478
L-M Division	12,763	9,909	11,946	59,135	50,102	61,684
Mercury Total	9,145	7,309	8,481	43,446	35,641	45,273
Lynx	1,743	1,425	1,538	7,565	6,435	7,913
Capri	651	236	287	1,939	1,646	2,069
Marquis	2,447	1,964	1,685	10,153	9,176	10,642
Cougar	2,947	1,510	2,507	13,592	6,122	14,181
Grand Marquis	.....	2,174	1,098	4,733	9,171	4,733
Topaz	1,357	.....	1,366	5,464	3,091	5,735
Lincoln Total	3,618	2,600	3,465	15,689	14,461	16,411
Continental	661	487	630	2,849	2,698	2,981
Lincoln	2,563	1,689	2,454	11,112	5,812	11,624
Mark VI/VII	394	424	381	1,728	5,951	1,806
GENERAL MOTORS	110,960	104,063	94,469	464,540	478,902	486,717
Buick Total	21,212	22,745	19,515	91,681	104,026	95,920
Skylark	2,384	2,770	2,357	11,046	9,997	11,522
Skyhawk	2,207	3,041	1,441	8,867	16,309	9,308
Somerset Regal	2,370	.....	2,677	10,033	.....	10,570
Century	4,820	4,976	4,730	20,267	21,114	21,231
Regal	2,524	4,814	2,756	12,377	22,433	12,881
LeSabre/Electra	3,729	5,588	4,240	18,237	26,857	18,982
Riviera	1,208	1,220	1,314	5,608	6,243	5,849
Electra (fwd)	1,970	336	.....	5,183	1,373	5,577
Cadillac Total	7,884	7,118	7,751	35,341	33,208	36,915
Cimarron	599	422	424	2,191	2,199	2,310
Seville	814	753	941	3,831	3,563	3,993
Eldorado	1,507	1,443	1,780	7,172	6,836	7,473
Cadillac (rwd)	1,176	4,071	1,256	5,664	19,373	5,899
DeVille (fwd)	3,788	429	3,350	16,483	1,237	17,240
Chevrolet Total	40,222	36,159	32,931	166,954	163,661	174,995
Chevette	3,584	4,236	2,837	14,872	19,531	15,588
Cavalier	10,945	8,604	8,124	44,554	41,336	46,743
Celebrity	6,187	7,253	5,596	25,713	27,457	26,950
Camaro	5,111	5,620	3,552	21,247	27,270	22,269
Citation	1,616	2,126	1,537	7,428	8,716	7,751
Malibu/El Camino	519	768	429	2,309	2,815	2,412
Monte Carlo	3,154	4,445	2,580	12,010	21,140	12,640
Chevrolet	8,306	2,202	8,276	36,115	11,768	37,776
Corvette	800	905	.....	2,706	3,628	2,866
Oldsmobile Total	27,960	26,961	22,492	114,587	124,976	120,176
Omega	.....	1,286	.....	.....	4,775	.....
Firenza	1,858	1,334	1,477	7,413	7,483	7,784
Cutlass Supreme	4,164	7,911	3,944	18,487	36,771	19,319
Cutlass Ciera	7,832	5,718	7,035	34,777	25,148	36,343
88/98 (rwd)	5,827	9,444	4,774	24,708	45,057	25,873
Olds 98 (fwd)	3,385	368	1,941	12,007	1,507	12,684
Calais	3,998	.....	2,257	12,935	.....	13,734
Toronado	896	900	1,064	4,260	4,235	4,439
Pontiac Total	13,682	11,080	11,780	55,977	53,031	58,711
Acadian**	.....	356	304	859	1,194	859
2000 Sunbird	3,289	2,705	2,578	13,518	14,100	14,175
1000	730	920	744	3,002	3,834	3,148
Firebird	2,729	2,304	1,950	11,425	11,504	11,970
Phoenix	.....	321	.....	.....	1,695	.....
Grd. Prix/Bon'Vle	.....	1,447	.....	.....	7,067	.....
6000	571	.....	430	1,594	.....	1,706
Parisienne	1,633	441	1,579	6,864	2,280	7,190
Fiero	2,400	2,586	2,400	9,122	11,357	9,602
Grand Am	2,330	.....	1,795	9,593	.....	10,059
HONDA	3,230	2,195	2,581	13,803	10,982	14,449
NUMMI (Nova)	200*	.....	200*	960*	.....	1,000*
VOLKSWAGEN	2,150	2,389	1,671	8,557	11,332	8,987
Total Cars, U.S.	177,031	172,272	154,968	775,003	780,090	810,388
Total Cars, Canada	20,446	20,143	17,487	88,340	102,012	92,429
N. American Cars	197,477	192,415	172,455	863,343	882,102	902,817
N. American Trucks	90,754	77,725	74,582	363,131	364,776	381,279
North American Cars and Trucks	288,231	270,140	247,037	1,226,474	1,246,878	1,284,096

*Estimated.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. Est.	Jan.1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
AMERICAN MOTORS	.....	606	598	964	2,914	964
FORD MOTOR	11,386	6,174	9,124	49,741	34,554	52,018
GENERAL MOTORS	8,835	13,136	7,540	36,645	63,527	38,412
VOLVO	225	225	225	990	1,017	1,035
Total Cars, Canada	20,446	20,143	17,487	88,340	102,012	92,429

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. Est.	Jan.1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
CHEVROLET	26,517	19,200	19,174	98,845	95,003	104,148
DODGE	4,000	4,289	3,727	17,465	20,131	18,265
FORD	23,706	23,009	21,152	96,637	107,626	101,378
GMC	7,362	6,358	5,974	27,477	29,663	28,949
INTERNATIONAL	1,640	1,421	908	6,390	6,338	6,718
JEEP	4,125	3,537	3,662	16,931	16,572	17,756
NISSAN	2,505	1,882	2,436	10,186	9,131	10,687
AM GENERAL	50	50	50	220	240	230
MISCELLANEOUS	2,100*	1,000*	2,100*	9,240*	4,800*	9,660*
Total Trucks, U.S.	72,005	60,746	59,183	283,391	289,504	297,791

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 2, 1985	Week Ended Feb. 4, 1984	Week Ended Jan. 26, 1985	Jan. Est.	Jan.1 to Feb. 4, 1984	Jan. 1 to Feb. 2, 1985
CHRYSLER CORP.	8,566	7,131	7,783	38,070	28,388	39,783
FORD MOTOR	3,648	3,352	3,491	15,423	15,939	16,152
GENERAL MOTORS	6,248	6,350	3,974	25,319	30,267	26,566
INTERNATIONAL	285	146	151	928	658	985
Total Trucks, Canada	18,749	16,979	15,399	79,740	75,272	83,488
N. American Trucks	90,754	77,725	74,582	363,131	364,776	381,279

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

C2700-1

Automotive News

February 11, 1985

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60th year—$45 per year, $1.00 per copy

Domestic dealer total up for second year in row

By John K. Teahen Jr.
Managing Editor

Higher sales and higher profits meant more dealers for the domestic auto industry in 1984.

The annual Automotive News census found 20,902 dealerships handling domestic makes of passenger cars on Jan. 1 of this year, a gain of 61 over the 20,841 establishments in operation 12 months earlier.

It was the second consecutive yearly upturn; there was a gain of 42 outlets in 1983.

Those two consecutive increases followed a long, long period of declines. After a rise in 1955, the domestic dealer total dropped for 27 straight years before the 1983 advance.

Chrysler Corp. and Ford Motor Co. were responsible for the 1984 increase. Chrysler added 124 dealers and Ford was up 56. There were drops of 75 for General Motors, 61 for American Motors-Renault and seven for Volkswagen.

That's an aggregate gain of 37. A change in the number of intercorporate duals boosted the overall upswing to 61.

All figures in this article and in the accompanying tables refer to the net change in the dealer population, both for the individual corporations and car lines and for the domestic industry as a whole.

The upturns of 1983 and 1984 marked the first time since 1948-49 that the industry has shown consecutive gains in its dealer total. In that earlier era, the auto makers were rebuilding their dealer organizations after World War II.

And the 1983-84 gains followed one of the dreariest periods the industry has ever experienced. During the recession, there were losses of 1,607 dealerships in 1980, 984 in 1981 and 881 in 1982.

Last year brought gains in each of the first two quarters. There was a slip in the third quarter, then another rise in the fourth.

Here are the domestic dealer figures by quarters during the year:

Jan. 1, 1984	20,841
April 1, 1984	20,848
July 1, 1984	20,895
Oct. 1, 1984	20,863
Jan. 1, 1985	20,902

Franchise totals rose last year for every Big Three make except Chevrolet, with the Chrysler Corp. lines notching the biggest gains. Dodge and Plymouth added 149 franchises apiece and Chrysler was up 135. At Ford Motor Co., the rises were 58 for Mercury, 55 for Ford and 26 for Lincoln.

GM noted advances of 30 franchises apiece for Buick and Pontiac, 25 for Oldsmobile and 15 for Cadillac. Chevrolet was down 35,

Continued on Page 32, Col. 1

RETAIL OUTLETS

U.S. CARS, 1947-1985

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982*	21,680	−0.41
Jan. 1, 1983**	20,799	−4.06
Jan. 1, 1984	20,841	+0.20
Jan. 1, 1985	20,902	+0.29

*—Jan. 1, 1982 and subsequent totals include Volkswagen.
**—Jan. 1, 1983 and subsequent totals include Renault.

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Debuting in Chicago

Urby for the urban commuter

The Ghia Urby is making its debut this week on the Ford stand at the Chicago Auto Show. The design study by Ford's Ghia studios is three inches taller than an Escort but two feet shorter. The height gives the driver better visibility; the shortness, maneuverability. It is powered by a one-liter engine.

Rear-drive Cadillac to stay in '86 lineup

By Joseph Bohn
Marketing Editor

Cadillac has decided to keep its rear-drive, full-sized Fleetwood Brougham at least through 1986 and possibly into the 1987 and 1988 model years, according to Frank Cadicamo, director of merchandising.

He added that the market would determine its availability in the later years.

The division, in fact, has been furnishing dealer groups with print and TV ads on the current availability of its full-sized line, after discovering that many consumers believed it was not offered this year.

Part of the problem, Cadicamo conceded, was that Cadillac itself had originally thought the car might be phased out in December, 1984, and "many dealers advised customers along those lines."

"They set up their sales programs," advising customers to buy now "because there won't be any more. To a certain extent we did it to ourselves," Cadicamo said.

And Lincoln-Mercury has been implying in its ads that its Lincoln Town Car is the last full-sized luxury model left, he added.

"They've made subtle but pointed remarks, leading people to believe this," he said.

Cadillac became aware of the problem while doing focus group research on its 1986 Seville and Eldorado. The 1986 Eldorado is being downsized and reportedly will end up smaller than the front-drive DeVille.

Cadillac won't do a "last of the full-sized Eldorados" push, as it did back in the 1970s, when it began its downsizing cycle.

Instead, it will have commemorative editions of Eldorado and Seville, touting the "historic breed of Cadillacs" available with these lines.

They'll begin being available in dealerships in late March/early April. Cadicamo compared the commemorative editions with coins like those put out by the Franklin Mint. There's no limit to the number of models dealers can order or sell.

The cars will have special gold accents, special interior trim and other touches to set them apart.

The idea is simply to create "another level of awareness" in Cadillac's promotional efforts, Cadicamo said.

The division is buying extra print advertising for the effort and will also have TV commercials. The car lines appeal to different buying groups, so each commemorative edition will have its own individual program.

Cadillac elected to retain the

Continued on Page 51, Col. 1

breaking news

Buick two-seater to bow in 1987½

CHICAGO.—Buick plans to introduce its two-seat luxury car, codenamed M-33, in 1987½, company officials said. The car, with an expected volume of 25,000 units a year, will be priced in the $20,000 range. It was designed by GM styling studios with protoypte body work done by an independent shop in Britain. The first running prototype is already in the U.S. Production body work also will be done in Britain.

Change due in company-car tax rule

WASHINGTON.—Senate Finance Chairman Robert Packwood, Oregon Democrat, said last week that Congress will work out a "rational alternative" to Internal Revenue Service rules governing personal use of business vehicles. He said that the alternative would affect the 10 percent of those who abuse use of business vehicles without affecting the other 90.

Tempo, Topaz to go 4x4

CHICAGO.—Ford Motor Co. will offer a part-time four-wheel-drive option for Tempo and Topaz in about one year, company executives said at the Chicago Auto Show. Axles will be by Dana; development was by Ford and Dana. Volume is estimated at 15,000 to 20,000 units a year.

Ford to restyle big cars

CHICAGO.—Ford is planning a styling update of its big rear-drive cars within the next year, Ford Motor Co. Sales Vice President Louis Lataif said here. The cars will be sold through the rest of the decade, according to another Ford executive. A late decision to save the EXP because of its recent sales increase will mean the car will go out of production for six months while its front end is reworked.

As it expands its financial services business

GM eyes credit cards, mortgages

By Michelle Krebs
and Marjorie Sorge
Automotive News Staff

Credit cards and mortgage banking appear to be General Motors' first major moves into expanding its financial services business.

GM may begin offering credit cards to car buyers which will be a step beyond its GM Protection Plan cards, which it began being issuing last fall. The GM Protection Plan card enables a GM car owner to charge accessories, parts and service at participating dealerships. The cards are issued through National Bank of Detroit's Delaware division.

Some sources envision that in the near future, GM will give new meaning to one-stop shopping. A GM credit card may be available which would not only allow customers to purchase cars and auto insurance, but also could eventually fill their total banking needs—from mortgages and mortgage insurance to brokerage and financial planning services.

The credit cards would provide a platform upon which GM could build as the U.S. moves toward becoming a checkless society. Eventually, plastic debit cards will be used for purchases and the money will be electronically deducted from the consumer's bank account, according to bank analysts.

GM also may enter the mortgage banking business. The auto maker confirmed last week it was in preliminary discussions with Norwest Corp., of Minneapolis, to buy its mortgage

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An indication of makers' problems

NHTSA extends time to supply CAFE data

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A sign of the problems expected by the European import companies as well as by Ford Motor Co. and General Motors in facing future CAFE standards is seen in requests for more time to respond to NHTSA's detailed fuel-economy questionnaire.

Docket closing time has been shifted from Feb. 8 to March 1.

This questionnaire will be used by NHTSA—theoretically at least—to determine if future CAFE standards are to be raised beyond the 1985 level of 27.5 MPG, in response to a formal petition for such action by the Center for Auto Safety.

However, since GM and Ford and virtually all European luxury imports have told the safety agency they already have trouble meeting the 1985 CAFE, it seems unlikely that NHTSA would raise the standard. The betting, in fact, is that NHTSA may be petitioned to lower the 1986 CAFE from 27.5 to 26 MPG, an action that can be taken administratively.

But a delay of even a few weeks is important for several reasons. If NHTSA delays unduly in acting on its petition, the Center for Auto Safety may return to court where its petition was rejected once before on grounds the issue was not ripe.

Another reason is that NHTSA issued an interpretation stating that no CAFE standard would be changed after the start of the model year. Knowledgeable rulemakers at NHTSA are saying that time is already starting to run out to address a 1986 standard.

Peugeot's pre-model 1985 CAFE filing indicates that it will miss the government's fuel-economy rule with a predicted 24.8 MPG. The French car builder's fuel-economy number indicates that not one European luxury-car manufacturer will meet U.S. Government fuel-economy standards.

Audi is an exception, since its CAFE is included with that of the imported Volkswagens. The combined Audi-VW import figure does meet the CAFE standard.

Discussions on changing the CAFE standards have been going on in Cabinet meetings. No decision has been reached although the Reagan Administration is thought to be generally sympathetic to relaxing or even eliminating fuel-economy standards.

Meanwhile, companies have been asking EPA to raise the CAFE adjustment allowance which EPA has proposed as 0.2 MPG for 1980 and later model years to compensate for changes in EPA's test procedure. GM wants manufacturer-specific adjustments; the others are satisfied with an industrywide factor and the latter seems likely to be the decision.

The companies, except for Chrysler, want the test procedure adjustment figure to be 0.3 MPG. They also want a 2 percent credit for the 1980 and 1981 model years and a 0.2 percent credit for model years 1982 through 1985 for so-called slippery oils along with EPA removing all restraints on use of such oils with the 1986 model year.

The companies are expecting some upward adjustment from EPA because of changes in the fuel properties of the test fuel. In addition, they want EPA to count all changes, even those that may be less than one-tenth of an MPG. Leaders in these filings (besides MVMA, which does not speak for Chrysler) include Volvo along with GM and Ford.

But a letter from Christopher M. Kennedy, Chrysler's director of Federal Government affairs, stated his company's position.

Kennedy said that in view of all the problems involved, "we believe the best course of action would be for EPA to make no CAFE adjustment whatever."

Continued on Page 53, Col. 1

Morrow named senior VP of Crain operations

DETROIT.—William A. Morrow has been appointed senior vice president—operations of Crain Communications, Inc., effective April 1.

Morrow, a managing tax partner of the Detroit Region office of Touche Ross & Co., will be responsbile for all financial, legal and administrative operations of Crain and its subsidiaries. Crain Communications is the publisher of Automotive News and 24 other periodicals.

William A. Morrow

"We are delighted to have someone with Bill's experience and knowledge joining our company to assist us in the continued growth of our publishing base," said Keith Crain, vice chairman, and Rance Crain, president, in a joint statment.

Morrow, a member of the bar and a certified public accountant, will be based in Detroit.

Steed helps open show in Washington

NHTSA Administrator Diane K. Steed unbuckles the seat belt in the "ribbon-cutting" ceremony opening the International Auto Show in Washington. With Steed are, from left, Ted Weiner, show manager for Cahners Exposition Group, show producer; Peter Zourdos, show chairman; Mort Zetlin, chairman of the Automotive Trade Assn. National Capital Area, show sponsor, and Mike Murphy, retired ATANCA executive vice president.

'Word-of-mouth' ads to promote Jetta GLI

By Dan McCosh
Detroit Reporter

SANTA BARBARA, Calif.—Volkswagen of America, entranced by the success of its performance-oriented derivatives, plans to launch the Jetta GLI, a 100-HP version of the recently restyled Jetta, with virtually no advertising support.

James R. Fuller, Volkswagen Division vice president, said he expects to sell 20,000 GLI models, 20 percent of the 100,000 Jettas predicted for 1985, mainly with word-of-mouth advertising, a small number of magazine ads and no television.

"We'll be advertising the VW marque, with some mention of the Golf and Jetta," Fuller said."We'll also be running an ad schedule on the GTI (the performance derivative of the Golf)."

Fuller has been predicting a dramatic swing in VW's sales mix for 1985, the first year for the Golf replacement for the VW Rabbit. He anticipates that Jetta—basically a German-assembled notchback version of the Golf—will more than double its 1984 volume and end the year ahead of the new Golf hatchback.

Fuller said that despite a slow start hindered by fuel-injection parts shortages and a launch that was limited to two-door and 5-speed manual cars in limited colors, Golf should finish in the 90,000-unit range, with all VWoA sales totaling 275,000, including domestic and imported models.

• VW's imported models, up 34 percent in 1984, have been leading VW's sales—a pattern Fuller expects to continue in 1985. The trend is responsible for VW's American profitability, Fuller said, since a strong U.S. dollar combined with the higher pricing on imported models enhances the corporate return on those models.

VW also has found a profitible niche with its performance versions of its basic subcompacts.

The Golf GTI already is selling at a rate equivalent to 30 percent of U.S. sales, Fulller said, even better than the 20 percent anticipated for the GLI and up some 50 percent from the GTI version of the Rabbit.

VW also has completed a cost-reduction program in Europe and the U.S. aimed at improving its cost base, Fuller said. "We finally decided that our competition in the U.S. is the Japanese," he said. "That may not seem like much to you, but it was a big change for the Germans."

But he admitted that the U.S. manufacturing operation still is not profitable, despite improvements. "Nobody makes money on small cars in the U.S. today," Fuller said, but he denied that VW is planning to pull manufacturing out of the U.S.

The rumor persists, however, and sources at Chrysler Corp. said recently that VW approached that company to discuss a sale and was rejected in favor of a new Chrysler facility.

Earlier, VW had discussed joint small-car production at Westmoreland, Pa., with Chrysler, a proposal likewise rejected.

Fuller said VW still is considering adding the Jetta to its Westmoreland plant, but not until the capacity of its German factory is filled.

Auto sales rise 7 pct. for January

By Jenny L. King
Detroit Reporter

New-car sales in January continued to move at a good pace, keeping ahead of the year-ago levels but not climbing at the same rate as when the industry was emerging from the recession.

Domestic sales generally were good. Imports were up about 7 percent in volume as they slipped to a 24.90-percent share of the total market.

The combined domestic-import sales total for January was 836,-221, up 7.39 percent from 778,688 last year.

An extra selling day in January pushed the domestic total 7.65 percent above the comparable 1984 figure. On a daily-rate basis, sales were up just 3.33 percent, to an average of 24,155 (26 days) from 23,376 (25 days).

The six major makers delivered 628,037 new cars, an increase of nearly 45,000 units, or 7.65 percent, from 583,429 the preceding year.

It was the best January total since 1979 when 644,536 deliveries were reported. Record for the month was 735,427 notched in 1973.

Import sales numbered 208,184, up 6.69 percent from 195,259 a year earlier. It was the second highest total on the books. Record for the month was 217,690 in 1980.

Chrysler Corp. led the Big Three domestic makers in rate of year-to-year gain, up 22.87 percent, to 85,260 from 69,391. Ford Motor Co. was up 8.29 percent, to 150,762 from 139,222. General Motors added 18,000 new cars to its total and was up 5.25 percent, to 362,780 from 344,679.

Honda pulled way ahead of the competition among the Little Three with sales of 13,366 up 54.57 percent from 8,647. American Motors dropped 30.02 percent, to 9,987 from 14,271, and Volkswagen was down 18.52 percent to 5,882 from 7,219.

Chrysler's share of the domestic market expanded to 13.57 percent this January from 11.89 percent in 1984. Ford was up to 24.01 percent from 23.86 percent and GM

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Where auto market was, January, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	114,310	13.67
COMPACT	148,949	17.87
INTERMEDIATE	217,992	26.07
STANDARD	82,728	9.89
LUXURY	64,058	7.66
IMPORTS	208,184	24.90
TOTAL	836,221	100.00

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60th year—No. 5061

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

And dealers have some questions: Big cars, Saturn

Burger has a string of goals for Chevy sales

By Al Fleming
Industry Editor

SAN FRANCISCO.—Get the Nova into dealer showrooms. Produce more passenger versions of the Astro van. Capture at least 16.5 percent of the U.S. new-car market in 1985. Those thoughts are on the mind of Robert D. Burger, Chevrolet general manager, these days.

Chevrolet dealers, however, are pondering some other heavy matters. Among them: How much longer will they be selling the popular full-size, rear-wheel-drive Chevrolet? And how do they get a Saturn franchise?

"The Saturn thing bothers them," Burger admitted while chatting in a hotel suite during the NADA convention here last week. "But, really, the first thing dealers here (at the convention) are asking me is how much longer they'll have the Caprice.

"I tell them they'll have it as long as the market says it should be around—as long as we can sell it in the 250,000 to 300,000 annual range." Burger figures that could be "through the balance of this decade."

And what is he telling his dealers about Project Saturn? Under way for nearly three years, this is General Motors' clean-sheet effort to develop innovations to produce small cars in the U.S. that are cost-competitive with the lowest-priced imports.

Until an announcement Jan. 8 that Saturn Corp. would be a separate GM subsidiary with its own franchise and distribution network, current GM dealers, particularly those selling Chevrolets, took it for granted they would market the revolutionary low-cost Saturn

Continued on Page 20, Col. 3

61 outlets added in 2nd consecutive yearly increase

U.S. dealer total rises for 1984

Continued from Page 1

but its dealer total of 5,120 remains the highest in the industry.

Also on the downside for 1984 were Volkswagen, 7; AMC (Eagle), 43, and Renault (Alliance and Encore), 15.

There is more dualing within each of the Big Three companies than in the past. For example, Chrysler Corp. added 433 franchises last year, but its dealership total climbed by only 124.

Chrysler Corp. opened 1985 with 3,988 car dealerships, compared with 3,864 a year earlier. It was Chrysler's second straight gain, although it was not as hefty as 1983's increase of 227.

Franchise totals for the new year were Chrysler, 3,023; Plymouth, 2,980, and Dodge, 2,893.

In addition to its 3,988 car dealerships, Chrysler has six that handle only Dodge trucks. They are not included in the corporate car-dealership total or in the Dodge car-franchise total.

Ford Motor, like Chrysler, enjoyed its second straight upturn in car-dealership totals. Ford had 5,564 on Jan. 1, up 56 from 5,508 at the beginning of 1984.

Latest franchise totals are Ford, 4,732; Mercury, 2,738, and Lincoln, 1,578.

There are 116 dealerships that handle only Ford heavy-duty trucks. They are not included in the dealership total for Ford Motor or the franchise total for Ford Division.

GM was down 75 dealerships last year, dropping to 9,965 from 10,040, but it was GM's lightest loss since 1978.

The Jan. 1 franchise totals were Chevrolet, 5,120; Oldsmobile, 3,200; Pontiac, 3,010; Buick, 2,975, and Cadillac, 1,610.

The GM total of 9,965 includes only car dealerships. Adding the GMC Truck outlets that do not handle GM cars brings the count to 10,575.

AMC-Renault had 1,465 car outlets on Jan. 1, a dip of 61 from 1,526 when 1984 began. Franchise totals were 1,397 for AMC and 1,341 for Renault.

Both the AMC and Renault lines are handled by 1,273 of the combine's 1,465 dealershps, an average of 87 percent. AMC has 746 duals with Big Three cars and about 90 percent of those outlets also have Renault. Another 68 AMC locations are dualed with VW, and Renault is included in about half of them.

Volkswagen had 899 dealers on Jan. 1, a drop of seven for the 12-month period. About 150 VW outlets handle other makes of U.S. cars.

In the table accompanying this article, all VW dealerships are listed as "exclusives within corp." That is because Volkswagen of America produces only one line of domestic cars. The dealerships also handle VW imports and many have Audi, which is imported by VWoA. But this census involves only dealers handling domestic cars.

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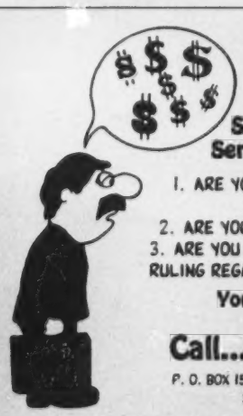

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Aluminum-body HUMMER takes grand prize

The Aluminum Assn. awarded its grand prize in the 1984 Automotive Aluminum Design Competition to the HUMMER military vehicle. The High Mobility Multi-Purpose Wheeled Vehicle is produced for the U.S. Army by LTV Aerospace and Defense Co.'s AM General Division. The body is made entirely of aluminum to achieve the light weight required for airlifting by helicopter fleets.

Aluminum Assn. honors AM General's HUMMER

WASHINGTON.—The HUMMER military vehicle produced by the AM General Division of LTV Aerospace and Defense Co. has won the grand prize in the 1984 Automotive Aluminum Engineering Design Competition, the Aluminum Assn. announced.

Second prize went to the 1984-85 Corvette driveshaft, and third prize to the Pontiac Trans Am whaletail spoiler.

The winning entries represent the best new uses of aluminum's light weight, strength and corrosion resistance in automotive applications, the association said.

The HUMMER (High Mobility Multi-Purpose Wheeled Vehicle), being produced for the U.S. Army, features an all-aluminum body that gives it the light weight required for airlifting by helicopter fleets.

The HUMMER's design team that took the grand prize was: Arthur J. Dean, chief body engineer; Joseph E. Walasinski, assistant chief manufacturing engineer; Tim L. Clark, principal engineer, body; Charles S. Brinkley, chief tool engineer, stamping division; Gene W. Rakoczy, product engineer, body, and Robert A. Moore, manager, engineering stamping division.

Winner of the second prize was Barry Zackrisson, program manager of Dana Corp.'s Spicer Universal Joint Division, who designed the 1984-85 Corvette driveshaft, the first high-volume production aluminum driveshaft.

The General Motors Pontiac group design team that took third place with the structural beam for the Pontiac Trans Am whaletail spoiler included: Paul Ritchie, senior designer; James W. Blenman, senior project engineer; William H. Perry, engineering group manager; James W. Stark, senior project engineer; Raymond G. Temple, senior designer, and John C. Wellington, project engineer.

GM Linden plant seeks status as trade subzone

WASHINGTON.—General Motors' plant in Linden, N.J., has filed for foreign trade subzone status with the Commerce Department's Foreign Trade Zone Board.

GM said the majority of the parts used at the plant are of domestic origin, although 5 percent are imported from abroad. These imported parts include wiring harnesses, directional levers and radios.

The average duty rate for the imported compents is 4.8 percent. The duty rate for finished autos is 2.7 percent. Under zone procedures, imported components used in finished autos are dutiable under the lower duty rate for finished autos. Duties will not be levied on imported components used on vehicles for export.

The GM facility manufactures Buick Riveria, Oldsmobile Toronado and Cadillac. Comments on the GM petition will be taken until Feb. 25.

RETAIL OUTLETS, U.S. MAKES OF PASSENGER CARS
1985 VS. 1984

	Jan. 1, 1985				Jan. 1, 1984			
	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	192	2,546	2,738	1,465	256	2,540	2,796	1,526
AMC	124	1,273	1,397		170	1,270	1,440	
Renault	68	1,273	1,341		86	1,270	1,356	
CHRYSLER CORP.	965	7,931	8,896	3,988	976	7,487	8,463	3,864
Chrysler	0	3,023	3,023		0	2,888	2,888	
Dodge	955	1,938	2,893		963	1,781	2,744	
Plymouth	10	2,970	2,980		13	2,818	2,831	
FORD MOTOR CO.	2,840	6,208	9,048	5,564	2,846	6,063	8,909	5,508
Ford	2,825	1,907	4,732		2,827	1,850	4,677	
Lincoln	0	1,578	1,578		0	1,552	1,552	
Mercury	15	2,723	2,738		19	2,661	2,680	
GENERAL MOTORS	5,205	10,710	15,915	9,965	5,310	10,540	15,850	10,040
Buick	725	2,250	2,975		745	2,200	2,945	
Cadillac	255	1,355	1,610		255	1,340	1,595	
Chevrolet	3,020	2,100	5,120		3,090	2,065	5,155	
Oldsmobile	630	2,570	3,200		640	2,535	3,175	
Pontiac	575	2,435	3,010		580	2,400	2,980	
VOLKSWAGEN	899	0	899	899	906	0	906	906
TOTALS	10,101	27,395	37,496	21,881	10,294	26,630	36,924	21,844
Minus intercorporate duals				979				1,003
NET DEALERS				20,902				20,841

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IMPORTED CAR SALES

	Dec., 1984	Dec., 1983	12 Mos., 1984	12 Mos., 1983
Alfa Romeo	302	185	3,702	3,002
Audi	5,780	5,200	71,206	48,222
4000	0	1,283	10,430	12,266
4000d	—	8	—	956
4000S	1,165	—	4,890	—
4000S Quattro	322	—	3,983	—
5000S	3,255	3,164	41,651	23,382
5000S turbo gas	758	32	6,667	1,962
5000d/td	—	5	—	5,188
Quattro turbo	4	0	65	240
Coupe	276	348	3,520	3,358
Tourist	—	—	—	4
BMW	8,135	6,226	70,897	59,243
318/320	2,396	3,739	28,674	34,619
325e	2,678	—	15,773	—
528/533	1,867	1,354	15,395	16,004
633csi	298	324	2,695	2,613
733	896	809	8,359	6,007
Chevrolet Spectrum	1,365	—	1,365	—
Chevrolet Sprint	1,270	—	10,927	—
Chrysler Mitsubishi	8,212	8,117	91,718	103,569
Colt (Dodge/Plymouth)	6,452	5,891	69,379	73,671
Conquest/Sap./Chal.	397	820	7,069	25,595
Vista (Dodge/Plymouth)	1,363	1,406	15,270	4,303
Fiat	—	111	316	6,184
Honda	26,836	25,451	374,819	350,670
Civic	11,970	7,028	137,405	127,856
Civic CRX	4,680	2,483	47,445	9,891
Accord	5,940	11,112	123,045	171,735
Prelude	4,246	4,828	66,924	41,188
I.A.I.	0	—	1,466	—
Isuzu	1,192	1,658	17,233	20,733
I-Mark	323	631	4,427	11,877
Impulse	869	1,027	12,806	8,856
Jaguar	2,139	1,789	18,044	15,815
XJ6	1,689	1,449	14,564	13,110
XJS	450	340	3,480	2,705
Lancia	—	6	21	637
Maserati Biturbo	90	—	2,841	—
Mazda	13,462	12,739	169,666	173,388
GLC	3,251	3,029	45,221	51,313
626	6,314	5,782	71,407	69,561
RX-7	3,897	3,928	53,038	52,514
Mercedes-Benz	9,086	7,865	79,222	73,692
190D	475	941	5,309	1,551
190E	2,627	1,009	17,704	2,629
240D	0	29	26	9,728
300D	1,887	1,736	16,659	19,193
300CD	154	175	1,539	2,002
300TD	263	341	2,465	2,811
300SD	901	1,717	12,189	18,759
380SE	964	481	7,135	928
500SEL	635	429	4,557	4,879
380SL/SLC	1,034	804	9,288	9,253
500SEC	146	203	1,651	1,959
Mitsubishi	2,952	3,047	39,104	32,755
Starion	409	559	6,375	6,209
Cordia	615	1,275	13,194	12,799
Tredia	907	1,213	13,724	13,747
Mirage	533	—	3,101	—
Galant	488	—	2,710	—
Nissan	37,820	37,424	485,296	521,902
Sentra	13,405	15,428	189,480	209,861
Pulsar	2,947	4,062	37,287	62,183
Stanza	3,591	4,563	44,613	64,429
Maxima	6,299	5,901	68,209	76,209
200SX	4,731	170	63,465	31,158
300ZX	4,935	5,683	73,097	71,144
Hawaii	1,912	1,617	9,141	6,918
Peugeot	1,995	1,525	20,244	15,663
Porsche	1,797	1,811	19,611	21,470
944	1,277	1,043	12,784	13,012
911	416	483	4,320	5,421
928	104	238	2,327	2,552
Tourist	—	47	593	1,088
Renault	877	1,885	12,243	33,229
LeCar	—	127	—	11,148
18i	197	64	2,971	6,053
Fuego	680	1,694	9,272	16,128
Rolls-Royce	—	—	1,083	1,046
Saab	2,999	2,395	33,631	26,323
900	818	622	8,369	7,094
900S	949	643	9,993	5,622
Turbo	1,214	1,118	14,408	12,117
Tourist	18	12	863	490
Subaru	12,762	11,855	157,385	156,840
Toyota	47,065	51,026	557,979	555,766
Starlet	—	331	259	6,717
Corolla	12,397	14,460	157,876	143,430
Tercel	8,254	10,188	103,013	147,965
Celica	6,467	7,606	85,213	117,836
Supra	2,509	2,652	29,871	26,972
Camry	7,974	6,567	93,725	52,666
Cressida	3,975	3,500	34,456	39,755
Land Cruiser	354	552	4,037	4,805
Van	2,648	3,255	33,626	8,084
4Runner SR5	745	—	6,498	—
Hawaii	1,742	1,915	9,404	7,536
Other	9	—	—	—
Volkswagen	8,783	7,858	103,402	77,014
Rabbit Convertible	625	690	11,552	9,612
Jetta	4,855	3,213	37,975	22,018
Vanagon	1,147	1,839	17,985	15,193
Quantum	1,246	1,240	18,645	16,486
Scirocco	910	876	17,245	13,705
Volvo	4,194	5,137	99,541	88,859
DL	1,607	2,452	44,339	44,505
GL	658	1,144	24,271	16,427
GLT Turbo	405	659	9,866	13,198
GLE	—	—	—	212
DL/GL	256	192	5,589	4,582
Coupe	—	—	—	13
740GLE	627	—	1,360	—
740 Turbo	39	—	46	—
760	176	426	4,078	6,524
760 TurboDiesel	108	224	3,485	2,223
760 GT	179	—	4,794	—
Tourist	139	40	1,626	1,175
TOTAL	199,113	193,389	2,441,231	2,387,031

Days of 'benign competition' to change

New threat to dealer profits seen

By John A. Russell
New York Staff Writer

SAN FRANCISCO.—The days of "benign competition" between manufacturers will be changing in the coming years and dealers will find themselves thrust into a market where more and more businesses will be cutting away at traditional dealer profit centers.

This was the message of a workshop panel at the NADA convention.

The panel was made up of J. Ferron, head of the NADA Industry Analysis and Dealership Operations section; Maryann Keller, of Vilas-Fischer Associates, Ltd., in New York, and Martin J. Anderson, of Sector Research in Newton Center, Mass.

Keller gave the overview of what will be a hot market in the late 1980s and at the turn of the century. She noted that the Japanese can produce 950,000 to a little over one million units in the U.S. by the late 1980s. The Koreans are also looking hard at the U.S. market, as are other manufacturers.

She said that under the VRA, the Japanese exported higher-line cars to the U.S.

But demand will rise and there will be more fragmentation in the market because of new entries. Consumers will have more choice and to combat the rise in competition, manufacturers will want to control their distribution more.

Anderson outlined the new trends even more specifically for the dealers. He said the market will become fragmented in two ways. There will be a specialty market and a commodity or mass market. The speciality market is already developed with models designed to reach certain segments. This is illustrated with the introduction of the Merkur by Lincoln-Mercury.

He said that through the speciality market, dealers and consumers will see more derivatives of the same types of cars. In this market fewer dealers are needed, he said.

The prime market for both the Japanese and domestic manufacturers will be upscale for different reasons. The domestics must cover costs while the Japanese will attack this market to cover expansion.

The Europeans, who have had this market to themselves, will fight to retain their share.

Because of the increased competition, manufacturers will want more image control over the marques.

Ferron said that with this changing market manufacturers will demand greater control over the distribution system, which means the dealers.

But dealers will feel hotter competition from other dealers as well as other segments of the markets.

While he said the franchise system will survive, there will be fewer dealers, lower margins and more multiple franchise operations.

He said each department of the dealership will feel the forces of competition.

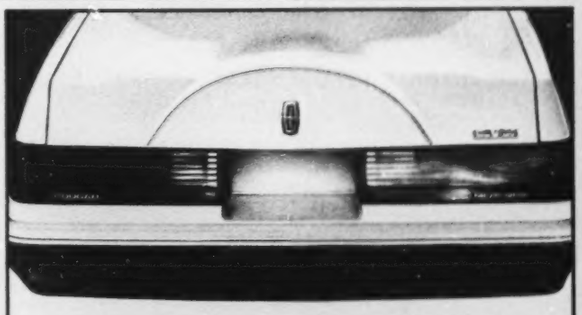
The new-car department will continue to have threats from the gray market and fleets and more pre-selling will be needed. As for used cars, dealers will have to realize if they have a daily rental operation this can be a source for their department.

Parts and service also will come under attack with narrowing parts margins and more competition from other sources for service.

And as more banks and independent companies get into financing, the F & I department will also suffer, he said.

VW deals merge

NORTH HAVEN, Conn.—Montesi Volkswagen and Townline Volkswagen have merged. The dealership is called Montesi Volkswagen.



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Case involves complaints on 1976-79 vehicles

Class action due on GM automatics

WASHINGTON.—U.S. District Judge John A. Nordberg said he expects to certify a "failures class" in a private suit involving allegedly defective Type 200 transmissions in 1976—1979 General Motors vehicles.

This is contingent upon the naming of 25 more plaintiffs who have experienced "failure or malfunction of said transmissions within five years or 60,000 miles of original sale of vehicle, whichever first occurs, except those owners whose rights arise under the laws of a state that legally bars recovery against General Motors."

Beverly Moore, who brought the private class action and who also has one pending against Ford Motor Co. over the alleged defect of slipping from Park to Reverse in vehicles with automatic transmissions, saids there is no problem whatsoever in finding many more "failures" plaintiffs who bought their cars in non-privity states.

Moore told AUTOMOTIVE NEWS this will be the first nationwide class action involving an automotive defect to be certified under the Magnuson-Moss Act.

The case was filed in the Northern District of Illinois, Eastern Division, on May 1, 1980. Some of the cars involved are nine years old, and Moore has put all franchised transmission chains under subpena so that when the case is settled, it will be possible to find the owners so they can be reimbursed for repairs.Owners have reportedly paid $500 to $1,000 to replace those transmissions.

In a consent settlement with GM on Nov. 17, 1983, the FTC told owners of rear—wheel—drive vehicles of model year 1976 through model year 1983 they could seek adjustments by using local Better Business Bureaus. Some of those cases have been brought and settled.

In addition, New York State also sued GM on behalf of 2,300 residents of the state.

factories list auction dates

American Motors

Feb. 12—Aptco Auto Auction, Taylor, Mich.

Feb. 13—Southern Auto Auction, Warehouse Point, Conn, and Kansas City Auto Auction, Kansas City.

Feb. 14—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Feb. 15—St. Louis Auto Auction, Bridgeton, Mo.

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Feb. 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Feb. 13—Concord Auto Auction, Acton, Mass.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Feb. 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago; 166 Auto Auction, Springfield, Mo., and Evansville Auto Auction, Evansville, Ind.

Ford Motor Co.

Feb. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

Feb. 14—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 12—Florida Auto Auction of Orlando, Ocoee, Fla., and Southern Auto Auciton, East Windsor, Conn.

Feb. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Feb. 14—Nashville Auto Auction, Nashville.

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

February to date	$4,434
Month ago	$4,852
Year ago	$4,967

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	$12,208	$11,375	
1984	8,573	8,726	9,531
1983	6,068	5,978	6,760
1982	5,016	5,343	5,112
1981	3,776	4,350	4,454
1980	3,194	3,600	3,528
1979	2,583	2,771	3,932
1978	1,872	2,117	2,047
Overall Average	$4,434	$4,992	$4,863

used-car auction directory

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In registrations for October and 10 months of 1984

Import total up; market share dips

By Jenny L. King
Detroit Reporter

Although imports continued to match or exceed their year-earlier numbers pace, their penetration of the total U.S. market was eroded in October by the mightier domestic sales and ensuing registrations.

According to figures from R.L. Polk & Co., new import registrations in October were up 9.83 percent to 208,330 from 189,688 a year earlier. Imports' share of the market slipped to 24.97 percent from 25.06 percent the preceding year.

Registrations for the first 10 months were 2.29 percent ahead of January-October, 1983, to 2,089,640 from 2,042,874. Their year-to-date market share was down 3.28 percentage points, to 24.65 percent from 27.93 percent.

In October, Toyota reclaimed first place from Nissan, Honda moved into second from third place and Nissan sank from number one to number three in a year's time. An addition of 3,000 units helped Toyota win the top spot, and a gain of nearly 9,000 for Honda gave the Japanese-American auto maker an extra 2.82 percentage points in its market share.

Honda and imports outside the top 10 were the only ones to increase shares of the market. The remaining Japanese and German makers alike lost ground in October.

Toyota was off 0.10 percentage points, Nissan was down 1.83 percentage points, Mazda was off 0.22 percentage points and Subaru dropped 0.66 percentage points.

Volkswagen dropped 1.30 percentage points for the month, Volvo was off 0.42 percentage points, Mercedes-Benz was down 0.03 percentage points and BMW lost 0.61 percentage points.

Ten leading imports claimed 87.78 percent of the October, 1984, registrations total, down from 88.41 percent the preceding year.

The loss of market share for the imports was more dramatic for the 10 months than it was for October. Imports slipped to 24.65 percent from 27.93 percent in 1983.

•Distribution of the market among the major imports was rather tumultuous from 1983 to 1984. First-place Toyota was down in numbers and penetration, Nissan yielded second place to Honda and the latter's share of the market increased by 3.55 percentage points as Honda challenged Toyota for first place.

Toyota lost 2.11 percentage points and Nissan was down 2.38 percentage points. Mazda dropped 0.45 percentage points and Subaru was down 0.22 percentage points.

VW claimed an additional 0.67 percentage points, Volvo was up 0.20 percentage points, Mercedes was up 0.03 percentage points, Audi gained 0.94 percentage points and BMW was up 0.38 percentage points.

Ten imports held 89.62 percent of the import market for the 1984 period, up from 89.01 percent in 1983.

Still by far the largest importer, Japan nevertheless lost some ground from 1983 to 1984, both for October and for the 10 months. Japanese products represented 73.94 percent of the October, 1984, imports, down from 76.07 percent a year earlier.

German-built cars were 11.69 percent, up from 10.38 percent. U.S.-built Hondas and VWs accounted for 8.01 percent, up from 6.28 percent. Numbers by country of origin included:

	Oct., 1984	Oct., 1983
Japan	154,036	144,287
West Germany	24,358	19,683
United States	16,693	11,910
Sweden	8,791	8,200
France	2,519	3,781
Great Britain	1,029	1,254
Italy	886	466
Ireland	18	107
TOTAL	208,330	189,688

In the first 10 months of 1984, Japanese penetration of the imports market plunged to 71.97 percent from 77.00 percent in 1983. The German share grew to 12.46 percent from 10.98 percent and U.S. imports expanded to 8.10 percent from 4.91 percent. Numbers were as follows:

	10 months, 1984	10 months, 1983
Japan	1,503,886	1,572,991
West Germany	260,457	210,514
United States	169,274	100,269
Sweden	109,139	96,727
France	26,259	40,820
Great Britain	14,373	12,796
Italy	5,932	7,913
Ireland	320	844
TOTAL	2,089,640	2,042,874

Registrations of new imported trucks were up more than 20,000 units October to October, climbing 48.44 percent to 65,045 from 43,819. Following is a breakout of numbers for the major manufacturers:

	Oct., 1984	Oct., 1983
Toyota	25,109	14,372
Nissan	15,364	12,844
Mazda	10,375	6,114
Dodge Ram 50	5,797	3,700
Others	8,400	6,789
TOTAL	65,045	43,819

Imported truck registrations of 614,981 for the first 10 months of 1984 were up 51.38 percent from 406,241 the preceding year. Their numbers included:

	10 Mos., 1984	10 Mos., 1984
Toyota	239,076	143,874
Nissan	161,596	111,448
Mazda	96,758	55,726
Dodge Ram 50	40,320	26,308
Others	77,231	68,885
TOTAL	614,981	406,241

TOP CARS

U.S. registrations for the first 10 months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

1984 Position	Make	1983 Position
1— 1,316,077	Chevrolet 1,069,070	— 1
2— 1,063,987	Ford 832,161	— 2
3— 889,940	Oldsmobile 793,687	— 3
4— 768,966	Buick 674,048	— 4
5— 580,017	Pontiac 427,153	— 7
6— 434,033	Mercury 322,765	— 9
7— 418,550	Toyota 452,360	— 5
8— 407,325	Honda 325,546	— 8
9— 397,945	Nissan 437,540	— 6
10— 299,425	Dodge 253,587	—10
11— 266,995	Chrysler 207,968	—13
12— 256,002	Cadillac 235,257	—11
13— 234,301	Plymouth 217,095	—12
14— 161,676	AMC 155,798	—14
15— 136,567	Mazda 142,853	—15
16— 133,481	VW 116,805	—17
17— 121,990	Subaru 123,735	—16
18— 118,802	Lincoln 81,053	—18
19— 81,569	Volvo 75,494	—19
20— 60,843	Mercedes 58,890	—20
21— 57,870	Audi 37,481	—22
22— 56,515	BMW 47,653	—21
216,985	Other Imports 224,517	
235	Misc. Dom. 562	
8,479,096	TOTAL 7,313,078	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

10 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.52	14.62	+0.09
Ford	12.55	11.38	+1.17
Oldsmobile	10.49	10.85	−0.36
Buick	9.06	9.22	−0.16
Pontiac	6.84	5.84	+1.00
Mercury	5.12	4.41	+0.71
Toyota	4.94	6.19	−1.25
Honda	4.80	4.45	+0.35
Nissan	4.59	5.98	−1.29
Dodge	3.53	3.47	+0.06
Chrysler	3.15	2.84	+0.31
Cadillac	3.02	3.22	−0.20
Plymouth	2.76	2.97	−0.21
AMC	1.91	2.13	−0.22
Mazda	1.61	1.95	−0.34
VW	1.58	1.60	−0.02
Subaru	1.44	1.69	−0.25
Lincoln	1.40	1.11	+0.29
Volvo	0.96	1.03	−0.07
Mercedes	0.72	0.81	−0.09
Audi	0.68	0.51	+0.17
BMW	0.67	0.65	+0.02
Other Imports	2.56	3.07	−0.51
Misc. Dom.	0.00	0.01	−0.01
TOTAL	8,479,096	7,313,078	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

IMPORT REGISTRATION SHARES IN U.S.

	OCTOBER Regis., Oct., 1984	Percent Share of Market	Regis., Oct., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	40,520	19.45	37,083	19.55	−0.10
Honda	40,385	19.39	31,435	16.57	+2.82
Nissan	39,307	18.87	39,273	20.70	−1.83
Mazda	15,083	7.24	14,152	7.46	−0.22
Subaru	13,410	6.43	13,443	7.09	−0.66
VW	10,415	5.00	11,943	6.30	−1.30
Volvo	6,320	3.03	6,545	3.45	−0.42
Audi	6,285	3.02	—	—	—
Mercedes	5,753	2.76	5,295	2.79	−0.03
BMW	5,401	2.59	4,928	2.60	−0.01
Dodge Colt	—	—	3,609	1.90	—
Others	25,451	12.22	21,982	11.59	+0.63
TOTAL	208,330		189,688		
Share of U.S. Total		24.97		25.06	−0.09

	TEN MONTHS Regis., 10 mos., 1984	Percent Share of Market	Regis., 10 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	418,550	20.03	452,360	22.14	−2.11
Honda	407,325	19.49	325,546	15.94	+3.55
Nissan	397,945	19.04	437,540	21.42	−2.38
Mazda	136,567	6.54	142,853	6.99	−0.45
VW	133,481	6.39	116,805	5.72	+0.67
Subaru	121,990	5.84	123,735	6.06	−0.22
Volvo	81,569	3.90	75,494	3.70	+0.20
Mercedes	60,843	2.91	58,890	2.88	+0.03
Audi	57,870	2.77	37,481	1.83	+0.94
BMW	56,515	2.71	47,653	2.33	+0.38
Others	216,965	10.38	224,517	10.99	−0.61
TOTAL	2,089,640		2,042,874		
Share of U.S. Total		24.65		27.93	−3.28

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Oklahoma, 1983, not available. Maine numbers temporarily delayed.

Three versions for Lancia Y10

Lancia's new Y10 will initially be presented in three versions: Fire, with the one-liter 45-HP engine recently unveiled by Fiat; Touring, with a 1.05-liter 55-HP power unit, and Turbo, with an 85-HP turbocharged version of the Touring engine. The car will be made at Fiat's Mirafiori factory in Turin, Italy. It will go on sale in Italy in March.

Lancia Y10 to debut in Geneva in early March

TURIN, Italy.—Fiat Auto's Lancia Division will debut its new small car in Geneva a few days before the official opening of the international auto show there March 7.

The car has been given the marketing name under which it was developed—Y10. Fiat performed a similar trick when its Tipo Uno eventually became the Uno hatchback.

Y10 will initially be offered in three versions: Fire, with the one-liter 45-HP engine recently unveiled by Fiat; Touring, with a 1.05-liter 55-HP power unit, and Turbo, with an 85-HP turbocharged version of the Touring unit.

The two larger-capacity engines will be sourced from Brazil. It will be the first appearance in a production car for the Fire engine, which is expected to become the mainstay small powerplant in the Fiat range.

The Y10 will be made at Fiat's Mirafiori factory in Turin. It will share the body assembly line with the Uno, but will be given a separate final assembly line.

It was initially planned as a replacement for the Autobianchi A112, but this 15-year-old car has maintained its popularity to such an extent that it will continue for the time being. The Y10 will go on sale in Italy in March, followed shortly afterward by exports to the rest of Europe.

Lancia production this year may reach 220,000, a major increase from last year's volume of 191,073. What Lancia does not know is to what extent Y10 will take sales from the A112, which is also marketed as a slightly upmarket small car with a price premium over similar Unos, Peugeot 205s and so on.

There is also the slow buildup of production for the new Thema luxury sedan. The lines are running much slower than anticipated, though Lancia insists this is simply to ensure that top quality is maintained during the start-up period.

But the Thema's launch in several markets has been delayed, as it has for the Saab 9000 which started life as a joint Italian-Swedish collaboration.

Last year's production of just over 191,000 was the best since the peak of the mid-1970s for Lancia. Lancia volume was up just under one percent at 102,658, while Autobianchi units increased more than 10 percent to 88,415.

The company's total European sales amounted to 185,786, a decrease of 0.8 percent. But as the overall new-car demand was down by a greater amount, Lancia reckons it enjoyed an increased market share (1.9 percent compared with 1.8 percent).

However, its worldwide sales reached a record of 192,182, compared with 184,761 for the previous year.

The Lancia Division was at the break-even point last year after many years of losses. This year's newer model range is expected to increase its market appeal, with resultant benefits to the balance sheet.

GM-Dina link may add 25,000 jobs in Mexico

MEXICO CITY.—The new partnership between Diesel Nacional (Dina) and General Motors' Mexican subsidiary, with financial and technical experts from both firms about to put the finishing touches on the pact, is expected to generate 25,000 new jobs within the next two years.

The Dina Group will give direct employment to 10,000 workers with 15,000 to be hired by the Mexican national auto parts industry.

The Dina administrative board estimated that exports for 1987 will bring in an estimated $500 million. The board stressed that this amount will be the minimum and foreign sales will be maintained at necessary levels to balance out the partnership's foreign-exchange budget.

GM know-how and high technology will make it possible for Dina to produce better trucks and engines, Dina said.

Mexico's auto parts industry will benefit from the partnership since vehicles produced by the venture will have a high national content of internally produced parts and components.

Show to highlight MR2

BUFFALO.—The Western New York Toyota Dealers have selected the Toyota MR2 as their featured car during the Buffalo Auto Show, Feb. 13-17. The two-passenger sports car has been named Import Car of the Year by Motor Trend magazine.

Car biz is booming in state

Missouri goes for auto title

JEFFERSON CITY, Mo.—Missouri's automotive industry is in "drive."

Reflecting the national economic recovery in general and the resurgence of the automotive industry in particular, production of 1984-model passenger cars in Missouri totaled 1,062,082 at seven Missouri plants, more than double 1983's output of 525,556 cars.

Missouri is second only to Michigan in auto production, according to the state's Economic Development Division.

That million-plus figure is just 5,274 short of the record 1978 number, and considerably over if you allow for the 50,000 1985-model cars built at the General Motors assembly plant in Wentzville between May and August, months usually included in the model year.Automotive manufacturing technology is state-of-the-art at the new General Motors assembly plant in Wentzville, a suburban area of St. Louis.

GM invested more than $500 million over three years to construct this mammoth facility, which covers 3.15 million square feet on a 500-acre site. Seventy-eight acres lie under a single roof, with 3,500 workers employed on a single shift.

Automotive employment rose more than 50 percent in Missouri from October, 1982, to October, 1983, with an increase from 15,-219 to 22,910 workers. By August, 1984, that figure had risen to 26,-200 with an additional 2,300 jobs scheduled for 1985 when the GM Wentzville plant opens a second shift.

• Payrolls have increased from $357.4 million in 1982 to $558 million in 1983 and to $964 million in 1984, the state agency reported.

Production is at near-capacity at most Missouri automotive plants, which are in the Kansas City and St. Louis metropolitan areas. Business has been so good for Chrysler Corp.'s suburban St. Louis plant, for example, that the company delayedplans to invest $250 million to convert a suburban St. Louis assembly plant to produce its popular miniwagon line. Instead it will continue indefinitely to manufacture its rear-wheel-drive large cars at the site.

Chrysler committed to eventually invest $250 million to convert its St. Louis Assembly Plant II to produce the Plymouth Voyager and Dodge Caravan miniwagons, tentatively starting in the 1986 model year.

That move will solidify employment for 3,400 workers at the plant.

Ford Motor Co.operated at maximum overtime at its Claycomo plant in suburban Kansas City in 1984, according to its public relations department, and added a second shift of some 750 workers to its truck line. Officials estimate the added workers brought an added $20 million to the payroll, which includes two shifts of employes on the automotive line.

The big news at the Ford Hazelwood plant in suburban St. Louis was the announcement of an expansion by 400,000 square feet to accomodate a changeover from production of automobiles to the new Aerostar vans for the 1986 model year.

Ford estimates 95 percent of the Hazelwood plant will be revamped with the latest in automated equipment, Production is scheduled to start in early 1985.

"With about one in six Missourians employed in the transportation industry, I can't overemphasize the importance of this industry to our state's economy," said J. H. Frappier, senior economic development advisor to the governor.

"One of this department's primary objectives is to attract auto parts suppliers to Missouri to serve the plants in Missouri and the surrounding states."

The November announcement by Bailey Corp., a New Hampshire-based rubber products manufacturer, that it plans to establish an auto parts manufacturing plant near Hermann underlines the commitment implied in Frappier's statement.

Gov. John D. Ashcroft said the firm initially would employ 95 workers, increasing to 230 by late 1985. The payroll is projected to eventually top $5.7 million a year.

Bailey officials said the plant would increase the firm's capacity for shipping to its Missouri customers, such as GM and Chrysler.

GM hosted a trade fair in July at its Wentzville plant at which GM encouraged 60 current and prospective parts suppliers to locate near its Missouri plants.

Gary L. Cowger, plant manager for GM Wentzville, said GM desired to cut down on freight costs, particularly for products that are less expensive than the cost of of the freight itself.The state's aggressive marketing is not limited to domestic prospects. Missouri attracted 65 members of the Japan Auto Parts Industries Assn. in February, 1984. They represented about 50 Japanese companies on a fact-finding mission to scout the state as a site for future investments.

The Japanese influx has been strong in Missouri and has already resulted in the opening of an office and plant for Tri-Con Industries of Japan in Columbia and Cape Gariardeau. Tri-Con manufactures automobile seats for Chrysler.

Additionally, Mazda, Mistubishi, and Toyota have established outlets in Missouri.

The boom in the automotive industry has greatly benefitted the Missouri economy. Contract Freighters, Inc., Joplin, announced plans in 1984 to expand its headquarters by 22,000 square feet as part of a $1.5-million project. The trucking company plans to add 200 to 250 employes to its current roster of 657.

Also, Johnson Controls' Battery Division, in St. Joseph, will be the largest automobile replacement battery manufacturing facility in the country, according to the firm, following a planned $7.5-million, 46,000-square-foot expansion that will add 100 jobs to its payroll of 420 workers. The plant, Johnson's most profitable of 14 throughout the nation, will increase its capacity from 12,000 batteries to 15,000 per day.

Johnson's fourth expansion at the St. Joseph site since its inception in 1973 will include production of its new Incredible Die-Hard product for one of its main clients, Sears. Wal-Mart and NAPA Auto Parts are among other clients.

SEAT OPTIONS ON 1984 U.S. MODELS

	Bucket seats	Percent of output	Reclining seats	Percent of output	Split bench seats	Percent of output	Bench seats	Percent of output	Power seats	Percent of output
AMERICAN MOTORS	208,624	100.00	125,817	60.30	.....	.....	.....	.....	.....	.....
Alliance	121,015	100.00	76,344	63.50	.....	.....	.....	.....	.....	.....
Encore	87,609	100.00	48,973	55.90	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	537,270	46.40	720,971	62.27	204,079	17.62	639,666	55.24	249,619	21.56
Plymouth Total	162,132	46.34	166,082	47.47	4,713	1.34	187,699	53.65	2,136	0.61
Horizon	147,902	100.00	147,902	100.00	.....	.....	.....	.....	.....	.....
Reliant	14,230	7.60	14,230	7.60	.....	.....	173,014	92.40	1,123	0.60
Gran Fury	.....	.....	3,950	26.90	4,713	37.10	14,685	100.00	1,013	6.90
Chrysler Total	120,033	31.93	301,485	80.21	181,339	48.24	255,819	68.06	196,052	52.16
LeBaron	50,313	45.00	56,351	50.40	5,925	5.30	61,494	55.00	31,865	28.50
Laser	69,720	100.00	69,720	100.00	.....	.....	.....	.....	16,175	23.20
New Yorker-E Class	.....	.....	87,329	82.20	87,329	82.20	106,240	100.00	65,125	61.30
Fifth Avenue	.....	.....	88,085	100.00	88,085	100.00	88,085	100.00	82,887	94.1
Dodge Total	255,105	59.03	253,404	58.64	18,027	4.17	196,148	45.39	51,431	11.90
Omni	142,494	100.00	142,494	100.00	.....	.....	.....	.....	.....	.....
Aries	11,905	7.90	11,905	7.90	.....	.....	138,796	92.10	13,563	0.90
Daytona	53,635	100.00	53,635	100.00	.....	.....	.....	.....	20,059	37.40
Dodge 600	8,747	23.40	19,924	53.3	11,176	29.90	28,633	76.60	7,887	21.10
Dodge 600K	19,162	79.00	19,162	79.00	.....	.....	5,093	21.00	6,379	26.3
Diplomat	.....	.....	6,284	26.6	6,851	29.0	23,626	100.00	3,543	15.0
FORD MOTOR	1,164,949	64.23	1,677,776	92.51	540,987	29.83	75,241	4.14	617,604	34.05
Ford Division	877,721	75.18	1,120,358	94.88	217,744	18.44	75,241	6.37	193,133	16.35
Escort	331,802	100.00	331,802	100.00	.....	.....	.....	.....	.....	.....
Mustang	141,480	100.00	141,480	100.00	.....	.....	.....	.....	.....	.....
LTD	6,839	3.20	164,153	76.80	157,314	73.60	49,568	23.20	42,320	19.80
Thunderbird	170,551	100.00	170,551	100.00	.....	.....	.....	.....	97,384	57.10
Crown Victoria	.....	.....	75,323	87.50	60,430	70.20	25,653	29.80	48,293	56.10
EXP	23,016	100.00	23,016	100.00	.....	.....	.....	.....	.....	.....
Tempo	214,033	100.00	214,033	100.00	.....	.....	.....	.....	5,136	2.40
L-M Division	277,226	43.80	557,418	88.08	323,243	51.08	.....	.....	424,471	67.07
Mercury Total	277,228	58.31	427,905	90.01	165,809	34.87	.....	.....	267,037	56.17
Lynx	66,056	100.00	18,759	28.40	.....	.....	.....	.....	.....	.....
Capri	20,642	100.00	20,642	100.00	.....	.....	.....	.....	.....	.....
Marquis	.....	.....	107,812	100.00	75,468	70.00	.....	.....	75,468	70.00
Cougar	131,171	100.00	131,171	100.00	.....	.....	.....	.....	83,293	63.50
Grand Marquis	.....	.....	90,341	100.00	90,341	100.00	.....	.....	82,752	91.60
Topaz	59,359	100.00	59,180	99.70	.....	.....	.....	.....	25,524	4.30
Lincoln Total	.....	.....	129,513	82.26	157,434	100.00	.....	.....	157,434	100.00
Continental	.....	.....	30,468	100.00	30,468	100.00	.....	.....	30,468	100.00
Lincoln	.....	.....	72,837	77.80	93,622	100.00	.....	.....	93,622	100.00
Mark VI	.....	.....	26,208	78.60	33,344	100.00	.....	.....	33,344	100.00
GENERAL MOTORS	1,969,643	39.48	2,798,132	56.09	1,935,183	38.79	1,315,653	26.37	1,657,763	33.23
Buick Total	224,981	22.77	404,773	40.96	572,973	57.99	190,021	19.23	399,536	40.43
Skylark	16,479	14.81	24,989	22.46	31,976	28.75	62,756	56.20	6,323	5.68
Skyhawk	145,393	.....	145,393	.....	.....	.....	.....	.....	2,907	2.00
Century	32,978	15.00	63,758	29.00	134,113	61.00	52,765	24.00	65,957	30.00
Regal	17,980	8.00	47,198	21.00	150,585	67.00	56,188	25.00	71,921	32.00
LeSabre Electra (rwd)	.....	.....	86,982	38.00	210,588	92.00	18,312	8.00	194,565	85.00
Riviera	12,151	21.00	36,453	63.00	45,711	79.00	.....	.....	57,863	100.00
Cadillac Total	21,898	7.29	120,601	40.16	278,402	92.70	.....	.....	289,798	96.50
Cimarron	21,898	100.00	.....	.....	.....	.....	.....	.....	21,898	100.00
Seville	.....	.....	9,318	48.30	39,997	100.00	.....	.....	37,277	93.20
Eldorado	.....	.....	31,744	40.80	77,806	100.00	.....	.....	70,024	90.00
Cadillac	.....	.....	9,539	43.30	160,599	100.00	.....	.....	160,599	100.00
Chevrolet Total	1,080,741	58.59	1,164,147	63.11	286,208	15.51	477,465	25.88	301,320	16.33
Chevette	243,904	100.00	243,904	100.00	.....	.....	.....	.....	.....	.....
Cavalier	462,612	100.00	462,612	100.00	.....	.....	.....	.....	74,017	1.60
Celebrity	10,825	3.50	35,568	11.50	80,724	26.10	217,738	70.40	18,557	6.00
Camaro	261,592	100.00	261,592	100.00	.....	.....	.....	.....	44,993	17.20
Citation	10,322	10.10	10,322	10.10	.....	.....	91,882	89.90	.....	.....
Monte Carlo	39,939	29.20	39,939	29.20	46,778	34.20	50,060	36.60	10,805	7.90
Chevrolet	.....	.....	58,063	21.10	158,706	57.40	117,785	42.60	104,237	37.70
Corvette	51,547	100.00	51,547	100.00	.....	.....	.....	.....	48,711	94.50
Oldsmobile Total	138,535	12.10	536,935	46.92	696,378	60.86	586,886	51.29	599,370	52.38
Omega	8,318	15.70	10,703	20.20	.....	.....	44,667	84.3	2,702	5.10
Firenza	82,475	100.00	82,475	100.00	.....	.....	.....	.....	2,144	2.60
Cutlass Supreme	42,968	13.90	75,426	24.40	80,990	26.20	266,155	86.10	91,191	29.50
Cutlass Ciera	4,774	1.70	92,676	33.00	196,587	70.00	276,064	98.30	84,532	30.10
88/98 (rwd)	.....	.....	241,697	65.20	370,701	100.00	.....	.....	370,701	100.00
Toronado	.....	.....	33,958	70.60	48,100	100.00	.....	.....	48,100	100.00
Pontiac Total	503,488	70.79	571,676	80.38	101,222	14.23	61,281	8.61	67,739	9.52
2000	169,290	100.00	169,290	100.00	.....	.....	.....	.....	6,094	3.60
1000/	5,083	100.00	55,083	100.00	.....	.....	.....	.....	.....	.....
Firebird	128,304	100.00	128,304	100.00	.....	.....	.....	.....	13,215	10.30
Phoenix	4,340	19.00	5,254	23.00	.....	.....	18,391	80.50	548	2.40
Grd.Prix-Bon'vle	7,610	14.30	16,711	31.40	31,081	58.40	14,582	27.40	15,274	28.70
A6000	4,276	3.50	51,687	42.30	46,311	37.90	26,515	21.70	16,722	13.70
Parisienne	.....	.....	10,782	42.00	23,830	93.00	1,793	7.00	15,886	62.00
Fiero	134,585	100.00	134,585	100.00	.....	.....	.....	.....	.....	.....
HONDA	117,200	100.00	117,200	100.00	.....	.....	.....	.....	.....	.....
VOLKSWAGEN	104,301	100.00	104,301	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U.S.	4,101,987	48.89	5,544,1..	66.08	2,680,249	31.94	2,030,580	24.20	2,524,986	30.09

China eyes Daihatsu for auto assembly

TOKYO.—Daihatsu Motor Co. was approached unofficially by China about building CKD kits of its minicar, Charade, there, the Japan Economic Journal reported.

A small Daihatsu commercial vehicle, the Hijet, already is assembled in China. Production target for this year is 5,000 units, which is eventually to rise to 20,-000. It is the first Japanese company to produce four-wheel vehicles in China.

Month's total is 836,221

Car sales up 7 pct. for January

Continued from Page 3

dropped to 57.76 percent from 59.08 percent.

Honda earned 2.13 percent, up from 1.48 percent. AMC was down to 1.59 percent from 2.45 percent and VW stayed below 1.00 percent at 0.94 percent, down from 1.24 percent.

With several domestic makes earning sales increases, Buick was the only one to report record sales for the month. Buick squeezed past the previous record of 68,550 set in 1984 with a 1.94-percent increase to 69,878. Oldsmobile tried to copy the pattern but failed by just a few hundred cars. Olds' 1984 record of 88,385 remained, with 88,143 sales reported this past January.

Chevrolet was up 13.59 percent, Pontiac was up 8.07 percent and Cadillac slipped 10.46 percent. Plymouth was up 24.62 percent, Chrysler was up 16.12 percent and Dodge sales increased by 27.06 percent.

Ford was up 16.00 percent, Mercury was up 4.91 percent and Lincoln reported a 28.59-percent increase. VW was down 18.52 percent, AMC was off 29.26 percent, Renault was up 30.14 percent and Honda was up 54.57 percent.

Import sales were a mixed bag in January. BMW had another record month while its usual record companions, Mercedes-Benz and Jaguar, each failed to match year-ago sales. BMW was up 27.59 percent to a record 5,439. Mercedes was down 7.22 percent and Jaguar was down 19.53 percent.

Audi was up 2.70 percent, Saab's 2,890 total was a January record as was Volvo's 10,056. Toyota was up 7.40 percent, Nissan was up 14.56 percent, Isuzu sales doubled as did Alfa Romeo sales. Mazda was down 8.73 percent, Subaru was down 15.23 percent, Honda was down 1.92 percent and Volkswagen was up 15.64 percent.

Domestic intermediates, with 26.07-percent of the market, surpassed the imports' 24.90-percent share. U.S. compacts had 17.81 percent, subcompacts had 13.67 percent, standards had 9.89 percent and luxury models had 7.66 percent.

Excluding imports, 34.71 percent of the January market went to intermediate-size cars, compacts had 23.72 percent, subcompacts had 18.20 percent, standards had 13.17 percent and luxuries had 10.20 percent.

Third-period domestic sales were up 6.54 percent, to 268,500 from 252,020 last year. It was the best Jan. 21-31 total since 1980 when 280,309 was the total.

The addition of a selling day this year made the difference. On a daily-rate basis, sales were down 4.11 percent, to 26,850 from 28,002.

For the period, Chrysler sales were up 25.83 percent, Ford was up 8.66 percent and GM was up 2.16 percent. Honda was up 90.63 percent, AMC dropped 41.56 percent and VW was down 8.69 percent.

GM held 56.56 percent of the domestic market, Ford had 23.98 percent, Chrysler earned 14.47 percent, Honda had 2.38 percent, AMC had 1.34 percent and VW had 1.27 percent.

U.S. CAR SALES BY MARKETING UNITS

	January, 1985	January, 1984
Chevrolet	134,075	114,329
Ford	100,517	93,549
Oldsmobile	88,143	88,385
Buick	69,878	68,550
Honda	49,304	43,909
Pontiac	53,401	49,412
Toyota	42,952	39,992
Nissan	42,430	37,036
Mercury	37,725	35,831
Dodge	36,479	30,547
Plymouth	31,204	26,449
Chrysler	25,146	21,656
Cadillac	21,493	24,003
VWoA	21,122	22,908
Lincoln	12,656	9,842
Mazda	12,079	13,235
Subaru	11,401	13,450
AMC-Renault	10,831	15,602
Volvo	10,056	9,392
Mercedes-Benz	5,920	6,381
BMW	5,439	4,263
Mitsubishi	3,500*	3,333
Saab	2,890	2,708
Isuzu	2,413	1,202
Porsche	1,982	0
Peugeot*	1,800	1,512
Jaguar	849	1,055
Alfa Romeo	385	158
Maserati Biturbo	151	0
TOTAL	836,221	778,689

*—Estimate.
Chevrolet includes Sprint and Spectrum. Honda includes U.S. and imported cars. Plymouth includes Colt, Conquest and Vista. Dodge includes Colt, Conquest and Vista. VWoA includes imported and domestic VWs plus Audi for '85; Porsche through Aug. 31, 1984.

IMPORTED CAR SALES

	January, 1985	January, 1984
Alfa Romeo	385	158
Audi	5,371	5,230
BMW	5,439	4,263
Chev. Spectrum	2,748	0
Chev. Sprint	1,462	0
Dodge Colt	2,952	3,694
Dodge Conquest	218	438
Dodge Vista	657	716
Honda	35,938	35,262
Isuzu	2,413	1,202
Jaguar	849	1,055
Maserati/ Biturbo	151	0
Mazda	12,079	13,235
Mercedes Benz	5,920	6,381
Mercury/ Merkur	136	0
Mitsubishi*	3,500	3,333
Nissan	42,430	37,036
Peugeot*	1,800	1,512
Plymouth Colt	2,913	3,393
Plymouth Conquest	210	371
Plymouth Vista	619	648
Porsche	1,982	1,925
Renault	844	1,331
Saab	2,890	2,708
Subaru	11,401	13,450
Toyota	42,952	39,992
Volkswagen	9,869	8,424
Volvo	9,928	9,392
TOTAL	208,184	195,259

*—1985 Estimate.

Flaws reported to FTC in GM-BBB arbitration

WASHINGTON.—The FTC has received reports that the Better Business Bureau arbitration system which it set up to handle problems with GM cars, including 1978-80 diesels, is not working as it should.

This may be because local BBBs do not have lists of those owners of diesels who opted out of the class settlement made last summer in New York. Those owners are still eligible and, in fact, FTC's general counsel wants to find out whether the class settlement can legally curtail the FTC program for diesel owners who failed to opt out.

According to FTC staff, local BBBs are supposed to check with GM zone offices which are said to have copies of that list of consumers who are still in the BBB mediation/arbitration loop.

But Peter Lopes, of the New York-based Lemon on Wheels, cited several instances in which he said GM refused to consider cases even though the paperwork was completed before the cutoff date and despite exclusion from the class settlement.

Without the list of some 5,000 consumers who opted out of the class settlement, both consumers and the BBB are at a disadvantage. Moreover, the lists are extremely difficult to obtain and costly to duplicate.

Other diesel consumer action groups are reporting similar problems.

Bill to kill gray market is introduced in House

WASHINGTON.—The importation of vehicles that do not conform to U.S. emmission and safety standards would be banned under a bill introduced by Rep. Matthew J. Rinaldo, New Jersey Democrat.

Passage of the bill would kill the gray market in automobiles.

Rinaldo said the bill has widespread, bipartisan support in both the House and Senate.

Rinaldo's bill would amend the National Traffic and Motor Vehicle Safety Act of 1966 by changing the term "manufacturer" to "original manufacturer" so that only the original manufacturer, or those with written authorization from the original manufacturer, could be considered manufacturers for purposes of the safety act.

The bill would also make it unlawful to import a noncertified vehicle into the U.S and would eliminate the importation of nonconforming vehicles into the U.S. under bond pending modification.

Exceptions to this last restriction would include the importation of nonconforming vehicles for test, research, investigatory purposes, training, competitive racing or national security reasons. Other exemptions would be allowed "for very limted situations necesssary to meet unforeseen cases of extreme hardship."

Also, the importation of incomplete motor vehicles would be allowed "only if such vehicles or equipment are accompanied by a statement issued by the original manufacturer indicating the extent to which the incomplete vehicle complies with the applicable safety standards."

Finally, the bill would make it illegal for modifiers to "issue their own certificates of compliance as an alleged distributor to a dealer."

Although EPA has been engaged in a rulemaking on the gray market for some time and a final rule had been promised late last year or early this year, EPA officials now say a final rule may not be promulgated until this summer.

MVMA names Carlson to Washington post

DETROIT.—Anne E. Carlson has been named manager, federal liason, for MVMA.

Carlson, who will be based in MVMA's Washington office, will monitor and report on legislative issues and proposed federal actions affecting the motor vehicle industry.

DOMESTIC CAR SALES

	Jan. 21 to Jan. 31, 1985	Same Period, 1984	January, 1985	Same Month, 1984
Alliance	—	—	5,634	7,480
Encore	—	—	2,975	4,843
Renault	—	—	8,609	12,323
Eagle	—	—	1,378	1,948
AMC	—	—	1,378	1,946
AMERICAN MOTORS*	3,592	6,146	9,987	14,271
Horizon	3,562	2,622	7,177	6,229
Turismo	2,026	1,241	3,756	2,977
Reliant	5,247	5,331	12,215	12,188
Caravelle	1,389	—	2,954	—
Plymouth	532	311	1,360	643
Total Plymouth	12,756	9,505	27,462	22,037
Laser	1,620	1,893	3,456	3,947
LeBaron K	3,049	2,855	6,920	6,358
LeBaron GTS	1,491	—	3,151	—
Cordoba	—	31	—	85
New Yorker 5th Ave.	3,161	2,098	7,290	4,814
E-Class-N.Y.E.	1,730	1,269	4,329	2,548
Chrysler	—	1,653	—	3,904
Total Chrysler	11,051	9,799	25,146	21,856
Omni	3,032	2,410	5,958	5,514
Charger	2,297	1,498	4,213	3,359
Daytona	1,512	1,534	3,119	3,221
Aries	4,045	3,950	9,961	8,997
Lancer	1,168	—	2,270	—
600 Coupe-Sedan	1,797	600	4,334	1,419
Diplomat	1,201	238	2,797	540
Mirada	—	67	—	159
Dodge 600	—	1,216	—	2,489
Total Dodge	15,052	11,579	32,652	25,698
CHRYSLER CORP.	38,859	30,883	85,260	69,391
EXP	1,281	600	2,909	1,408
Escort	12,874	10,802	29,001	25,388
Mustang	5,197	4,937	12,982	10,561
Tempo	8,683	8,316	19,861	18,666
Thunderbird	4,383	4,783	10,982	11,808
LTD	5,998	6,159	13,900	14,366
Crown Victoria	4,593	4,179	10,882	10,352
Ford Division	43,009	39,776	100,517	93,549
Lynx	2,455	2,099	5,613	4,939
Topaz	2,716	2,353	5,676	5,394
Cougar	3,543	3,257	8,599	7,842
Capri	532	918	1,281	1,726
Marquis	2,977	3,264	6,780	7,275
Grand Marquis	4,208	3,573	9,640	8,655
Total Mercury	16,431	15,464	37,589	35,831
Continental	976	708	3,115	1,726
Lincoln	3,364	1,610	7,911	3,608
Mark VII	608	1,697	1,630	4,508
Total Lincoln	4,948	4,015	12,656	9,842
L-M Division	21,379	19,479	50,245	45,673
FORD MOTOR	64,388	59,255	150,762	139,222
Skyhawk	2,823	3,171	6,607	6,484
Skylark	3,965	3,038	8,653	7,139
Somerset	4,159	—	7,521	—
Century	8,023	7,109	16,542	15,091
Regal	3,685	7,062	8,978	16,098
LeSabre	5,557	5,727	12,925	12,568
Electra	1,850	3,041	4,399	6,676
Riviera	1,984	2,057	4,253	4,494
Buick Division	32,046	31,205	69,878	68,550
Cimarron	553	634	1,090	1,578
Seville	1,059	985	2,365	2,753
Cadillac	5,799	4,968	13,036	14,332
Eldorado	2,324	1,912	5,002	5,340
Cadillac Division	9,735	8,499	21,493	24,003
Chevrolet	5,228	7,079	13,738	15,248
Cavalier	12,367	11,572	33,147	24,963
Citation	2,417	2,801	6,338	6,013
Camaro	6,674	5,665	17,237	12,979
Celebrity	11,120	10,438	26,445	22,506
Malibu	—	136	—	329
Monte Carlo	3,384	4,445	8,067	10,650
Chevrolet	8,438	8,718	21,863	19,423
Corvette	1,120	1,090	3,030	2,218
Chevrolet Division	50,748	51,944	129,865	114,329
Firenza	2,876	1,638	5,748	4,159
Omega	—	1,295	—	3,243
Calais	3,412	—	8,443	—
Ciera	10,370	7,691	25,164	19,258
Cutlass Supreme	7,533	12,207	18,621	28,358
Olds 88	7,456	7,555	18,140	19,789
Olds 98	3,302	4,092	8,378	10,279
Torondao	1,866	1,429	3,649	3,299
Oldsmobile Division	36,815	35,907	88,143	86,385
Fiero	2,308	3,747	5,484	8,043
1000	872	851	2,029	2,142
Sunbird	3,093	3,162	7,865	7,766
Phoenix	681	457	855	1,128
Firebird	2,870	2,793	6,981	6,556
Grand Am	2,955	—	7,471	—
6000	4,478	3,982	9,792	9,055
Bonneville	1,690	2,248	3,751	5,474
Grand Prix	1,556	2,291	4,052	5,590
Parisienne	2,012	1,560	5,121	3,658
Pontiac Division	22,515	21,091	53,401	49,412
GENERAL MOTORS	151,859	148,646	362,780	344,679
VOLKSWAGEN	3,414	3,739	5,882	7,219
HONDA	6,386	3,351	13,366	8,647
DOMESTIC TOTAL	268,500	252,020	626,037	583,429
IMPORT TOTAL	—	—	208,184	195,259
INDUSTRY TOTAL	268,500	252,020	836,221	778,689

*AMC does not issue nameplate breakdown for 10-day periods.

AMC recalls 185,000 cars

SOUTHFIELD, Mich.—American Motors is recalling about 185,000 1983, 1984 and early 1985 Alliance and Encore models equipped with manual steering because manual steering gears in some of those vehicles may be damaged by heavy road salt use.

If not corrected, this condition could cause a loss of steering control, AMC said.

AMC said it had received reports of five accidents, but no injuries as a result of this condition.

McCluskeys sign

CINCINNATI.—Daniel E. McCluskey, chief executive officer of McCluskey Chevrolet, Inc., and Keith P. McCluskey, dealer-operator, have signed a Chevrolet agreement.

Makers build 769,905 cars

January output highest since 1979

By Louise Kertesz
Detroit Reporter

Auto production in January was the highest for that month in six years.

January output of 769,905 cars was up 14.79 percent from the year-ago month's 670,687 and was the best January output since the 786,839 units built in the first month of 1979.

Last week's scheduled production of 176,035 cars, 7.32 percent better than the year-ago week's 164,022, continued at the same pace (up 0.95 percent) as the previous week when 174,381 units were assembled.

So far this year, 983,773 cars have been completed, 3.94 percent more than the 946,490 finished last year at this time.

Makers shared last week's scheduled production as follows: General Motors, 59.77 percent; Ford Motor Co., 20.76 percent; Chrysler Corp., 13.89 percent; American Motors, 2.27 percent; American Honda, 2.06 percent; Volkswagen of America, 1.14 percent, and New United Motor Mfg., Inc., 0.11 percent.

GM's Buick B-line went down Friday (Feb. 8), ending production of rear-wheel-drive cars in Flint (the G-line went down Feb. 4). A total of 3,000 employes were laid off.

Flint's new Buick City facility is scheduled to begin production of 1986-model front-wheel-drive cars late this summer.

Effective today (Feb. 11), AMC is suspending production of Alliance and Encore at Kenosha for two weeks for inventory adjustment.

GM scheduled two overtime shifts Saturday (Feb. 9) at the following plants: Lansing (Oldsmobile No. 1), Detroit; Pontiac (G-line), Doraville (Ga.), Framingham (Mass.), Janesville (Wis.), Leeds (Mo.), Linden (N.J.) and Lordstown (O).

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Honda also scheduled 10 hours of overtime Saturday.

Ford scheduled daily overtime last week at all its plants except Atlanta. Daily overtime is scheduled this week at all Ford plants except Wayne, Mich.

Reno, Harrah Foundation plan automobile museum

RENO.—The City of Reno and the William F. Harrah Automobile Foundation have announced a plan which will permit the immediate acquisition of land in downtown Reno for an automobile museum, Ben Dasher, chairman of the foundation trustees, said.

John and Tony Harrah, sons of the late William Harrah, will assume liability for a $5 million loan to the foundation. In addition, local developer Don Wilkerson and retired Valley Bank president Bob Sullivan have pledged $1 million each to underwrite the loan.

"Our target is $9 million," said Dasher. "This will allow us to obtain a loan from First Interstate Bank to immediately begin purchase of the parcel of land chosen for the museum site."

Dasher also said that the Reno City Council has agreed to assume whatever remains of the loan after four years.

The proposed museum was designed by Anshen and Allen Architects. The 192,000-square-foot facility will exhibit 300 cars on two levels.

The new museum will also house a restaurant/bar, gift shop, special events center, administrative area, automotive library and restoration/preparation area.

It is expected that the William F. Harrah Automobile Foundation's collection will attract 800,000 to 1,000,000 visitors each year in its new location. Although the facility will exhibit only 300 cars, additional cars will be warehoused elsewhere and will be rotated in the exhibit.

Pa. tax would exempt autos with U.S. steel

HARRISBURG, Pa.—Legislation has been introduced in the Pennsylvania House of Representatives to exempt automobiles made with domestically produced steel from the state's 6-percent sales tax.

The measure provides that the tax would not be applied to the sale or use of automobiles manufactured in the U.S. or Canada which contian, exclusively, domestically produced steel in the body, frame and engine. The measure was referred to the House Finance Committee.

Truck production for January is best in 6 years

Domestic truck makers posted their best January output in six years.

January production of 290,492 trucks was 12.74 percent higher than the year-ago month's 257,655 and the best since 1979's 336,734 for the month.

Makers targeted 68,338 units for assembly last week, slipping 2.54 percent from the previous week's 70,120.

The prior week's total, which is the weekly high for this year, was just 46 units short of the best week's production reached in 1984 (70,166 trucks were built during the week ended Nov. 10).

Last week's scheduled production was 8.02 percent better than the year-ago week's 63,267.

So far this year, 364,244 trucks have been assembled, up 3.98 percent from the 350,286 completed last year at this time.

Nissan Motor Mfg. Corp., U.S.A., reported that its January production was a record build for the month, topping the previous high for the month by 11 trucks.

Ford Motor Co. scheduled daily overtime at all its plants last week and this week except Twin Cities.

General Motors scheduled two overtime shifts Saturday (Feb. 9) at its plants in Pontiac (Nos. 5 and 6) and Janesville, Wis.

Canadian output of trucks sets January record

With Canadian truck makers posting their best January ever and a weekly build higher than any week's output last year, car and truck production in Canada both passed the 100,000 mark last week.

January's build of 78,546 trucks was up 18.40 percent over last year's 66,340 and was the highest output ever for January.

Last week's scheduled production of 18,713 trucks slipped 1.71 percent from the previous week's 19,038.

The prior week's total was this year's highest weekly production and was 185 units more than the highest production week of 1984 (18,853 trucks were built during the week ended June 6).

Last week's scheduled truck production was 8.76 percent more than the year-ago week's 17,205.

Year-to-date, 102,490 trucks have been assembled, 10.54 percent ahead of the 92,717 completed last year at this point.

Makers scheduled assembly of 19,146 cars, down 5.93 percent from the previous week's 20,353, and 14.31 percent less than the year-ago week's 22,344.

January car production of 84,871 was down 6.15 percent from the year-ago total of 90,437.

So far this year, 111,482 cars have been assembled, 9.19 percent behind the 122,769 completed last year at this point.

Chrysler's Windsor (Ont.) plant scheduled assembly of 2,580 Plymouth Voyagers, 2,742 Dodge Caravans and 594 Mini Ram Vans, bringing the T-115 total for the year to 33,407.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
AMERICAN MOTORS	.....	610	.....	964	3,522	964
FORD MOTOR	10,426	8,329	11,280	46,272	41,278	62,338
GENERAL MOTORS	8,495	13,181	8,848	36,645	76,727	46,920
VOLVO	225	224	225	990	1,242	1,260
Total Cars, Canada	19,146	22,344	20,353	84,871	122,769	111,482

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
CHEVROLET	22,488	20,261	25,433	98,075	114,429	125,552
DODGE	4,100	4,214	4,065	17,553	24,220	22,430
FORD	24,133	24,354	22,587	95,915	130,751	124,392
GMC	7,302	6,457	7,493	26,502	36,101	36,382
INTERNATIONAL	1,535	1,443	1,629	6,856	7,773	8,242
JEEP	4,125	3,568	4,400	25,183	20,109	22,156
NISSAN	2,505	1,920	2,363	10,948	10,813	13,050
AM GENERAL	50*	50*	50*	220*	290*	280*
MISCELLANEOUS	2,100*	1,000*	2,100*	9,240*	5,800*	11,760*
Total Trucks, U.S.	68,338	63,267	70,120	290,492	350,286	364,244

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
CHRYSLER CORP.	8,568	7,322	8,763	37,061	35,885	48,546
FORD MOTOR	3,648	3,432	3,684	15,534	19,391	19,836
GENERAL MOTORS	6,248	6,306	6,334	24,950	36,637	32,902
INTERNATIONAL	249	145	257	1,001	804	1,206
Total Trucks, Canada	18,713	17,205	19,038	78,546	92,717	102,490
N. American Trucks	87,051	80,472	89,158	369,038	443,003	466,734

•—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

U. S. CAR PRODUCTION

	Week Ended Feb. 9, 1985	Week Ended Feb. 11, 1984	Week Ended Feb. 2, 1985	Jan. Total	Jan.1 to Feb. 11, 1984	Jan. 1 to Feb. 9, 1985
AMERICAN MOTORS	4,000	4,842	.....	7,768	22,103	11,768
Renault Total	4,000	4,842	.....	7,768	22,103	11,768
Alliance	2,600	2,492	.....	4,932	11,002	7,532
Encore	1,400	2,350	.....	2,836	11,081	4,236
CHRYSLER CORP.	24,450	25,574	25,330	110,511	142,296	140,054
Plymouth Total	7,150	7,677	7,726	31,994	43,695	40,616
Horizon	2,600	3,018	2,682	11,007	16,807	14,114
Reliant	3,100	4,102	3,431	14,033	24,031	17,810
Caravelle	1,200	86	1,237	5,455	919	6,883
Gran Fury	250	471	376	1,499	1,938	1,809
Chrysler Total	8,200	8,376	8,429	39,136	44,973	49,081
LeBaron	2,300	2,886	2,326	10,553	14,146	13,319
LeBaron GTS	1,200	.....	1,327	5,970	.....	7,441
Laser	900	1,489	1,076	5,205	8,964	6,334
New Yorker E-Class	1,500	1,929	1,395	6,119	11,904	7,921
Fifth Avenue	2,300	2,072	2,305	11,289	9,959	14,066
Dodge Total	9,100	9,521	9,175	39,381	53,628	50,357
Omni	2,700	2,773	2,908	11,843	15,107	15,156
Aries	2,300	3,477	2,333	10,356	19,179	13,110
Daytona	1,000	1,227	1,018	4,009	7,934	5,234
Dodge 600	1,700	1,542	1,594	6,516	9,512	8,538
Lancer	800	.....	843	4,422	.....	5,385
Diplomat	600	502	479	2,235	1,896	2,934
FORD MOTOR	36,550	30,651	36,660	169,799	176,454	213,912
Ford Division	23,508	20,777	23,885	110,728	116,618	139,174
Escort	7,133	7,478	7,125	30,378	37,062	38,943
Mustang	3,351	2,182	3,418	15,199	11,283	19,295
LTD	4,062	4,988	5,026	22,322	28,023	27,497
Thunderbird	4,842	4,093	4,066	16,773	15,154	22,424
Crown Victoria	.....	1,450	.....	7,122	11,718	7,122
EXP	551	586	551	2,359	4,795	3,020
Tempo	3,569	.....	3,699	16,575	8,583	20,873
L-M Division	13,042	9,874	12,775	59,071	59,836	74,738
Mercury Total	9,449	7,134	9,137	43,370	42,781	54,714
Lynx	1,766	1,356	1,660	7,492	7,626	9,596
Capri	637	227	330	1,682	1,882	2,385
Marquis	2,307	1,903	2,366	10,029	11,185	12,868
Cougar	3,184	1,478	3,389	13,955	7,647	17,807
Grand Marquis	.....	2,170	.....	4,733	11,350	4,733
Topaz	1,555	.....	1,392	5,479	3,091	7,325
Lincoln Total	3,593	2,740	3,538	15,701	17,055	20,024
Continental	644	493	661	2,853	3,188	3,625
Lincoln	2,545	1,714	2,577	11,121	7,497	14,183
Mark VI/VII	404	533	400	1,727	6,370	2,216
GENERAL MOTORS	105,215	98,325	106,745	458,675	578,739	587,717
Buick Total	19,124	22,727	20,150	90,377	126,535	113,982
Skylark	2,380	2,670	2,439	11,064	12,471	13,957
Skyhawk	1,870	3,122	2,066	8,745	19,226	11,037
Somerset Regal	2,517	.....	2,446	10,106	.....	13,163
Century	4,412	4,650	4,710	19,875	25,796	25,533
Regal	1,445	4,850	2,368	12,508	27,247	14,170
LeSabre/Electra	2,687	5,861	3,610	17,907	32,627	21,550
Riviera	1,438	1,130	1,114	5,529	7,381	7,193
Electra (fwd)	2,375	444	1,397	4,643	1,787	7,379
Cadillac Total	8,048	6,527	8,023	34,896	39,886	45,102
Cimarron	600	515	620	2,210	2,701	2,931
Seville	982	741	818	3,841	4,314	4,979
Eldorado	1,742	1,428	1,512	7,203	8,281	9,220
Cadillac (rwd)	1,389	3,466	1,051	5,568	22,800	7,163
DeVille (fwd)	3,335	377	4,022	16,074	1,790	20,809
Chevrolet Total	37,235	35,026	38,694	164,266	198,303	210,702
Chevette	3,045	4,071	3,607	15,577	23,863	18,656
Cavalier	9,344	8,430	9,571	43,645	49,487	54,713
Celebrity	5,529	7,484	6,510	25,112	34,828	32,802
Camaro	5,522	5,162	4,756	21,045	32,041	27,436
Citation	1,620	2,086	1,614	7,447	10,862	9,369
Malibu/El Camino	525	614	429	2,141	3,465	2,847
Monte Carlo	3,330	3,815	3,159	11,556	25,070	15,975
Chevrolet	7,320	2,614	8,253	35,082	14,279	45,043
Corvette	1,000	750	795	2,661	4,468	3,861
Oldsmobile Total	27,243	23,586	26,965	112,893	149,158	146,424
Omega	.....	1,392	.....	.....	6,061	.....
Firenza	1,535	1,200	1,330	7,018	8,817	8,791
Cutlass Supreme	3,321	6,493	3,969	18,429	43,482	22,445
Cutlass Ciera	8,815	4,564	7,988	34,449	30,145	45,314
88/98 (rwd)	5,641	8,606	6,734	25,408	53,710	32,421
Olds 98 (fwd)	2,791	424	2,994	11,288	1,798	15,084
Calais	4,077	.....	3,034	12,013	.....	16,847
Toronado	1,063	905	916	4,288	5,145	5,522
Pontiac Total	13,565	10,459	12,913	56,243	64,857	71,507
Acadian**	.....	326	372	2,273	1,900	1,231
2000 Sunbird	2,788	2,303	2,559	13,070	17,030	16,233
1000	605	860	813	2,972	4,822	3,836
Firebird	2,970	2,211	2,570	11,326	13,646	14,781
Phoenix	.....	283	.....	.....	1,996	.....
Grd. Prix/Bon'vle	.....	1,422	.....	.....	8,489	.....
6000	571	.....	510	1,633	.....	2,218
Parisienne	1,465	517	1,665	6,654	2,801	8,687
Fiero	2,400	2,537	2,398	9,107	14,173	12,000
Grand Am	2,766	.....	2,026	9,208	.....	12,521
HONDA	3,620	2,247	3,417	13,744	13,177	18,256
HUMMI (Nova)	200*	.....	200*	960*	.....	1,200*
VOLKSWAGEN	2,000	2,383	2,029	8,440	13,721	10,866
Total Cars, U.S.	176,035	164,022	174,381	769,905	946,490	983,773
Total Cars, Canada	19,146	22,344	20,353	84,871	122,769	111,482
N. American Cars	195,181	186,366	194,734	854,776	1,069,259	1,095,255
N. American Trucks	87,051	80,472	89,158	369,038	443,003	466,734
North American Cars and Trucks	282,232	266,838	283,892	1,223,814	1,512,262	1,561,989

*—Estimated.
**—All Acadians are built for sale in Canada.

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Automotive News

February 18, 1985

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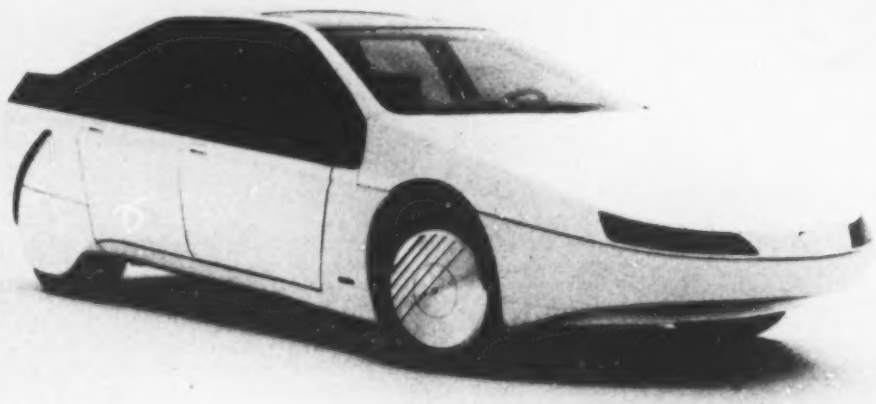
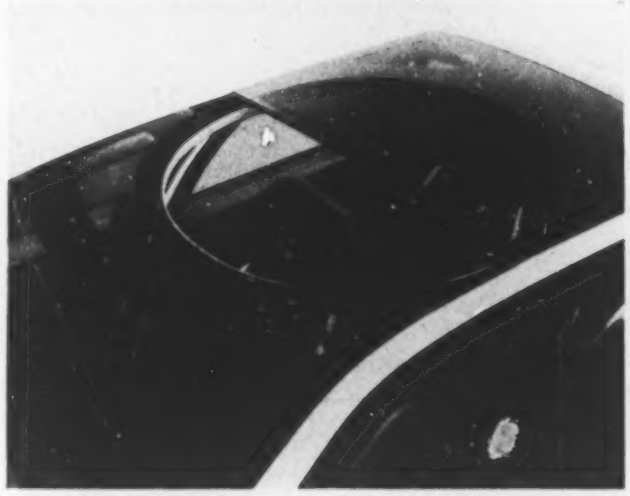
ASC's Vision



Glass all around

ASC, Inc., Southgate, Mich., will show the Vision, its study in aerodynamics and contemporary styling, at next week's SAE Exposition in Detroit. Use of flush-mounted glass all around gives the vehicle a strikingly futuristic look. A circular sunroof which rotates to open is incorporated in the roof. Story, other pictures on Page 8.



Inventories rise as makers gear for sales drive

By Kathleen Hamilton
Assistant Managing Editor

The days' supply of domestic cars in factory and dealer inventories on Feb. 1 rose to a 22-month high of 65 days, but a look behind those figures shows an industry that is gearing up for a sales push rather than unwillingly piling up unsold cars.

The actual number of new domestic cars in stock rose to 1,565,456, the highest level since April 1, 1984. The month-earlier stockpile was 1,417,164, good for 63 days. On Feb. 1 one year ago, the totals were 1,477,399 and 63 days.

Almost without exception, the high days-supply levels for individual car lines this month reflect production increases that hint of makers' expectations of increased sales. Most of those lines actually increased their sales rates last month. Most prominent examples: Gran Fury, LeBaron, Daytona and Lancer at Chrysler Corp.; Mercury Lynx and Pontiac Fiero.

Ford Motor dealers are piling up EXP, Crown Victoria and Grand Marquis on purpose in expectation of lengthy downtimes while the models and, for the big cars, the plants, are changed. Marquis' high stockpile is despite steady sales.

AMC's sales rate fell slightly during the month, although Alliance sales increased. It is continuing its promotional efforts.

• Honda set a record: Absolutely zero domestic Accords were in stock on Feb. 1.

Volkswagen's Golf sales picked up by more than half, trimming its stockpile to a healthy 55 days' worth.

Shortages continued to plague Oldsmobile, and Chevrolet's shortages in two of its most popular lines also no doubt cut into its sales.

Inventories were split this way by maker: GM, 46.70 percent; Ford, 31.40 percent; Chrysler, 17.75 percent; AMC, 3.35 percent; VW, 0.80 percent, and Honda, 0.

One month earlier the split was: GM, 45.44 percent; Ford, 31.08 percent; Chrysler, 18.72 percent; AMC, 3.85 percent; VW, 0.76 percent, and Honda, 0.15 percent.

The Feb. 1 split by market class: Subcompact, 20.52 percent; compact, 23.32 percent; intermediate, 28.99 percent; standard, 17.59 percent; luxury, 9.58 percent. One month earlier the split was: Subcompact, 22.06 percent; compact, 23.65 percent; intermediate, 27.97 percent; standard, 17.21 percent; luxury, 9.11 percent.

The days' supplies of subcompacts on Feb. 1: Domestic Accords, 0; Chevette, 42; Golf, 55; Pontiac 1000, 57; Escort, 74; Omni, 77; Horizon, 80; Charger,

Continued on Page 49, Col. 1

breaking news

Chrysler to build Ramcharger in Mexico

LOS ANGELES.—Chrysler Vice Chairman Ben Bidwell told a news conference here the Ramcharger sport utility vehicle will be built in Mexico early in 1986 for export to the U.S. Ramcharger currently is built in Warren, Mich.

Olds aim: 1,250,000

DETROIT.—Oldsmobile's target for the 1985 model year is 1,250,000 sales, said William W. Lane, new general manager. It would be Oldsmobile's third straight record and a 14-percent increase over the 1984 model year. He said Oldsmobile is "very interested" in a two-seater sports car, but there is "no approved program as yet." An imported car "is not in our plans now." The four-door GM20 car due next fall will be called Calais, just as the current two-door is.

Biggest gain in 24 years

Service volume climbs for 1984

By Francis J. Gawronski
Service Editor

Last year was the best in the last 24 years in the service and parts departments of franchised new-car dealerships, according to Automotive News Service Index.

Despite a dip in shop volume in two of the 12 months, service and parts business for 1984 amounted to 113.5 percent of that recorded for all of 1983. It was the highest yearly gain the 24-year existence of the Service Index.

The previous highs occurred in 1978, when shop volume was 112.0 percent, and in 1976, when it jumped to 110.0 percent of the year earlier-figure.

The year ended on the downside with December parts and service business amounting to 99.7 percent of the volume recorded in the same month in 1983. September also showed a decline, recording 98.3 percent of the volume for the year-earlier month.

Service Index figures are compiled from monthly reports from dealers in all sections of the country.

All five indicators used in the Service Index registered healthy gains for 1984.

The leading gainer for the year was shop parts sales, those used on customer paid and warrranty, up 19.2 percent

Gross profit on all labor parts and accessory sales—the most important indicator from the dealer's viewpoint—was up 15.2 percent, while labor sales (customer-paid and warranty) were up 15.0 percent.

Sales of all parts and accessories jumped 14.3 percent over the previous 12-month period, while repair orders written climbed 6.1 percent in 1984.

For December, gross profit was up 3.3 percent over the year-earlier December volume, while total labor sales were up 2.6 percent, and shop parts sales climbed 1.0 percent.

Two indicators registered declines for the final month of 1984. Repair orders written dipped 4.9 percent, while sales of all parts and accessories were down 3.5 percent.

SERVICE INDEX
99.7 ★

	Dec., '84 vs. Dec., '83	12 mos., '84 vs. 12 mos., '83
Gross Profit on All Labor and P&A Sales	+ 3.3%	+15.2%
Repair Orders Written	− 4.9%	+ 6.1%
Total Labor Sales (Customer & Warranty)	+ 2.6%	+15.0%
Shop Parts Sales (Customer & Warranty)	+ 1.0%	+19.2%
Sales of All Parts and P&A	− 3.5%	+14.3%

★—Survey by Automotive News shows that dealer's service and parts business in December, 1934, was 99.7 percent of business in December, 1983. Service business in the 12 months of 1984 was 113.5 percent of business in the corresponding period in 1983.

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ITC finds employment gains and higher prices

Reviewing VRA pluses, minuses

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The voluntary restraint agreement on Japanese auto exports to the U.S. is a double-edged sword that bolstered American auto-industry employment, yet cost consumers an estimated $15.7 billion over the past four years, according to an International Trade Commission report to the House Ways and Means trade subcommittee.

The trade subcommittee requested the VRA report, which is based on the ITC's wider investigation into the internationalization of the auto industry, as fuel for upcoming VRA hearings slated by Congress. The broader ITC report is due in April or May.

According to the ITC's analysis of the VRA, if the agreement "had not been in place during the past three years, it is most likely that sales of imported passenger cars from Japan would have reached higher levels and domestic sales and output would have been somewhat lower."

The ITC estimated Japanese sales of an additional 1.8 million units over the four-year period of the VRA. The commission said Japanese sales would not have increased substantially during the U.S. recession in 1981 and 1982, but that sales would have experi-

Continued on Page 22, Col. 1

Chevrolet, Ford launch programs, too

Allout sales campaign launched by Chrysler

By Joseph Bohn
Marketing Editor

Chrysler Corp. kicked off a big sales drive last week, including special discount certificates, low-interest financing and other incentives, backed by a large ad program.

The effort is geared to sustaining its sales momentum and boosting its retail deliveries in the months ahead.

Meanwhile, Chevrolet and Ford Division launched major trip incentives and are expected to add additional programs.

"It's getting harder and harder to sell Omni/Horizon and other small cars at high prices," said Maryann Keller, auto analyst with Vilas-Fisher Associates. "I see competition (in the industry) heating up."

One of Chrysler's programs is a "Thank you, America" direct mailing of 4.4 million certificates to consumers and employes, good for $500 off on the purchase or lease of any 1985 North American-built Chrysler car or truck.

Chrysler Chairman Lee Iaccoca differentiated them from rebates by saying that rebates were something offered to everyone, while these certificates go only to selected Chrysler owners and employes.

Certificates were mailed Feb. 15. The program runs from Feb. 11 to June 6, and owners of 1979 to 1984 Chrysler vehicles are targets of the direct-mail effort. Certificates are non-transferrable.

Vehicles are sold-order protected through April 30. So, if someone orders a vehicle by that date and does not take delivery by June 6, he or she will still get the discount.

Chrysler also launched an 8.8 percent APR finance program on 1984-85 Omni/Horizon, Turismo/Charger and Laser/Daytona models from Feb. 14 to April 30. Finanace contracts can run 12 to 60 months maximum and must be financed through Chrysler Financial Corp.

In another program, called "Great American Truck Value," Chrysler is giving dealers price reductions on Ramchargers and pickup trucks.

This program is actually a kind of rebate, since customers can receive the money or assign it to dealers. Chrysler is advertising it as a price reduction, however, and there are no rebate certficates involved. Customers fill out a form for the money.

This program runs from Feb. 14 to April 30. The amounts are $300 on the Ramcharger and the two- and four-wheel-drive D/W 100 and 150 Series trucks and $500 on 2WD and 4WD D/W 250 and 350 models.

The company is also giving away free automatic transmissions on 1984-85 Aries/Reliant K-cars. Participating dealers will be reimbursed the $359.98 cost of the transmissions. However, dealers have to pay the factory $50 for every automatic transmission K-car they sell during the Feb. 14 to April 30 time frame of the program.

Finally, the company is sponsoring trip contests which run from Feb. 11 to May 20. The Chrysler-Plymouth contest is called "Above and beyond;" the Dodge contest, "Only the Best." The contests cover all 1984-85 cars and trucks, including imports. There is double credit on Chrysler LeBaron GTS and Dodge Lancer.

Dealers compete in open and grouped competition. There are three levels of competition, depending on dealership size. The bottom two levels have a step-up option to a higher level.

There is a fast-start provision. Dealers who hit 55 percent of their objective in the first 50 days get trip extensions in Flights I and II and $500 cash in Flight III. The Flight III dealers in each of the company's 24 zones who hit 100 percent of their objectives but don't win trips will be eligible for a trip, based on drawings.

There are a great many trip

Continued on Page 53, Col. 1

Dodge deal donates to famine relief fund

CERRITOS, Calif.—In conjunction with the Greater Long Beach Chapter of the American Red Cross, Cerritos Dodge is donating $100 to the African Famine Relief Fund for every car or truck sold or leased.

Owners of the dealership are Dick Browning, Kent Browning and Steve Goldman.

Subaru gets slippery

The financial community got an early look at the Subaru XT Coupe-GL-10 Turbo Traction when—well before its press preview—it was featured in a slick five-color photo on the cover of Subaru of America, Inc.'s, annual report. With a drag coefficient of 0.29, it's the most aerodynamic production car in the world, its U.S. marketer says. Wedge-shaped XT Coupes will be offered with front drive or on-demand 4WD. Image builders will be available in mid-March.

High-level rumor says engines will come first, then autos

Honda to build plant in Britain?

By Richard Feast
European Editor

LONDON.—Government ministers here are confident that Honda will follow Nissan to become a full-scale auto maker in Britain.

There has been no official confirmation, but the strong rumor in government circles is that Honda will start with an engine manufacturing plant and follow with complete auto production.

What is known is that Honda has acquired a 330-acre greenfield site at Swindon, some 75 miles west of London. Ostensibly, this is for a test and preparation center for its imports and the HX (Acura) models to be built in Britain under the terms of the joint agreement with BL's Austin Rover Group.

Honda President Tadashi Kume is expected in the U.K. next month for discussions with officials of ARG and the Department of Trade and Industry.

In the absence of any confirmation, Honda's plans are open to considerable speculation. What is certain is that the site selected is too large simply to be a pre-delivery inspection area.

The ARG connection may hold the clue. ARG is to build both Honda and Austin Rover versions of the forthcoming luxury sedan. They will be sold in competition with each other in the respective companies' European dealer networks.

In the U.S. market, Honda will source from Japan, while ARG will use U.K.-built models for its return.

Production start-up has been delayed—by development of the Honda engine—and is now put at the first quarter of next year.

These developments will turn Honda into a European producer, even if the cars are made by ARG. But it will not give Honda a full product lineup. Its smaller models will have to be imported from Japan, and that still means restrictions in Italy, France and the U.S.—three of Europe's four main national markets.

Honda may use Swindon to manufacture a complementary line to the joint XX/HX Austin Rover.

It could also be used solely for engine manufacture. Just which company will supply European-built XX/HX models with engines and gearboxes has never been spelled out.

Two factors point toward Honda. First is the Japanese company's established expertise in the area. The second is ARG's lack of cash to design, develop and build a new generation of gasoline power units. Its current small engines are developments of some basically very old designs.

Becoming an engine and gearbox supplier to the whole of ARG would further cement the ties between the two companies. It would turn Honda into a member of the European club, and at the same time take the financial burden off ARG.

There are no financial links between Honda and ARG, nor any separate joint companies. ARG has built the Honda Ballade under license (as the Triumph Acclaim) and is now making the Honda Civic sedan as a Rover.

Nissan is building a small assembly factory at Sunderland, in the north of England, which will begin outuput next year. But the company is expected to develop the 800-acre site into a full production unit of up to 200,000 annually over time.

Talk of building more capacity in Europe will disturb the volume car makers like Ford, General Motors, Fiat, Volkswagen, Peugeot and Renault, which already reckon installed capacity exceeds demand by as much as 2.5 million units.

Honda has traditionally been more prepared than its rivals to take production out of Japan and into the rest of the world. It did so with motorcycles, and has more recently moved into the U.S. in a substantial way.

It is a very export-oriented company, which means it is more susceptible to trade measures taken against Japanese products. Last year it exported 65 percent of its 989,000 production, compared with 53 percent for Japanese auto makers as a whole.

Early-month car sales trail year-earlier rate

By Jenny L. King
Detroit Reporter

Judging from the results of the first four sales periods of this year, 1984 is proving a tough act to follow for the U.S. auto makers.

The early February total this year was down more than 16,000 units from the sum posted in 1984 making it 9.07 percent off although on a daily-rate basis it was up 2.30 percent.

The year-to-date figure of 793,258 was up 3.68 percent from 765,129. On a straight comparison, excluding daily-rate, there have been two 10-day periods ahead and two behind 1984. A year ago, the first four periods all were up and the gains ranged from 25.99 to 64.26 percent over 1983 sales levels.

Domestic sales this Feb. 1-10 totaled 165,221, down 9.07 percent from 181,694 in 1984. With eight days in the period this year, the daily rate averaged 20,653, up 2.30 percent from 20,188 figured on nine days a year earlier.

Chrysler Corp. and Honda were winners any way totals are compared. Chrysler was up 5.30 percent (or 18.50 percent daily rate), to 23,980 from 22,772. Honda was up 75.06 percent, to 4,331 from 2,474 (up 96.73 percent daily rate).

General Motors was off 6.32 percent, to 93,077 from 99,353. That was an increase of 5.40 percent on a daily-rate basis. Ford Motor Co. reported sales of 40,413, down 21.02 percent from 51,166 last year (down 11.13 percent daily rate).

American Motors was off 45.22 percent, to 2,520 from 4,600 (down 38.38 percent daily rate), and Volkswagen dropped 32.28 percent, to 900 from 1,329 (down 23.65 percent daily rate).

The slicing of the market pie produced a 56.34-percent piece for GM, up from 54.68 percent a year earlier. Ford slipped to 24.46 percent from 28.16 percent. Chrysler climbed to 14.51 percent from 12.53 percent. Honda claimed 2.62 percent, up from 1.36 percent. AMC was down to 1.53 percent from 2.53 percent, and VW held the remaining 0.54 percent, down from 0.74 percent.

Sales were up this year for six makes, with the remaining nine on the down side. Plymouth was up 23.23 percent, Dodge was up 17.29 percent, Lincoln was up 33.58 percent, Buick was up 0.25 percent, Chevrolet was up 4.44 percent and Honda was up 75.06 percent.

Chrysler was off 23.98 percent, Ford was down 21.30 percent, Mercury was down 32.64 percent and Cadillac was down 21.14 percent. Oldsmobile was down 18.51 percent, Pontiac missed by 1.92 percent, AMC was down 54.29 percent, Renault was down 43.59 percent and VW was down 32.28 percent.

DOMESTIC SALES

	Feb. 1 -10, 1985	Feb. 1 -10, 1984
Renault Alliance-Encore	2,200	3,900
AMC	320	700
AMERICAN MOTORS	2,520	4,600
Chrysler	5,782	7,606
Plymouth	8,503	6,900
Dodge	9,695	8,266
CHRYSLER CORP.	23,980	22,772
Ford	25,900	32,909
Mercury	10,046	14,913
Lincoln	4,467	3,344
FORD MOTOR CO.	40,413	51,166
Buick	18,330	18,285
Cadillac	6,053	7,676
Chevrolet	28,490	27,279
Oldsmobile	24,669	30,271
Pontiac	15,535	15,842
GENERAL MOTORS	93,077	99,353
VOLKSWAGEN	900	1,329
HONDA	4,331	2,474
U.S. INDUSTRY TOTAL	165,221	181,694

Buick to keep Skylark name

FLINT.—Buick will name its four-door version of the Somerset Regal "Skylark," insuring the continuity of the nameplate used on the X-cars and a number of other Buick lines in the past. There will be no X-car for 1986.

The new Skylark will be launched as a 1986 model. It is based on the N-body (GM20) platform currently sold as a two-door by Buick, Oldsmobile and Pontiac. The new Skylark and the Somerset Regal are positioned between the Skyhawk and Century lines, Buick said.

The Skylark name dates back to 1953, when it was attached to a limited-edition full-size Buick convertible.

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60th year—No. 5062

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

'84 earnings reach $2.91 billion

Ford tops old record by a billion

Ford Motor Co. reported a record profit of $2.91 billion for 1984, beating by more than a billion dollars its previous record net income of $1.90 billion, established just a year earlier in 1983.

Ford said the improvement reflected higher industry sales in the U.S. and Canada, higher market shares in the U.S. and Europe and worldwide cost reductions.

Worldwide dollar sales were a record $52.37 billion in 1984, up 18 percent over the previous peak of $44.45 billion reported for 1983.

For the fourth quarter, Ford reported net income of $721 million, 8 percent lower than the record profit of $781 million reported in the fourth quarter a year earlier. A strike in Europe was blamed for the profit decline. Fourth-quarter sales amounted to $13.4 billion worldwide, up 8 percent over $12.4 billion in 1983.

Factory sales numbered 5,667,000 cars, trucks and tractors for the full year, up 13 percent. For the fourth quarter, unit sales were 1,438,000, up 6 percent.

Chairman Donald E. Petersen and President Harold A. Poling said Ford's increase in its U.S. car share rose to 19.2 percent in 1984 from 17.2 percent in 1983. Its increase was the largest of any company's, they said. In Europe, they said, Ford was the car sales leader for the first time in history, achieving a record market share for the fourth year in a row.

In reporting profits, Petersen and Poling cautioned that "one or two good profit years don't necessarily repair a balance sheet that was badly hurt in the early 1980s."

They noted that in the U.S., Ford still has a cumulative loss of $1 billion after taxes since 1979. During that same period, they said, Ford spent more than $16 billion in capital expenditures and research and development in the U.S. to improve quality, introduce new products and increase productivity.

"As a result," they said, "Ford's financial condition remains substantially diminished from historical levels. Debt is 66 percent higher than at mid-1979 and equity is nearly $750 million less.

"Continued profitability is mandatory if Ford is to recoup its massive investment in the U.S. auto industry and, most importantly, be in position to continue making the investments required to remain competitive."

Chrysler's record earnings triple previous peak net

By Dan McCosh
Detroit Reporter

Chrysler Corp.'s record $2.4 billion net earnings in 1984, an alltime record for the company, will be difficult to match in 1985, said Chrysler Chairman Lee A. Iacocca, if only because the company expects to be paying corporate income taxes for the full year.

Chrysler's 1984 profit was more than three times the $701 million earned in 1983, the former record. Sales for 1984 were a record $19.6 billion, up 47 percent from the former peak of $13.3 billion in 1983.

The company also set a record of earnings per common share of $18.88 last year.

Fourth quarter earnings of $609.7 million, on sales of $5.3 billion, also set a record. They compared with earnings of $118.3 million on sales of $3.8 billion in 1983. The quarterly profit in 1983 was reduced by a one-time $224 million writedown of Chrysler's investment in Peugeot, S.A.

Iacocca also announced the company had completed additional moves to reduce its debt, resulting in a debt/equity ratio of 0.4:1. Chrysler last year retired $76.8 million of 12 percent subordinated debentures sold to dealers and suppliers.

The company also repurchased the last outstanding warrants on Chrysler stock: 2.6 million warrants for $58 million. It acquired 2.4 million shares of its common stock at a cost of $64.5 million.

Iacocca also repeated an earlier announcement that the company plans to spend $10.5 billion over the next five years, including $2.8 billion in 1985. But he added that the plans are contingent on negotiations with the Japanese on import restraints.

"We know what's going to be done, but we don't know where," Iacocca said.

The company has allocated $135 million for executive bonuses for 1984.

Iacocca also announced a distribution of $500 per worker, totalling about $50 million, in recognition of the contribution made by employes during the company's bad days.

Total earnings during the past nine quarters (including the first quarter of 1985, to date) have surpassed the $3.283 billion total lost during the company's struggle for solvency, Iacocca noted.

GM dual for Weston

GRESHAM, Ore. — Jim Weston has signed franchises for Jim Weston Pontiac-Buick-GMC here.

Big Three set profit record of $9.8 billion

DETROIT.—The Big Three auto makers piled up alltime record profits of $9.8 billion last year, topping their previous high of $6.3 billion in 1983.

Each of the companies set a record in 1984. General Motors accounted for $4.5 billion of the year's total. Ford Motor Co. showed a profit of $2.9 billion, and Chrysler Corp. had net income of $2.4 billion.

Big Three profits
(In millions)

	1984	1983
General Motors	$4,517	$3,730
Ford Motor Co.	2,907	1,867
Chrysler Corp.	2,380	701
TOTALS	$9,804	$6,298

As result of record profit

$500 bonus for Chrysler workers

By Marjorie Sorge
and Dan McCosh
Automotive News Staff

DETROIT.—Chrysler Corp. will pay its 100,000 UAW and white collar workers in the U.S. and Canada $500 bonuses for their part in Chrysler's $2.4 billion profit in 1984.

"We have Valentine's Day presents for everybody," Chrysler Chairman Lee A. Iacocca said when announcing the corporations profits on Feb. 14.

But, he said the $500 bonus, which will cost Chrysler about $50 million, will not set a precedent and "is a voluntary contribution to our workers." The $500 does not include tax deductions.

The Canadian workers will be paid in Canadian currency.

Some observers said the $500 bonus was issued conveniently since the contract between Chrysler and the UAW expires Oct. 15.

The workers will also be eligible for a $500 discount on new Chrysler products if they order by April 30 or purchase from a dealer by June 6.

But, Chrysler's rebound and high profits could have meant much more than $500 to the UAW-represented Chrysler workers. They gave up a lucrative profit sharing formula in 1982 in exchange for upfront wage increases. Had they stayed with the profit sharing, the check for 1984 would have topped $5,000, sources said.

Those eligible for the profit sharing are below the incentive compensation level. About 1,460 employes at that level will be dividing up about $135 million.

General Motors recently announced its proft sharing payout which averaged $515 (excluding taxes) for each UAW worker, compared with $606 in 1983. GM made $4.5 billion in 1984.

During contract talks last summer GM had indicated profit sharing could be about $1,000 if the company continued as it was then.

But, according to GM, the strikes in the U.S., Canada and Europe, which affected U.S. production, accounted for most of the drop in profit sharing.

GM workers are also eligible for a $129 discount on new GM vehicles which can only be used if the worker is willing to put his profit sharing check towards the purchase of the car as well.

Ford has not yet released its profit sharing figures but sources said it will likely average $1,500 to $1,600 per worker. Ford plans to announce its profit sharing figures March 13. It made $2.9 billion last year.

The $500 Chrysler bonus was announced jointly in a press release by Iacocca and UAW President Owen Bieber.

According to a prepared statement, the bonus came out of discussions Bieber had as a member of the Chrysler Board of Directors and is in connection with a marketing program which gives every customer who bought a new Chrysler vehicle from 1979 to 1984 a $500 certificate towards the purchase of a new Chrysler car or truck.

Rolling greehouse

The Vision's greenhouse extends from the windshield to the rear in a single expanse of glass. The circular sunroof rotates electrically to an open or closed position.

ASC's futuristic Vision has sunroof that rotates

SOUTHGATE, Mich.—ASC, Inc., will unveil the Vision, a show car study in aerodynamics and contemporary styling, at next week's SAE Exposition in Detroit.

The four-passenger Vision has a futuristic look, enhanced by the use of flush-mounted glass all around. The vehicle's greenhouse extends from the front windshield to the rear in a single expanse of glass. Incorporated in the all-glass roof is a circular sunroof which rotates electrically to an open or closed position.

The Vision's sleek body is complemented by flexible urethane rear wheel skirts, flush-mounted headlights and aero wheel covers. The car is also equipped with an electrically controlled rear decklid spoiler that adjusts to varying driving requirements. The Vision also has a lower rear spoiler.

The vehicle is powered by a high-performance 2.2-liter turbocharged engine coupled to a three-speed automatic transmission. It has a wheelbase of 100 inches and an overall length of 170 inches. It is 48 inches high.

The pearlescent white Vision has white leather bucket seats accented with woven cloth insets. It is equipped with electronic digital instrumentation and an on-board computer.

The car's keyless entry replaces conventional door locks with a remote key-chain-mounted control unit. The driver pushes a button as he approaches the car and the doors unlock. The fuel filler cap is concealed behind the rear license plate, which moves aside electrically for easy access to the cap during refueling.

Perot explains his plans for first Saturn

DETROIT.—Ross Perot has special plans for the first General Motors Saturn car, and he says he's already ordered it.

He plans to buy the car and then see that it is raffled off to a member of the original Saturn team.

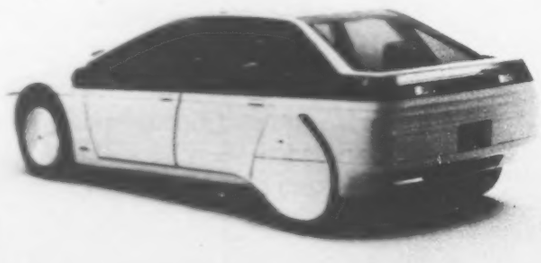
Perot, who is chairman of Electronic Data Systems, GM's new computer services subsidiary, told those attending a Saturn dinner that he believes the first car should turned over to the UAW and the original Saturn group.

He plans to purchase the car and give it to Joe Molotke, UAW co-chairman of the Saturn team, who would then raffle it off to the original Saturn people.

The car would include a plaque with the signatures of the original Saturn team members, Perot said.

Perot's move was prompted by a comment by GM Chairman Roger Smith. Smith told the dinner guests he plans to drive the first Saturn off the line while Donald Ephlin, UAW vice president and director of the GM department, rides in the passenger seat.

"Where the hell am I?" Perot asked. — MARJORIE SORGE



Attention to aerodynamics

Details of ASC's Vision show car were designed with attention to aerodynamics. The vehicle's body contours are complemented by flexible urethane rear wheel skirts and aero wheel covers. The rear decklid spoiler adjusts to driving requirements.

truck industry news

Mack's 'unconventional conventional'

Super-Liner II, Mack's "unconventional conventional," combines the new Ultra-Liner chassis with the long-nose front end and conventional cab which now is fully galvanized for greater protection against rust and corrosion.

New Mack long-nose called 'blend of best'

ALLENTOWN, Pa.—Mack Trucks, Inc., has introduced the Super-Liner II, a second-generation long-nose conventional with a new chassis, upgraded cab and improvements in performance, comfort and convenience features.

Full production is scheduled to begin late this month or early March for the new model, which is offered in two configurations—the RW600 Series for highway-tractor operations and the RW700 Series for construction and heavy-duty low-boy applications.

The Super-Liner II, a Mack spokesman said, is aimed at "the increasingly popular premium conventional market segment, with an entry blending top features of the Ultra-Liner cabover and Super-Liner conventional.

"This 'blending of the best' concept," he added, "has enabled Mack to eliminate 30 percent of the predecessor's parts for greater standardization and efficiency."

The Super-Liner II chassis is the same as that of the Ultra-Liner cabover introduced in 1983, and the new model also shares many of the Ultra-Liner's design features.

The Mack spokesman noted that the new deep-center section provides greatly improved riding comfort, with lighter-weight characteristics than straight-through frame rails.

Frame reinforcement is available on both the RW600 and RW700 models according to application and capacity, he added, with aluminum frame rails optional on the RW600 Series.

"Chassis components contribute further to the Super-Liner II model's accent on comfort," the spokesman said.

"The steering gear is now frame-mounted to minimize road shock, and taper-leaf front suspension is standard on front axles, with both Mack and Rockwell versions available," he added. "Mack, Rockwell and Eaton rear axles also are offered."

The new conventional features Mack Econodyne six-cylinder and V-8 diesel engines, including a new 500-HP V-8 with a four-valve cylinder head for greater fuel efficiency and performance. The engines are mated to the Mack T-200 Series transmissions.

Drivetrain components from other major industry suppliers also are available, the Mack spokesman said.

The Super-Liner II features

Continued on Page 34, Col. 5

300 exhibitors seen for bigger Louisville show

LOUISVILLE.—About 300 exhibitors are expected to participate in the 14th annual Mid-America Trucking Show Feb. 28—March 2 at the Kentucky Fair & Exposition Center here, according to Paul Young of Exhibit Management Associates, Inc., the promoters.

Among the exhibitors will be nine truck manufacturers, major engine manufacturers, six trailer builders and many representatives of truck component and service suppliers, he said.

"We'll be about 30 to 40 percent bigger than last year," he added, and he estimated that attendance will increase to 30,000, up from 22,000 last year.

Significant gains reported for three major market segments

January truck sales up 30 pct.

Retail sales of new trucks of all types in the U.S. in January were 30 percent higher than the previous year, with hefty increases in the three major market segments.

During the month, according to preliminary manufacturer and distributor reports, franchised dealers and factory outlets retailed 362,362 vehicles, compared with 278,440 in the first month of 1984.

January sales of light trucks totaled 339,616 units, a gain of 29.3 percent over last year's 262,605. Mediums were up 27.1 percent, from 3,729 a year ago to 4,738. Heavies were 48.8 percent higher, 18,008 versus 12,106.

Compact-truck sales were more than 50 percent greater than a year ago, and accounted for almost half of the month's light-truck sales.

Dealers retailed 166,994 small trucks of all types in January, an increase of 54.5 percent over the year-earlier 108,068. Sales of domestic compacts totaled 108,200 units, representing almost 65 percent on the month's total.

In January, Big Three dealers retailed 269,341 trucks, an increase of 24.1 percent over last year's 217,014. Only GMC reported fewer sales this year than a year ago.

During the month, Chevrolet dealers retailed 99,355 vehicles, up 23.1 percent over last year's 80,683. The total included 2,700 Astro minivans, an increase of 75 percent over the 1,544 sold in December.

Ford dealers sold 96,887 units in January, a gain of 24.4 percent over the year-earlier 77,877.

Sales by Dodge and Chyrsler-Plymouth dealers during the month were up 47.7 percent to 47,113 units, compared with 31,888 the previous year. The minivans—the Dodge Caravan and Mini Ram Van and Plymouth Voyager—ac-

Continued on Page 32, Col. 4

Cherokee 4x2 wagon has $9,195 base price

SOUTHFIELD, Mich.—American Motors has announced a base price of $9,195 for its new two-wheel-drive Jeep Cherokee SportWagon, $1,350 below the 4x4 model.

Joseph E. Cappy, sales and marketing group vice president, said the new model is expected to have its greatest impact in Sun Belt markets where there is less need for four-wheel-drive systems. It will be offered in both two-door and four-door versions.

Trucking firms suing states over use taxes

ATLANTA.—The Private Truck Council of America, Inc., and several trucking companies are going to court to challenge state laws on truck taxes.

The Council, based in Washington, filed a suit in Fulton Superior Court here contending Georgia's law is a "retaliatory" tax and violates interstate commerce sections of the U.S. Constitution.

The organization said suits also are being filed in Nebraska, Oklahoma, New Jersey, New Hampshire and Maine.

The suit filed here contends that the highway-use taxes for trucking companies in certain states vary for each of the states depending on where the trucks are registered.

The suit is asking for a permanent injunction to stop Georgia officials from collecting the tax from out-of-state trucking firms. It also asks refunds, with interest, on fees already collected since the amended law went into effect this year.

"The state by its taxing scheme favors domestic enterprises over enterprises from other states," the suit charges. "Georgia's retaliatory taxes and fees further impose an unlawful burden on interstate commerce because they vary in amount depending on the particular state of vehicle registration."

The suit alleges that "hundreds of interstate motor carriers" are affected by the law.

The association charged that trucks operating in Georgia from 13 particular states pay annual state road-use taxes and fees ranging from $5 to $180, in addition to "trip fees" for each round trip into or through the state.

Trucks registered in some states are allowed to forego the registration fees, but are required to purchase 5-and-10-day temporary permits costing from $10 to $66, the suit noted.

The Georgia law was amended during the last legislature session as an equalizer because Georgia-registered trucks were being levied additional road-use taxes in certain other states, said C.L. Koch, of the State Revenue Department.

Richard Schweitzer, legislative counsel for the trucking organization, said the tax is not serving any revenue need to build any highways.

"It's just what it says; it's retaliatory," he said.

DDA is offering output retarder for transmissions

Detroit Diesel Allison Division is offering output retarders as an option on its Allison MT and HT series automatic transmissions for medium and heavy trucks and buses.

DDA said its retarder can provide up to 80 percent of a vehicle's braking requirements and provide sustained braking at high as well as very low speeds.

The company also said the retarder can extend service-brake life four to seven times and allows a driver to negotiate downgrades at considerably higher speeds, reducing trip times and improving productivity.

The DDA retarder is a two-stage unit featuring both friction clutch and hydraulic retardation. It is mounted at the rear of the transmission and applies braking effort directly to the driveshaft, eliminating associated transmission-component wear and reducing the need to make gear changes to maintain retardation, according to DDA.

The retarder can be applied automatically through the vehicle's service-brake system or with a separate hand lever.

Retarder cooling is provided by the engine/transmission cooling system and a separate high-capacity oil-to-water cooler.

DDA said the optional unit imposes only a slight increase in weight and no length or height penalty on the standard DDA transmission.

ATA asks EPA to develop separate particulate standard instead

HD diesel-trap exemption urged

WASHINGTON.—The American Trucking Assns. has urged EPA to exempt line-haul truck equipment from use of emission trap/oxidizers on heavy-duty diesel engines, and to develop instead a separate particulate standard.

In comments filed with EPA, the trucking group charged that "EPA has not adequately demonstrated that the fundamental problems remaining with trap/oxidizer application. . .can be resolved by 1990 at the emission levels proposed."

EPA has called for more stringent diesel gaseous and particulate emission standards for 1987 and 1990 model-year trucks. A major part of ATA's criticism centers on required use of trap/oxidizers.

The trap devices, ATA contended, would disrupt the expected life and mileage of a vehicle significantly if imposed today, and present potential safety problems.

EPA also erred when it concluded that its proposal would not impact small businesses, ATA charged.

Substantial increases in the initial price of equipment along with increased operating costs will affect both large and small carriers dramatically, the ATA said, particularly the single-vehicle owner/operator.

The proposed standards for heavy diesels, the trucking group continued, will cost the trucking industry an additional $2.2 billion in fuel costs by 1997.

The standards will impose a "fuel-economy penalty" amounting to an estimated $6,000 per truck annually, ATA contended.

ATA took issue with EPA's approach to reducing heavy-diesel emissions, arguing that it makes no sense to establish rules that increase the amount of fuel needed to haul the same amount of freight.

The trucking group expressed considerable concern that the regulations, if enacted, would negate vehicle-productivity advances included in legislation which now allows the use of twin trailers and wider equipment on the nation's interstate highway system.

Also lost would be any future fuel-economy gains, ATA noted.

In its effort to arrive at a proposal, the trucking group charged, EPA has misled Congress by overstating the amount of future emissions and understating dramatically the effect these regulations will have on the trucking industry and the nation.

ATA urged that the agency consider studying costs and benefits of reducing the sulfur content in diesel fuel which could make EPA's "now unrealistic particulate standards possible."

Boston showgoers to see Class 8 Scania

STOCKHOLM, Sweden.—Scania's Class 8 trucks will be exhibited at the New England Truck Show in Boston April 24-26. Afterward, they will be used in a dealer-recruitment campaign prior to going on sale in the fall.

Saab-Scania of America, Inc., initially will market one Scania model, the 112 powered by an 11-liter, six-cylinder diesel engine, in the New England States. The firm said it will distribute its entire line throughout the U.S. within five years.

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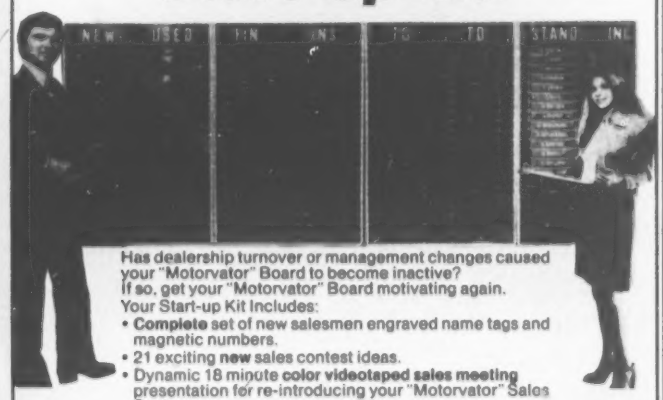

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At House hearing

Ford official, director differ on South Africa

By Geoff Sundstrom
Washington Reporter

WASHINGTON.— William D. Broderick, Ford Motor Co.'s director of international governmental affairs, defended U.S. investment in South Africa before a House Foreign Relations subcommittee as Ford Director Clifton R. Wharton Jr. told the same panel that U.S. business should get out of that country.

Neither man spoke directly on behalf of Ford Motor Co., but their testimony came as Ford announced the merger of its South African company with Amcar Motor Holdings, the automotive subsidiary of South Africa's Anglo American group. Ford said the consolidation move was based wholly on financial considerations.

Broderick testified on behalf of an estimated 135 American companies that have signed the so-called Sullivan Principles, a voluntary corporate code of conduct for business activity in South Africa. The principles promote nondiscrimination in employment and other corporate affairs.

Broderick said his group rejects "the legal and political premises and consequences of apartheid," but that the presence of American businesses in South Africa operating under the Sullivan Principles can make "a greater contribution" to racial reform than would be possible under a policy of disinvestment.

Broderick pointed to U.S. business support of black trade unions, and opposition to the so-called "Orderly Movement of Persons Bill" as evidence of meaningful corporate efforts to encourage change in South Africa.

But Wharton challenged Broderick saying, "Despite the helpful objectives of the Sullivan Principles, there is no evidence that the U.S. presence and practices are making any substantial, permanent progress in breaking down the legally sanctioned and brutally enforced South African policies of apartheid."

Wharton did say, however, that "as a director of Ford Motor Co., one of the larger American firms in South Africa, all the evidence I have seen convinces me that Ford and the other Sullivan Principle firms have performed in good faith and have made a significant difference in the lives of those whom they employ.

"But is this enough to justify their continued presence? My answer is no," he said.

Both Ford and General Motors were criticized in testimony by Dr. Jean Sindab, executive director of the Washington Office on Africa, a leading anti-apartheid organization.

Sindab said Ford and GM vehicles were used by the South African military and police and that "the two companies alone comprise 24 percent of the South African automotive market."

Sindab said, "Ford began its South African operations in 1923. For the 54 years between that time and 1977 when the Sullivan code was implemented, Ford contributed to the growth of the automotive industry in South Africa while simultaneously exploiting cheap black labor.

"Only when the pressure mounted from the black South African trade union movement and the U.S. divestment movement did Ford and the other corporations design and sign on to the principles in 1977."

Sindab also testified that a 1979 strike at a Ford plant in South Africa resulted in the firing of 700 workers.

"Although Ford eventually reinstated the workers after tense negotiations, the South African security police conveniently detained several strike leaders, including Thozamile Botha, who was subsequently banned," Sindab said.

Big Three January sales

	1985	1984
Ford		
Vans	14,647	11,572
Club Wagon	3,274	2,474
Ranger	18,579	13,084
Bronco	4,089	3,373
Bronco II	8,823	6,329
Pickups	42,630	38,902
Mediums	3,788	1,909
Heavies	1,057	544
Chevrolet		
Vans	12,693	12,190
Sportvan	1,924	1,740
Astro	2,700	----
S-10	17,345	13,415
S-10 Blazer	13,963	9,704
Blazer	3,733	3,899
El Camino	1,704	1,823
Suburban	4,497	3,147
Pickups	39,236	33,709
Mediums	1,560	1,056
Chrysler		
Vans	4,809	5,426
Ram Wagon	2,876	2,868
Voyager	7,533	4,118
Caravan	7,939	4,072
Mini Ram Van	2,125	12
Ram 50	6,132	3,103
Other Plymouth Trucks	----	378
Ramcharger	3,171	2,017
Rampage	----	644
Pickups	12,528	9,250
GMC		
Vans	2,964	4,544
S-15	3,389	3,320
S-15 Jimmy	3,045	2,769
Jimmy	778	905
Safari	584	----
Caballero	203	194
Suburban	1,302	1,258
Pickups	9,257	10,512
P Models	1,747	521
Mediums	1,884	1,595
Heavies	833	948

Bennett signs

Walter A. Bennett, right, Bennett Chevrolet-Buick, Inc., Kingsland, Ga., signs with Chevrolet. Looking on is R.J. Bresnahan, Jacksonville (Fla.) zone manager.

Judge says GM isn't obliged to provide air bag

WASHINGTON.—A Florida judge's decision that auto makers cannot be held liable for failing to protect auto occupants with air bags will be appealed, according to lawyers for the plaintiff.

Judge George C. Carr, of the U.S. District Court for the Middle District of Florida, ruled in a summary judgment that as a matter of public policy, General Motors is not obliged to provide air bags in order to make its cars more crashworthy.

The case involved a 1977 Pontiac Grand Prix which was struck on the left front bumper when another vehicle ran a stop sign. The Grand Prix was "side-slapped" by the other vehicle as it rotated after the impact.

Marcia Evers, the driver of the Grand Prix, suffered a brain injury in the accident, although she was wearing a seat belt.

Judge Carr said he believes air bags are effective but he said his court could not require every auto maker to install passive restraints.

The decision follows an earlier case against Ford Motor Co. that charged, among other things, that Ford was liable for injuries to the plaintiff because it failed to equip its vehicles with air bags. Ford settled the case out of court for $1.8 million but said that the "secondary air-bag allegation played no significant role."

Truck sales in January rise 30 pct. to 362,362

Continued from Page 18

counted for 37 percent of the total with 17,597 sales.

GMC dealers retailed 25,986 vehicles in January, a decline of 2.2 percent from the previous year's 26,566. But sales of the Safari minivan more than doubled the December total, 584 versus 200.

January sales of Jeep four-wheel-drive vehicles were up 21.3 percent to 13,182 units, compared with 10,869 in the same month a year ago. Sales of the downsized Cherokee and Wagoneer totaled 8,471, representing 64.3 percent of the month's count.

Nissan/Datsun dealers retailed a record 30,419 compact trucks during the month, an increase of 134.2 percent over last year's 12,989. The total included 13,553 trucks built in the U.S., which was almost triple the year-earlier 4,864.

January Toyota sales also hit an alltime high of 23,909 units, up 47.3 percent from the previous mark of 16,235 set a year ago.

Mazda dealers retailed 7,124 vehicles during the month, a decline of 16.7 percent from last year's 8,549 units.

Sales of the compact Isuzu trucks hit a record 3,032 units in January, an increase of 79.3 percent from last year's 1,691.

During the month, Mitsubishi dealers retailed 1,731 small trucks, also a new high and a gain of 34.2 percent over the previous year's 1,290.

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Original Equipment/Aftermarket

factories list auction dates

American Motors

Feb. 19—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

Feb. 20—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

Feb. 21—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa., and Northstar Auto Auction, Shakopee, Minn.

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Chrysler Corp.

Feb. 19—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

Feb. 20—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz Ala.; Minneapolis Auto Auction, Plymouth, Minn.; Dallas Auto Auction, Grand Prairie, Tex., and Salt Lake Auto Auction, Salt Lake City, Utah.

Feb. 21—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Feb. 22—Concord Auto Auction, Apton, Mass.; St. Louis Auto Auction, Bridgeton, Mo., and Cincinnati Auto Auction, Hamilton, O.

Feb. 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield Pa.; Metro Auto Auction of Kanas City, Lee's Summit, Mo., and NuCarPrep System, Santa Fe Springs, Calif.

Used Car Sales
Auction Averages

February to date	$4,699
Month ago	$5,192
Year ago	$5,296

Ford Motor Co.

Feb. 19—Aptco Auto Auction, Taylor, Mich.

Feb. 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Feb. 21—166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Feb. 26—Big H Auto Auction, Houston.

General Motors

Feb. 19—South Seattle Auto Auction, Kent, Wash.

Feb. 20—Metro Auto Auction, Kansas City, and Clanton's Auto Auction, Darlington, S.C.

Feb. 21—Indianapolis Auto Auction, Indianapolis.

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Model Breakdown
Auction Averages

	FEB 1985	JAN 1985	DEC 1984
1985	$14,024	$11,375	
1984	8,839	8,726	9,531
1983	6,364	5,978	6,760
1982	5,427	5,343	5,112
1981	4,121	4,350	4,454
1980	3,337	3,600	3,528
1979	2,657	2,771	3,932
1978	1,869	2,117	2,047
Overall Average	$4,699	$4,992	$4,863

used-car auction directory

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Stocks rise; makers gear for sales push

Continued from Page 1

88; Fiero, 89; Turismo, 91; Lynx, 92½; Daytona, 122; EXP, 122; Alliance, 127; Laser, 141, and Encore, 164.

Compacts: Cavalier, 44; Mustang, 44; Firenza, 56; Skyhawk, 58; Reliant, 66½; 2000 Sunbird, 67; Camaro, 70; Aries, 70; Firebird, 73; Topaz, 73; Cimarron, 77; Tempo, 81; LeBaron, 90; Capri, 102; Eagle, 115.

Intermediates: Phoenix, 1; Grand Am, 26½; Ciera, 27; Cutlass, 31; Celebrity, 36; Pontiac 6000, 40; Century, 41; Monte Carlo, 47; Somerset Regal, 53; Calais, 58; Skylark, 60; Regal, 62½; LeBaron GTS, 64; Bonneville, 72 Thunderbird, 76; Caravelle, 77; Cougar, 80; Lancer, 80; Grand Prix, 82; Citation, 86½; LTD, 88; Dodge 600, 93; Marquis, 93; New Yorker E, 97.

Standard-size cars: Oldsmobile Eighty-eight, 54; LeSabre, 67; Chevrolet, 74; Diplomat, 93; Parisienne, 96; Gran Fury, 101; Crown Victoria, 136; Grand Marquis, 138.

Luxury models: Electra, 45; Oldsmobile 98, 46; Riviera, 52; Corvette, 54; Continental, 56; Cadillac, 57; Toronado, 60½; Lincoln, 62; Eldorado, 71; Seville, 71; Mark VII, 81, and Fifth Avenue, 89.

Blue-ribbon panel calls for bureau of trade, science

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Lawmakers and White House officials favoring an overhaul of government trade policy offices recieved a shot in the arm last week in the form of a report by the President's Commission on Industrial Competitiveness.

The report specifically called for the establishment of Cabinet-level departments of trede and of science and technology to aid U.S. competitiveness overseas.

Last year, the President backed a Senate bill that would have reorganized certain trade functions of the Commerce Department and the U.S. Trade Representatives Office, creating a Trade Department. Many saw the proposal as an election-year alternative to bills pushed by House Democrats seeking to create an industrial policy for the U.S. Both approaches failed to win Congressional approval.

In his State of the Union address, President Reagan said proposals for trade policy reorganization were in the offing but he did not give details.

Congress is seen as anxious to act on the trade issue with sentiment building for action to help correct the record $123-billion U.S. trade deficit last year.

The commission's report said present U.S. trade policy is "fragmented" and uncoordinated.

The group also called for deficit reduction, tax reform—especially that which would eliminate wide disparities between the effective tax rates on different industries—and greater encouragement of savings by Americans.

Sheffler signs

KEOKUK, Ia.—Tony Sheffler has signed a Lincoln-Mercury franchise agreement.

NEW-CAR STOCKS

	Jan. 1, 1985	Dec. 1, 1984	Jan. 1, 1984
Alliance	127	147	97
Encore	164	129	97
Eagle	115	99	76
AMERICAN MOTORS	136	133	94
Caravelle	77	63	.....
Horizon	80	103	54
Reliant	66½	89	67
Turismo/TC-3	91	112	79
Plymouth	101	128	49
Plymouth Total	76	94	64½
LeBaron	90	81	65
LeBaron GTS	64	85	.....
Laser	141	135	79
Fifth Avenue	89	66	54
N. Yorker E/EClass	97	81	70
Chrysler Total	95	84	66
Omni	77	92	82
Daytona	122	123	92
Charger/024	88	111	101
Aries	70	89	78
400/600	93	77	88
Lancer	80	93	.....
Diplomat	93	86	57
Dodge Total	84	93	78½
CHRYSLER CORP.	85	90	70
EXP	122	129	96
Escort	74	71	60
Tempo	81	64	76
Mustang	44	43	67
Thunderbird	76	50	85
LTD	88	77	57
Crown Victoria	136	114	65
Ford Division	82	71	68
Lynx	92½	95	84
Topaz	73	76	93
XR7/Cougar	80	62	93
Marquis	93	83	50
Grand Marquis	138	116	58
Capri	102	89	104
Total Mercury	99	88	74
Continental	56	72	49
Lincoln	62	44	36
Mark VII	81	78	59
Lincoln Total	63	53	49½
FORD MOTOR	85	73	69
Skyhawk	58	54	93
Skylark	60	61	98
Century	41	37	49
Regal	62½	52	55
Somerset Regal	53	70	.....
LeSabre	67	60	52
Electra	45	33	42
Riviera	52	45	58
Buick Division	55	50	60
Cimarron	77	54	98
Eldorado	71	52	37
Cadillac	57	35	43
Seville	71	43	51
Cadillac Division	63	41	44
Chevette	42	58	63
Cavalier	44	46	60
Citation	86½	102	91
Camaro	70	83	79
Celebrity	36	39	56
Monte Carlo	47	50	98
Chevrolet	74	78	63
Corvette	54	55	49
Chevrolet Division	53	59	67
Firenza	56	70	99½
Cutlass Ciera	27	31	40
Cutlass Supreme	31	33	51
Calais	58	65	.....
Olds 88	54	47	37
Olds 98	46	37	31
Toronado	60½	67	53
Oldsmobile Division	41	41	47
Fiero	89	118	18
1000	57	51	96
2000 Sunbird	67	54	91
Phoenix	1	83	116
Firebird	73	63	85
6000	40	28	50
Bonneville	72	51	84
Grand Am	26½	29	.....
Grand Prix	82	66	94
Pontiac	96	84	86½
Pontiac Division	62	55	71
GENERAL MOTORS	52	51	60
VOLKSWAGEN	55	71	72
HONDA	0	6	19
Total Cars U.S.	65	63	63
SUBCOMPACT	73	83	57
COMPACT	64	65	76
INTERMEDIATE	54	52	63
STANDARD	86½	80	55
LUXURY	61	47	38

Deacon appointed by Porsche in Canada

TORONTO.—Volkswagen Canada, Inc., the importer of Porsche in Canada, has named David Deacon general manager, Porsche.

Deacon formerly was vice president, retail sales, at F.H. Deacon, Hodgson, Inc., a stock brokerage firm. He was Canadian Endurance Racing Champion in 1980, and drove for the BMW factory team at the 24 Hours of LeMans in 1981.

Dedeurwaerder highlights product, labor strategies

AMC preps turbo; Espace in doubt

CHICAGO.—American Motors will introduce a turbocharged engine for the Alliance "very soon," but its plans to bring the Renault Espace minivan into the U.S. apparently have become uncertain.

AMC President Jose Dedeurwaerder told reporters here for the Chicago Auto Show that he didn't know when the minivan would be brought in. Previous plans had been to introduce it in 1986. "I want competitive pricing," he explained.

Dedeurwaerder said Ford Motor Co.'s plans to add part-time four-wheel drive to its Tempos and Topazes (Automotive News, Feb. 11) will not prompt AMC to prolong the life of its 4WD Eagle.

"I never said we were going to produce Eagle for the next 20 years because we have already been producing it for 20 years," he joked. "We intend to stay in that segment" with other 4WD cars—but not a 4WD 18i, he said.

"Ford (Taurus and Sable, which were publicly displayed for the first time at the Chicago show) will look dated compared to what we will build in Canada two years from now," he said.

Dedeurwaerder said AMC's goal for this year is to be cost competitive—a challenge made more difficult in the small-car segment because of General Motors' low-labor-cost links to Japan and Ford Motor Co.'s plans to cut costs by building in Mexico. The big auto makers keep their small-car prices unnaturally low in order to improve their CAFE numbers—again, a hardship for AMC, whose only volume autos are small cars, he said.

AMC won't achieve its goal by increasing automation, he said. The key, he said, is to make labor costs at Kenosha competitive with those of other makers of small cars. AMC's UAW contract expires this year.

He said AMC plans to keep the Alliance and Encore as its smallest models and expand through what the Europeans call Class 5—midsize cars like the new Ford Taurus and Sable and the Audi 5000. — KATHLEEN HAMILTON

Eagleburger joins board of directors of Yugo America

NEW YORK.—Lawrence S. Eagleburger, president of Kissinger Associates, Inc., and former U.S. Undersecretary of State for political affairs, joined the board of directors of Yugo America, Inc., last week.

Eagleburger was a top advisor to former Secretary of State Henry Kissinger during the Nixon Administration. He is now Kissinger's business associate.

Eagleburger retired from the State Department in May, 1984, after 27 years as a career foreign service officer. He served as ambassador to Yugoslavia from 1977 to 1981, before he was appointed to the undersecretary post. That is the third ranking office in the State Department.

Eagleburger will "advise and help Yugo America in its relationships with Yugoslavia," according to Malcolm Bricklin, chairman of Yugo America.

Yugo America will import subcompact Yugo cars to the U.S.

obituaries

Samuel A. Pinkis

LAGUNA HILLS, Calif.—Samuel A. Pinkis, 80, retired mechanical superintendent of Automotive News, died here Jan. 22. Mr. Pinkis had retired in 1970 after 32 years with this publication. Born in Toronto, he lived in the Detroit area for 50 years prior to his retirement.

Tony M. Coury

MESA, Ariz.—Tony M. Coury, 74, owner of Tony Coury Buick-GMC Trucks, died Feb. 7. Mr. Coury spent 58 years in the automobile business.

Eugene D. Bell

ARLINGTON, Wis.—Eugene D. Bell, 78, Bell Motors Ford, died Feb. 3. Mr. Bell had been a Ford dealer here for 55 years.

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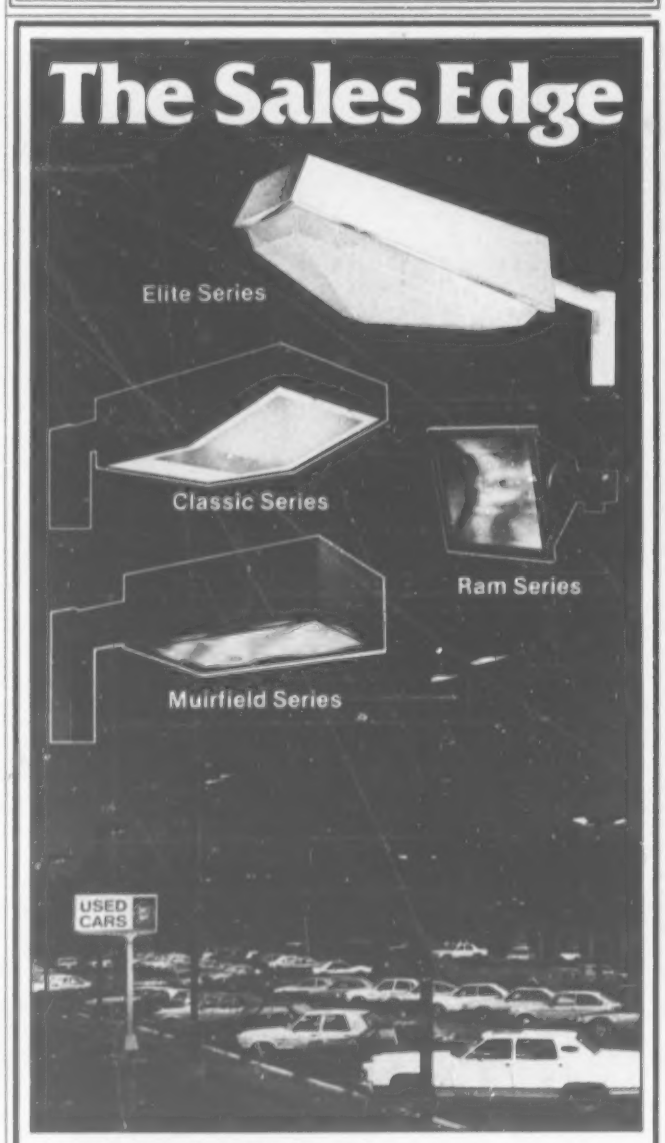

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Pace is three days ahead of 1984

Year's auto output tops a million

By Louise Kertesz
Detroit Reporter

Setting a brisker pace than last year's, U.S. car production passed the one million mark last week.

The millionth car was assembled last Monday (Feb. 11). In 1984, the milestone was reached on Feb. 14.

Year-to-date output of 1,157,471 cars was 2.69 percent ahead of the 1,127,173 completed last year at this point.

Last week's scheduled production of 173,796 cars was down a bit (1.76 percent) from the previous week's 176,912, due in part to weather-related slowdowns.

General Motors, Ford Motor Co., Chrysler Corp.and Honda all reported production losses last week due to severe weather.

Last week's build was also down 2.48 percent from the year-ago week's 178,218.

Companies shared last week's estimated production as follows: GM, 61.69 percent; Ford, 21.81 percent; Chrysler, 13.29 percent; American Honda, 2.05 percent; Volkswagen of America, 1.15 percent, and New United Motor Mfg., Inc., 0.01 percent.

A GM spokesman confirmed that a second shift will be added in July at its Wentzville (Mo.) plant, which builds C-cars.

GM scheduled two overtime shifts Saturday (Feb. 16) at its plants in Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City;, Orion Township, Mich., and Wilmington, Del.

One overtime shift was scheduled Saturday at GM's plant in Wentzville.

Honda scheduled 10 hours of overtime Saturday at its Marysville (O.) plant.

Ford has scheduled daily overtime this week (Feb. 18) at all its plants except Wayne, Mich.

Ford shows off its newest, months ahead of sales date

By Kathleen Hamilton
Assistant Managing Editor

CHICAGO.—Ford Motor Co. came to the Chicago Auto Show with pre-production prototypes and promises of vehicles to come. It was an unusual gamble: Introducing vehicles months before they go on sale.

But most people know the Ford minivan, Aerostar, is coming out this summer and will wait to compare it with the General Motors and Chrysler Corp. entries before buying, said Louis Lataif, Ford North American Automotive Operations sales vice president.

As for the early unveiling of the midsize entries, Taurus and Sable, Lataif said most people buy cars when their old ones need to be traded. Ford won't lose many sales of older-style cars by showing off its new ones, he said.

Besides, the Chicago show was the first stop in a cross-country tour for Taurus cars. They will be shown off to dealers, employes, suppliers and the press until their introduction this fall as 1986 models.

Ford Division has targeted sales of 240,000 Taurus models in the first full year of production, said Robert Rewey, the division's new general manager. He predicted his division's most popularly equipped Taurus will sell for about $10,000. And he touted the new wagons as the most aerodynamic in the industry.

The new Merkur XR4Ti, on sale only in California until March 7, also was here for the show. Lincoln-Mercury has filled 800 of the 850 franchises for the new line so far, said John Warren, Merkur marketing manager. First full-year sales are targeted at 20,000.

The next Merkur will debut in the U.S. in 14 months, said L-M's new general manager, Thomas J. Wagner. Industry sources indicate it will be a sedan based on the European Granada's replacement, codenamed Scorpion.

By the end of the decade, L-M aims to capture one full percentage point of the market with Merkur, Wagner said.

Ford has equally big plans for its minivan. Rewey predicted sales of close to 200,000 Aerostars in its first full year of production. That would be peak production capacity.

Rewey said he expects 70 percent will be equipped with an optional V-6 that gives a towing capacity of 5,000 pounds. Ford also expects to produce 15 percent of Aerostars as vans ready for conversions.

The Aerostar and similar minivans by its competitors will probably slice 20 percent off the station wagon market, Lataif said.

Executives here also took an unusual step in confirming their mid-year plans for a redesigned Escort and Lynx with a 1.9-liter engine (up from 1.6 liters), and an updated SVO Mustang with an electronically injected intercooled, turbocharged 2.3-liter engine.

Makers schedule 70,246 trucks, highest of year

With overtime scheduled at 12 plants, domestic makers expected their highest weekly output of the year last week—70,246 units. The figure was about even with the previous week's 69,688 but was 11.75 percent better than the year-ago week's 62,860.

High-level production schedules were reported despite weather-related curtailments.

Last week's estimated production topped the highest production week of 1984 by 80 units.

So far this year, 435,858 trucks have been built, 5.96 percent more than the 411,327 assembled last year at this time.

General Motors scheduled two overtime shifts Saturday (Feb. 16) at the following plants: Flint (No. 1 and 2); Janesville, Wis.; St. Louis; Lordstown, O., and Pontiac (No. 6).

Ford has scheduled daily overtime this week (Feb. 18) at all its plants except Twin Cities.

Canadian output holds steady but trails 1984 week

Scheduled Canadian production of 19,546 cars last week held steady (down 0.09 percent) with the previous week's 19,564 but fell 15.45 percent below the year-ago week's 23,118.

So far this year, 131,446 cars have been built, down 10.02 percent from the 144,618 completed last year at this point.

Makers targeted assembly of 18,704 trucks last week, about the same (down 0.17 percent) as the previous week's 18,735.

Year-to-date, 121,216 trucks have been assembled, 10.06 percent more than the 110,130 built last year at this time.

At Chrysler's Windsor (Ont.) plant, 2,604 Plymouth Voyagers, 2,718 Dodge Caravans and 594 Mini Ram Vans were scheduled for production last week, bringing the T-115 total for the year to 39,341.

U. S. CAR PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
AMERICAN MOTORS	___	4,747	3,726	3,726	26,945	11,494
Renault Total	4,000	4,747	3,726	3,726	26,945	11,494
Alliance	2,600	2,402	2,341	2,341	13,514	7,273
Encore	1,400	2,345	1,385	1,385	13,431	4,221
CHRYSLER CORP.	23,100	29,176	25,108	53,279	172,170	163,812
Plymouth Total	7,000	8,001	7,338	15,886	51,672	47,804
Horizon	2,400	3,609	2,647	5,584	20,225	16,561
Reliant	3,000	3,989	3,073	6,760	28,333	20,783
Caravelle	1,300	180	1,251	2,779	1,055	8,234
Gran Fury	300	223	367	743	2,059	2,276
Chrysler Total	7,300	9,809	8,215	17,203	55,149	56,396
LeBaron	2,200	2,797	2,387	5,053	17,232	15,806
LeBaron GTS	1,100	___	1,212	2,578	___	8,553
Laser	700	1,789	896	1,812	10,853	7,030
New Yorker E-Class	1,400	2,241	1,488	3,167	14,033	9,309
Fifth Avenue	1,900	2,982	2,232	4,593	13,031	15,898
Dodge Total	8,800	11,366	9,555	20,190	65,349	59,512
Omni	2,400	3,555	2,778	5,758	18,680	17,634
Aries	2,500	3,450	2,528	5,495	23,056	15,838
Daytona	900	1,376	1,077	2,181	9,161	6,211
Dodge 600	1,600	1,950	1,575	3,594	11,354	10,113
Lancer	900	___	927	1,996	___	6,412
Diplomat	500	1,035	570	1,166	3,098	3,404
FORD MOTOR	37,911	38,307	36,105	81,348	219,439	251,378
Ford Division	24,596	25,053	23,455	52,831	145,465	163,717
Escort	7,049	7,843	6,785	15,259	45,574	45,644
Mustang	3,815	2,817	3,363	7,862	16,264	23,122
LTD	4,553	5,203	4,265	9,824	33,276	32,253
Thunderbird	5,051	4,165	4,904	10,769	23,034	27,537
Crown Victoria	___	1,455	___	___	10,996	7,122
EXP	558	645	556	1,225	4,934	3,583
Tempo	3,570	2,925	3,582	7,892	11,385	24,456
L-M Division	13,315	13,254	12,650	28,517	73,974	87,661
Mercury Total	9,730	9,131	9,080	20,633	52,888	64,075
Lynx	1,843	1,951	1,561	3,736	9,464	11,234
Capri	819	264	588	1,457	2,398	3,155
Marquis	2,426	2,038	2,157	5,067	12,944	15,154
Cougar	3,088	1,455	3,216	6,982	10,211	21,927
Grand Marquis	___	2,175	___	___	13,516	4,733
Topaz	1,554	1,248	1,548	3,381	4,355	8,872
Lincoln Total	3,585	4,123	3,570	7,884	21,086	23,586
Continental	648	732	651	1,432	3,907	4,280
Lincoln	2,540	2,576	2,528	5,584	10,016	16,706
Mark VI/VII	397	815	391	868	7,163	2,600
GENERAL MOTORS	107,220	101,418	106,340	234,920	677,091	696,062
Buick Total	19,477	22,715	19,919	43,429	148,148	134,254
Skylark	2,380	2,786	2,566	5,434	15,141	16,523
Skyhawk	3,039	3,171	2,320	5,773	22,349	14,526
Somerset Regal	2,945	___	2,657	6,092	___	16,248
Century	4,615	4,907	4,354	9,911	30,278	30,090
Regal	1,625	4,913	1,657	3,756	32,097	16,007
LeSabre/Electra	1,243	5,658	2,681	4,646	38,301	22,787
Riviera	1,255	1,195	1,436	2,914	8,575	8,446
Electra (fwd)	2,375	85	2,248	4,903	1,407	9,627
Cadillac Total	8,059	7,310	7,993	17,659	46,614	53,106
Cimarron	715	450	672	1,511	3,136	3,718
Seville	825	965	968	1,957	5,297	5,790
Eldorado	1,460	1,711	1,718	3,481	9,985	10,656
Cadillac (rwd)	1,057	4,164	1,274	2,542	26,912	8,105
DeVille (fwd)	4,002	___	3,361	8,168	1,284	24,837
Chevrolet Total	39,768	33,874	38,060	85,570	232,179	251,295
Chevette	3,596	4,159	3,107	7,425	28,119	22,314
Cavalier	11,095	8,022	11,060	24,070	57,584	67,524
Celebrity	6,248	6,366	5,637	13,187	41,132	39,158
Camaro	5,095	5,258	4,711	10,758	37,199	31,720
Citation	1,620	2,042	1,504	3,447	12,948	10,873
Malibu/El Camino	630	768	408	1,124	4,212	3,360
Monte Carlo	3,848	4,012	3,364	7,844	29,053	19,857
Chevrolet	6,636	2,486	7,253	15,540	16,589	51,612
Corvette	1,000	761	1,016	2,175	5,343	4,877
Oldsmobile Total	26,403	26,235	26,924	58,720	174,700	172,506
Omega	___	1,286	___	___	7,443	___
Firenza	906	1,252	1,899	3,151	10,016	10,141
Cutlass Supreme	4,012	8,232	3,152	7,958	51,533	26,288
Cutlass Ciera	7,430	4,927	8,976	18,004	35,165	52,905
88/98 (rwd)	5,974	9,582	5,284	12,605	63,109	38,038
Olds 98 (fwd)	3,351	___	3,147	7,097	1,336	18,791
Calais	3,750	___	3,422	7,779	___	19,942
Toronado	900	956	1,044	2,128	6,096	6,403
Pontiac Total	13,513	11,284	13,444	29,542	75,450	84,899
Acadian**	___	335	182	257	2,176	1,413
2000 Sunbird	3,304	3,331	3,188	7,004	19,894	19,937
1000	468	755	566	1,197	5,523	4,265
Firebird	2,741	2,192	2,520	5,775	15,724	17,072
Phoenix	___	274	___	___	2,277	___
Grd. Prix/Bon Vle	___	1,411	___	___	9,908	___
6000	570	___	561	1,233	___	2,778
Parisienne	1,725	447	1,477	3,535	3,238	10,424
Fiero	2,400	2,539	2,342	5,222	16,710	14,342
Grand Am	2,305	___	2,608	5,319	___	14,668
HONDA	3,545	2,178	3,517	7,746	15,424	21,696
NUMMI (Nova)	20*	___	20*	41*	___	65*
VOLKSWAGEN	2,000	2,392	2,096	4,502	16,104	12,962
Total Cars, U.S.	173,796	178,218	176,912	385,562	1,127,173	1,157,471
Total Cars, Canada	19,546	23,118	19,564	43,181	144,618	131,446
N. American Cars	193,342	201,336	196,476	428,743	1,271,791	1,288,917
N. American Trucks	88,950	79,922	88,423	195,298	521,457	557,074
North American Cars and Trucks	282,292	281,258	284,899	624,041	1,793,248	1,845,991

*Revised estimate.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
AMERICAN MOTORS	50	610	___	60	4,132	1,024
FORD MOTOR	10,426	8,282	10,807	23,489	48,357	73,145
GENERAL MOTORS	8,835	14,001	8,532	19,137	90,664	55,792
VOLVO	225	225	225	495	1,465	1,485
Total Cars, Canada	19,546	23,118	19,564	43,181	144,618	131,446

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
CHEVROLET	23,509	19,428	23,398	51,994	132,248	149,971
DODGE	3,800	4,058	4,118	8,731	28,234	26,248
FORD	24,190	24,191	24,375	53,083	155,414	148,824
GMC	7,709	6,341	7,165	16,373	42,365	43,954
INTERNATIONAL	1,640	1,606	1,599	3,565	9,212	9,946
JEEP	4,300	3,698	4,360	9,540	23,677	26,691
NISSAN	2,948	2,188	2,523	5,944	13,037	16,016
AM GENERAL	50*	50*	50*	110	340*	330*
MISCELLANEOUS	2,100*	1,000*	2,100*	4,020*	6,800*	13,860*
Total Trucks, U.S.	70,246	62,860	69,688	153,960	411,327	435,858

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 16, 1985	Week Ended Feb. 18, 1984	Week Ended Feb. 9, 1985	Feb. to Date	Jan.1 to Feb. 18, 1984	Jan. 1 to Feb. 16, 1985
CHRYSLER CORP.	8,568	7,165	8,648	19,059	43,414	57,194
FORD MOTOR	3,648	3,428	3,612	7,997	22,823	23,448
GENERAL MOTORS	6,248	6,321	6,225	13,740	42,943	39,127
INTERNATIONAL	240	148	250	542	950	1,447
Total Trucks, Canada	18,704	17,062	18,735	41,338	110,130	121,216
N. American Trucks	88,950	79,922	88,423	195,298	521,457	557,074

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

Virginia dealer group elects Mugford president

RICHMOND, Va.—Edwin W. Mugford, president of Royal Oldsmobile here, has been elected president of the Virginia Automobile Dealers Assn.

His executive committee will be: L. Jack Esteppe, Esteppe Olds-Datsun, Lynchburg, first vice president; William G. Bruce, Bruce-Flournoy Ford, Norfolk, second vice president; L. Lin Peacock Jr., Larry's Buick, Arlington, secretary-treasurer.

A.D. Woodson, Woodson Pontiac, Roanoke, immediate past president, and J. Ronald Nowland, Richmond, executive vice president.

C2700-1

Automotive News

February 25, 1985

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Mazda to have $6 wage edge at Michigan plant

By Marjorie Sorge
Labor Editor

Mazda's plant in Flat Rock, Mich., will have a labor cost advantage of at least a $6 an hour over the rest of the U.S. auto industry by 1991.

Sources said this is likely to result from its agreement with the UAW and its status as a new company. Mazda will open its car production plant at Flat Rock in the fall of 1987.

It is not just the $6 wage-and-benefit advantage that will hurt the rest of the U.S. auto industry, some analysts said. They expect the flexibility in plant operations granted in the agreement to add another $1.50 an hour to Mazda's competitive edge.

"It raises some questions about the competition on U.S. soil," said one analyst.

Interestingly, the letter of intent reached last year between the UAW and Mazda already stipulates what will finally become the collective bargaining agreement.

In the first contract, the base wage rate at the Flat Rock plant (excluding cost-of-living-adjustments) will be $14.30 an hour beginning in July, 1988, and climbing to $16.97 by June 1991.

With COLA, the rate is still $14.30 at the beginning and $18.99 by June, 1991. It will be uniform for all production and maintenance classes and all maintenance employes. COLA will be paid in full from the beginning of the agreement and based on the U.S. Consumer Price Index.

That initial wage rate represents 85 percent of Ford's anticipated base rate of $16.82 by July, 1988, the date the Mazda-UAW contract is expected to take effect.

According to the letter, the contract will stipulate that the starting wages will not be greater than 85 percent of the base rate plus COLA prevailing in the auto industry with the difference to be reduced in steps by the end of the first agreement, allowing the Mazda workers to reach levels generally prevailing in the industry by 1991.

Some analysts say the Mazda workers will still trail the industry's base rate by 70 to 80 cents an hour. The rest of the $6 an hour is principally the service pension and retiree insurance costs Mazda will not have to bear since it is a new company. Pensions and health insurance will account for about $3.50 an hour.

Mazda workers are also guaranteed 85 percent of any general wage increases at Ford preceeding the effective date of the new agreement.

The Mazda-UAW letter of intent says bargaining should begin within three months of commercial production startup and be completed within six months. Production is scheduled to begin in the fall of 1987.

According to the letter of intent, the following must also be incorporated in the collective agreement:

1. UAW recognition of produc-

Continued on Page 73, Col. 3

Peeking at P-car

Chrysler 86½ entry: Small but upscale

Chrysler Corp.'s 1986½ subcompact P-cars will be larger and more luxurious than Omni and Horizon, although the four-door hatchback is slated to eventually replace those cars. A two-door hatchback also will be offered. The P-cars will be powered by a new 1.8-liter engine and the 2.2 in normally aspirated and turbo versions. The new cars will be based on the Daytona/Laser floorpan and will be about three inches shorter and two inches wider. Chrysler is planning on continuing Omni/Horizon production into 1986.

Extension appears possible; Reagan 'considering' matter

Fate of VRA still up in the air

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Extension of voluntary restraints on Japanese auto exports to the U.S. was a hot issue in Washington last week. The situation was changing day by day, sometimes hour by hour.

There were reports that the Voluntary Restraint Agreement would be allowed to expire March 31 as part of a Reagan Administration trade policy that calls for America to overcome its industrial competitiveness problems largely without government aid.

On the other hand, there was speculation that the Japanese will continue some type of restraints, and President Reagan said at his news conference that he is still "considering the matter."

Lawmakers who count Ford Motor Co., Chrysler Corp. and the UAW as constituents are expected to fight for some type of restriction on Japanese autos, whether voluntary or not. The Japanese could also act to limit exports, although at a much higher level, without a formal White House request. The current agreement permits export of 1,850,000 cars a year to the U.S.

If the President makes no decision, thus putting the monkey on the backs of the Japanese, some observers feel that the Japanese will continue quotas simply to protect themselves from congressional pressures for quotas and from Administration pressures to open up markets for other products as well as U.S. auto parts and vehicles.

There were unconfirmed reports last week that the Japanese Government will continue some type of quotas on auto exports to the U.S.

While last week's official White House line on whether to seek a fifth year of the Voluntary Restraint Agreement was that the President had yet to reach a decision, it was widely reported that Cabinet trade advisors had formally recommended not to ask Japan for an extension of the four-year-old agreement.

White House spokesman Larry Speakes said the matter had not gone before the President as of last week, but he hinted the Administration may not take any position on it since "we're not required to make a decision because it's voluntary on the part of the Japanese."

White House officials said the Cabinet recommendation would be reviewed by Secretary of State George Schultz and National Security Advisor Robert C. McFarlane as part of an overall review of U.S.-Japanese relations.

At his press conference last week, President Reagan said the VRA matter was still under consideration. His remarks brought this response from Kenneth Whipple, Ford vice president for corporate strategy:

"We are encouraged that the President is still considering continuation of restraints in light of the nation's trade deficit that has already cost our country over two million jobs and $30 billion in annual trade revenues. If the Japanese restraints are allowed to expire in March, more American jobs will be lost and the trade deficit will continue to rise."

Meanwhile, on Capitol Hill, U.S. Trade Representative William Brock confirmed that Administration officials are against continuing protection for U.S. car builders.

Brock said he would not be surprised to see Japanese vehicle imports rise by as much as 750,000 units in the first 12

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Jeep Cherokee to be built in China this year

By Richard Johnson
Detroit Reporter

American Motors and its Chinese partner will begin assembling Jeep Cherokee kits in Beijing later this year—initially for sale in China and later for export.

Meanwhile, AMC has confirmed that Beijing Jeep Corp., a joint venture of AMC and the Chinese Government, enjoyed a profitable first year of operation. The joint venture earned the equivalent of $12.5 million in 1984, according to Joseph Cappy, AMC vice president—marketing group.

In addition, Cappy said, AMC may announce a replacement this week for Ronald Gilchrist as head of the company's China operation. Gilchrist left late last year to take an international assignment with General Motors.

Cappy said the partners are saving announcements on a variety of topics arising from the Chi-

Continued on Page 73, Col. 5

Bumper issue stays alive; Senate bill to ask 5-MPH

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The need for stronger bumpers was a major part of Senate Commerce Committee hearings calling NHTSA on the carpet for its passive attitude toward the auto companies.

Senator Jack Danforth, Missouri Republican and chairman of the Senate committee, plans to introduce a bill that would, among other mandates, require the 5-MPH bumpers that existed from 1980 to 1982.

The current standard (the first rollback of the Reagan Administration) now requires only 2.5-MPH bumpers, front and rear.

Although Danforth has not yet introduced his bill, MVMA has put itself on record as totally opposed. Fred W. Bowditch, MVMA vice president, said such a move is "simply unneeded" since market forces are already leading to more-damage-resistant bumpers than those required by the standard. Moreover, said Bowditch, new legislative language might endanger provisions of current law that mandate cost-effective bumpers.

But two other groups—the Insurance Institute for Highway Safety and the Center for Auto Safety—took issue with the industry position.

Many auto makers that claim to be putting 5-MPH bumpers on their 1985 models are using bumpers that are weaker than those of 1980-82 which had to meet the federal bumper standard, according to data submitted to the Senate Commerce Committee by IIHS.

In fact, Brian O'Neill, IIHS executive vice president, said some so-called 5-MPH bumpers are so

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breaking news

Ford prices up $200; small cars exempt

DEARBORN.—Ford Motor Co. last week raised car prices an average of $200, or 1.7 percent, following actions taken by General Motors and Chrysler Corp. at the beginning of the year. The Ford hikes, effective today (Feb. 25), range from $104 on a Mustang to $538 on a Lincoln Continental. There were no changes in the prices of the company's smallest cars —Ford Escort, EXP and Tempo and Mercury Lynx and Topaz. Prices of some options went up, but there were no changes in dealer discounts or destination charges. Ford also announced an 8.8 percent financing program on Tempo and Topaz for Feb. 22 through April 22. It is available through Ford Motor Credit Co.

Chrysler's little truck won't be so little

DETROIT.—When the Dodge Dakota compact pickup bows in 1987, it will be larger than the competition from Ford and General Motors. Standard wheelbase will be about four inches longer than the competition, and the Dodge Dakota will be the only subcompact to offer an eight-foot bed. Chrysler's 2.2-liter

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NEWSPAPER

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GM and suppliers to be partners

'A brand new way...to do business'

By Marjorie Sorge
Labor Editor

The General Motors Chevrolet-Pontiac-Canada Group and its suppliers will be partners, and long-term understandings will be more important than contracts, according to a CPC official.

"We are developing a brand new way for CPC to do business," said Donald A. Pais, director of materials management for the group. "We will have new relationships with our suppliers, based more on partnerships."

New ways of doing business will also include a continued move toward 100 percent single sourcing (currently 96 to 97 percent), fewer suppliers, early sourcing, supplier input in plant construction, strategic planning, and prototype development and on-site supplier representatives.

The entire operation will hinge on two things—getting all suppliers hooked up electronically to the factory within the next two to three years and allowing both the supplier and the CPC Group to be flexibile.

CPC will not be "heavy-handed" in getting its suppliers to adopt the GM computer network and will let them make their own choices, Pais said.

"But they must understand that they have to produce world-class quality at a cost-competitive price, which means value," he said. "How they get there is really their own independent business decision and judgment.

"There are some things you feel so strongly about that you can't just say 'here's a technique we think is so powerful that if you don't use it, we don't think you will be competitive. But that is up to you. You either believe what we are saying or you might find out the hard way.'

"But that is a little different approach than saying 'here's the program I want you to use and if you don't, you are out.'"

But to compete, suppliers will have to have direct computer compatability. Within the next two or three years, suppliers will have on-line access in the plant, Pais said, allowing them to see exactly how many parts they have in the plant at any specific time and when the last shipment was received.

Getting suppliers to agree to this system will also require a long-term commitment by the corporation.

"You shouldn't just be buying parts, you should be buying people and partnerships," Pais said. "In any business, it is the people running the things and the mangement systems that make the difference.

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IMPORT STOCKS

	Feb.1, 1985	Jan.1, 1985	Feb.1, 1984
Chevrolet	108½	125	___
Chrysler	60½	48½	47
Honda	12½	17½	18
Isuzu	19½	74	60
Mazda	47½	36½	18
Mitsbishi	13	22	29½
Nissan	29	35½	22
Subaru	23	12	28
Toyota	12	15	11
JAPANESE MODELS	25	26	20
Audi	110	78	28
BMW**	65	59½	69
Mercedes-Benz	39½	21	29½
Porsche	46	43	17
Volkswagen	73½	64	74
GERMAN MODELS	70	53	50
Alfa Romeo**	65	59	33
Jaguar	34½	6	17
Maserati	47	40	___
Peugeot**	45	39	50
Renault	221	195	113
Saab	31½	27	32
Volvo	37	80	41½
OTHER MODELS	46½	55½	45
TOTAL IMPORTED CARS	33	32½	26
Chrysler	51½	71	82
Isuzu	164	68	106
Mazda	36½	32½	21
Mitsuishi	22½	23	37
Nissan*	24	56	56
Toyota	33½	35	35
TOTAL IMORTED TRUCKS	36½	45	45
TOTAL IMPORTED VEHICLES	34	36	30

* Includes domestic-made trucks.
** Estimate.

Big wheels

Brad Burns, of Sun Valley, Calif., lifts the front of a huge balloon model of a Honda Big Red all-terrain vehicle. The actual vehicle is seen to Burns' left while another 22-foot inflatable looms in the background. The balloon vehicles are used at promotions around the country.

Yamaha to play role in '86 Taurus/Sable feature

Ford to unveil a 4-valve engine

By Dan McCosh
Detroit Reporter

The first American entry in the current trend to four-valve cylinder heads will be a specialty version of the 1986 Ford Taurus/Sable cars, Automotive News has learned, with the performance option designed and possibly supplied by Japan's Yamaha Motor Co.

Four-valve cylinder heads are being viewed as potential replacements for turbocharging as a means of offering high-horsepower power options on the current generation of small-displacement engines.

Interest in such performance options has been enhanced since transverse front-drive engines have made it difficult to install larger-displacement engines in some models.

Several European cars—including Saab, Mercedes-Benz and Porsche—have four-valve engines on the market, along with Japan's Toyota. Honda has been offering a three-valve engine. Domestic manufacturers have been working on prototypes, but so far none have been offered to the public.

Ford's Taurus will be powered by a new three-liter engine being tooled in its Lima (O.) engine plant. It is a sophisticated V-6 with electronic port fuel injection, a key part of Ford's program to meet current Corporate Average Fuel Economy standards.

In the high-output version, the Ford engine will feature a Yamaha-built cylinder head with four valves per cylinder, the result of a joint agreement announced early in 1984 between Ford and the Japanese company, best known for its work in motorcycles.

The Ford deal also could mark another inroad in a supplied component from Japan. Yamaha recently has been developing several exotic cylinder heads for its high-performance motorcycles and recently has been concentrating on automobile engines.

A Ford spokesman said sourcing for the four-valve head has not been determined, although other Ford sources indicate Yamaha is the prime candidate as a supplier.

A prototype engine with a Yahama five-valve cylinder head recently was unvieled, with a block that apparently is a Toyota racing engine. Yamaha also has built engines with six and seven valves per cylinder for motorcycles.

Multi-valve engines increase fuel and air flow, hence horsepower. They also offer the opportunity to "tune" valve timing specifically to engine speed, which allows higher torque at low speed, in contrast to turbocharging that increases horsepower relative to engine speed.

Import inventory up; 33-day supply on hand

By Arthur Flax
Automotive News Staff

Inventories of new imported cars edged up to a 20-month high of 262,990 units on Feb. 1, but importers managed only a slight boost in days' supply as sales also picked up a bit.

Higher inventories were good for a half-day supply increase, from 32½ to 33 days, far below the 60-day supply considered ideal.

The latest days-supply figure equals the stockpile recorded on June 1, 1983, and that figure and the unit count are the highest since that time, when there were 275,411 imported cars in stock. The figures on Feb. 1, 1984, were 205,337 cars and 26 days. On Jan. 1 of this year, the numbers were 259,933 cars and 32½ days.

The supply of imported trucks fell to 101,619 units on Feb. 1, compared with 114,485 the previous month, and sales increased slightly. As a result, average days-supply fell to 36½ from 45. On Feb. 1, 1984, there were 78,471 trucks in stock and the days-supply was 45.

Combining cars and trucks, February opened with 364,609 units in inventory, or 34 days' worth. January started with 374,418 units, worth 36 days. The previous February began with 283,808 vehicles and 30 days.

During January, German makers increased inventories and sales rates fell, resulting in increased days-supply levels.

Increased sales rates among European makers other than the Germans and a relatively small boost in inventories resulted in a drop in average days-supply.

Sales rates and shipments among Japanese makers were reasonably stable.

The Japanese makes accounted for 59.28 percent of all import cars in stock; German cars, 29.23 percent, and cars from other European countries, 11.49 percent.

One month earlier, the shares were Japanese, 62.08 percent; German, 27.17 percent, and other countries, 10.75 percent.

February started with the Japanese cars averaging a 25-day supply, down from 26 the previous month. The days-supply figures by make: Toyota, 12; Honda imports, 12½; Mitsubishi, 13; Isuzu, 19½; Subaru, 23; Nissan, 29, and Mazda, 47½.

In addition, the Mitsubishi-built imports marketed by Chrysler Corp. averaged a 60½-day supply: Dodge Colt, 51; Plymouth Colt, 53½, Dodge Vista, 72; Plymouth Vista, 76; Plymouth Conquest, 128½, and Dodge Conquest, 142½.

Chevrolet's captive imports averaged a 108½-day supply: 38 for the Suzuki-built Sprint and 146 for the Isuzu-built Spectrum.

German makes had an average of 70 days' supply, up from 53 the previous month: Mercedes-Benz, 39½; Porsche, 46; BMW, an estimated 65 days; Volkswagen imports, 73½, and Audi 110.

There was a 46½-day supply of cars from other European countries, down from 55½ days the previous month: Saab, 31½; Jaguar, 34½; Volvo, 37; Peugeot, an estimated 45 days; Maserati, 47; Alfa Romeo, an estimated 65 days, and Renault, 221.

Japanese-built light trucks and their days' supplies: Mitsubishi, 22½; Nissan, 24; Toyota, 33½; Mazda, 36½, Chrysler, 51½, and Isuzu, 164.

Perot and Texas bank duel for (Saturn?) land

Deep in the heart of Texas, a billionaire and a bank are fighting over 6,300 acres of prime land some have speculated is slated for General Motors' Saturn plant.

Early last week, the Dallas-Fort Worth Business Journal reported that H. Ross Perot, chairman of Dallas-based Electronic Data Systems, Inc., purchased 6,300 acres of land in North Texas for more than $100 million.

Late last week, the Gibraltar Savings Bank, of Dallas, said it had a binding contract with Gulf National Corp., which has owned the land since 1973.

According to an EDS spokeswoman, Perot has an agreement, too.

Initial speculation was that Perot, who became a member of the General Motors board of directors when his company was purchased by GM last fall, bought the land as a site for the Saturn plant.

However, the EDS spokeswoman said the land was purchased for Perot's private use, was purchased in four individual tracts and is in no way connected with the Saturn project. Perot, a billionaire, has extensive real estate holdings.

The Saturn plant site has created enormous interest in many states, and governors have been flocking to Detroit to make their pitches to GM and Saturn officials.

There has been speculation that the plant could end up in Texas, where Perot obviously would like to see it based.

The land Perot reportedly acquired is near the site of EDS's planned new corporate headquarters. According to the Journal story, the purchase is one of the most expensive land transactions in Texas history.

Limo by Tony's

Tony's Limousine, Inc., Warren, Mich., has designed and built the Fifth Avenue Limousine. Features include forward facing jump seats, separate rear stereo, reading lamps and choice of either cloth or leather upholstery. Retail price is $28,000.

Pa. lawmaker proposes loan deal for Saturn

HARRISBURG, Pa.—State Rep. Tom Tigue, with the backing of other legislators in the General Assembly, has proposed that the Commonwealth offer a $100-million interest-free loan to Saturn Corp. as an inducement to build its new plant in Pennsylvania.

Tigue said legislation is being drafted to offer a similar deal to any firm agreeing before June 15 to locate a $1-billion industry in the state.

BMW unfazed by Ford's cut in diesel use

By Richard Feast
European Editor

MUNICH.—Ford Motor Co.'s considerable scale-back in orders for BMW's turbodiesel engine is causing no consternation at the German group's headquarters here.

A senior BMW source confirmed that Ford is committed to paying for a minimum number of engines regardless of how many it decides to receive. He declined to reveal exact numbers, but said that since deliveries began at the end of 1983, BMW has shipped 4,500 units to Ford in the U.S.

This compares with an original agreement for BMW to supply 190,000 engines over a three-year period. The decline in U.S. diesel demand caused a revision in 1983 to only 71,000.

Although Ford's diesel program for the Lincoln Continental and Mark VII is in doubt, BMW is pressing ahead with plans to double the engine-building capability of its factory at Steyr, Austria.

In March, Fred Sinowatz, Austria's chancellor, will attend the opening of facilities that will raise Steyr's annual capacity from 140,000 to 300,000 engines by the end of next year.

The second phase of its development is beng completed in conjunction with the construction of the automobile factory at Regensburg, which will open in the fall of 1986. It will begin producing at a daily rate of 100 (23,000 a year), rising over an eight-yar period to an annual capacity of 185,000.

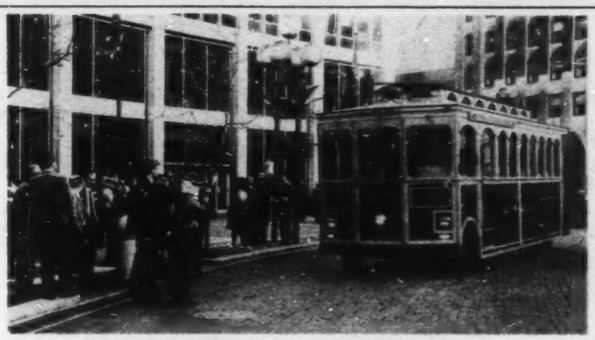
This year, BMW's existing facilities will be stretched to full capacity—about 460,000 a year, according to Chairman Eberhard Von Kuenheim.

Last year, BMW produced a record 432,000 cars, despite the spring strike by auto workers which affected output acros the whole West German industry.

Von Kuenheim reported that BMW Group sales last year rose 17.5 percent to $5.04 billion. While the full financial results will not be known until May, it is certain that 1984 will prove another record year for BMW.

Not all of its activities are progressing smoothly, however. The start of construction of its $200-million R&D center was delayed seven months because of the complexities of obtaining building permits from the Munich authorities.

The center, being built on the site of former U.S. Army barracks north of Munich known as Alabama, is unlikely to open before 1987.



A bit of San Francisco for Indianapolis

The arrival of trolleys in Indianapolis was observed by dignitaries, public officials and members of the local media. The vehicles were manufactured by Transportation Vehicles, Inc., Zellwood, Fla., and use an 8.2-liter diesel engine and MT 643 automatic transmission produced by Detroit Diesel Allison Division of General Motors. The six new trolleys, styled like San Francisco's cable cars, run on two routes designed to serve as a downtown transportation system.

Despite problems in Europe

Renault-AMC unity intact—Dedeurwaerder

By Richard Johnson
Detroit Reporter

Despite Renault's problems in Europe, the French auto maker's partnership with American Motors remains in good shape, according to Jose Dedeurwaerder, AMC president and chief executive officer.

Dedeurwaerder told a meeting of the French-American Chamber of Commerce in Detroit last week that the arrangement is "long-term."

The state-owned French auto maker is expected to report a loss of at least $8 billion francs ($825 million) for 1984. Similar losses are now being projected for 1985. The French Government abruptly ousted Chairman Bernard Hanon recently and replaced him with Georges Besse.

"I know you're aware of Renault's recent problems in Europe," said Dedeurwaerder. "The important thing to remember from our perspective at AMC is that the partnership is long-term. You can't expect either partner to set new sales and earnings records every year; each will have bad years as well as good ones.

"Last year was a good year for AMC," he said. "But it was a bad year for Renault—both in sales and earnings. The Renault management team is making many decisions to resolve the problem."

Renault and AMC joined forces in 1979. The French company now owns 46 percent of American Motors common stock. Several top executives at AMC, including Dedeurwaerder, emigrated from Renault management ranks.

Dedeurwaerder said AMC's purchases from Renault totaled more than $500 million last year.

"Today, the partnership is stronger than anyone on either side of the Atlantic had envisioned at the time it was established," he said. "Renault was the leading European brand name in this country last year. This was achieved, of course, through the AMC partnership.

"Renault brand sales in North America have grown to the point where the Renault product cycle plan for Europe is in many ways dependent on what AMC does here," he added. "No major new product program is undertaken without first making sure it fits in with our needs and plans here in North America."

Dedeurwaerder said AMC's new-found profitability is "proof of the wisdom" that went into the partnership.

AMC later this week is expected to report a 1984 profit of about $15 million, its first profitable full year since 1979. While the margin is slim compared with that of other U.S. auto companies, Dedeurwaerder stressed last week that the company achieved a turnaround of more than $250 million on continuing operations in 1984.

"When you compare that with the recent performance of other companies—especially companies of our size, with sales in the range of $4 billion—it is indeed an accomplishment to be proud of," he said.

AMC deal opens

CONYERS, Ga.—Michael Hutton has opened Hutton AMC-Jeep-Renault here.

Few vehicles are transported in American vessels

Car shipping a U.S.-Japan problem

By Jake Kelderman
Washington Reporter

WASHINGTON.—A Reagan Administration decision to let voluntary restraints on Japanese auto exports to the U.S. expire might indicate that the Administration can live with an increase of imported Japanese cars but it does not mean the Administration can live with how those cars get here.

In a series of letters and meetings, U.S.Trade Representative William Brock has let the Japanese Government know he is not happy about the fact that virtually all Japanese cars and trucks arrive at U.S. ports in Japanese or Japanese-controlled ships and that little of this estimated $500-million annual business accrues to any U.S. shipping firm.

In letters to Japanese Foreign Affairs Minister Shintaro Abe and at a recent meeting of the State Department's U.S.-Japan Interagency Maritime Group, Brock warned the Japanese that the current situation "has created a disturbing potential for trade disputes between our countries," and that something must be done about it.

"It's an outrageous situation," said a source close to the matter at the trade representative's office in describing what he labeled a nearly closed operating system.

Brock has asked the International Trade Commission to look into the competitive nature of the car-shipping business between the U.S. and Japan and report back to him by June. A public hearing is scheduled for April 9.

According to Andrew Gibson, president of American Automar, a U.S. shipper that transports Volvos to the U.S., Japan now controls about two-thirds of worldwide seaborne trade in passenger vehicles. West Germany is a distant second with 16 percent and France is third with 9 percent, he said.

He also expects that Japan's control of the market will grow during the next few years since 31 of the 39 Pure Car Carriers (PCCs) being built around the world are for Japanese companies.

Said Gibson, who has been trying to break into the Japan car carrier business for two years, "They've got a little monopoly going there."

Shipping cars across the oceans has undergone some rapid changes during the past 20 years.

From cumbersome operations that involved the hoisting of about 2,800 vehicles per ship in an operation that could take days, it has evolved into a highly automated, streamlined operation involving ships that can carry as many as 6,000 vehicles that can be driven off in a matter of hours.

Indeed, it is now common practice for car carriers to spend no more than 18 hours in any port before steaming back to home base in what has effectively become a transoceanic conveyer belt.

For the major Japanese car companies, a ship arrives about every three days at East and West Coast ports.

Those ships are not owned by the Japanese car companies, however. They are leased or chartered by those firms from about seven major Japanese shippers.

Honda uses ACT Maritime, Mitsui OSK, K-Line and NYK-Line; Toyota uses K-Line, NYK-Line, Sanko-Line, Toyo Fuji-Line and an American company, Great American Lines Co. (which transports vehicles one way and citrus products back to Japan); Mazda uses NYK-Line, Yamshita-Line, Mitsui OSK and K-Line, and Subaru uses NYK-Line and Mitsui OSK.

Nissan, unlike the other Japa-

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Nader emerges as protector of G. Washington

WASHINGTON.—Keeping George Washington out of the "realm of sleaziness" is the latest mission of Ralph Nader.

In a letter to President Reagan on the eve of the anniversary of Washington's birthday, Nader said that using revered heros of the past as "salespeople or hawkers on television, radio and print advertisements" can't be stopped by regulation, but President Reagan could be the "custodian of matters relating to Presidential taste and decorum."

Nader said Mr. Reagan could urge businessmen to rein in their "promotional addictions" and let the historical record speak—at least so that school children do not think George Washington was a salesman.

George Washington should not be selling Datsuns, Nader said. He added that he can't imagine Mexican merchants using Benito Juarez to sell tamales.

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60th year—No. 5063

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

United Dealer Group in Chapter 7; lawsuits filed

Dealer funds in doubt as warranty firm folds

By Richard Johnson
Detroit Reporter

An estimated 40,000 extended warranty contracts issued by United Dealer Group, Inc. (UDG), and sold by more than 1,300 auto dealers are still in effect, even though the Arizona-based insurance marketer is in U.S. Bankruptcy Court and service claims are not being paid.

The collapse of United Dealer Group, Phoenix, has left dealers in 39 states wondering what became of millions of dollars they say were remitted to the company following the sale of warranties.

At least two insurance companies have filed suit against UDG alleging fraud and racketeering. An attorney for one insurer suggested that "millions" which should have been paid into reserve trusts may have been pocketed by United Dealer Group's top officers or channeled into other investments.

United Dealer Group last year sought protection under Chapter 11 of the U.S. Bankruptcy Code after an insurance carrier withheld payment of claims. On Feb. 1, a Federal Bankruptcy Court judge ordered the case into Chapter 7 and has appointed a trustee to oversee liquidation of assets.

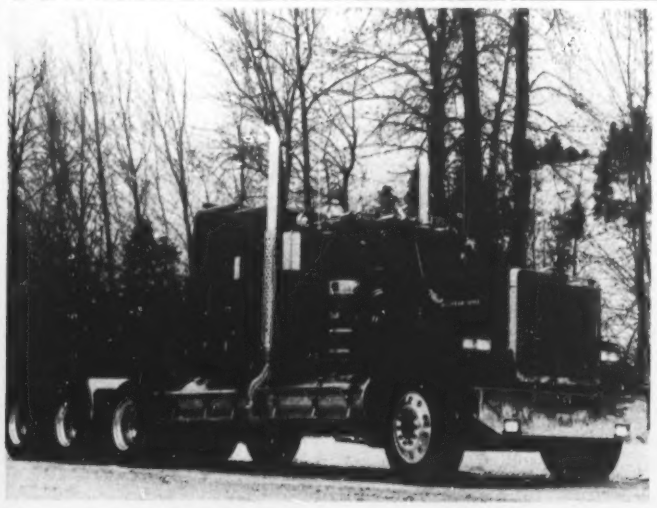
The carrier, Integrity Insurance Co., Paramus, N.J., filed suit in U.S. District Court in Arizona last summer, charging United Dealer Group with issuing faulty and invalid insurance policies.

The suit alleges that United Dealer Group and its principal officers, Marvin E. Cowdrey and R. Peter Nielson, "employed a scheme and artifice to intentionally defraud plaintiff, automobile dealers, automobile purchasers and lienholders by a number of means."

Another carrier, Texas-based Early American Insurance Co., has made similar allegations against United Dealer Group in a civil suit against the company.

Cowdrey and Nielson each hold one-third shares of the company. The remaining shares are owned by Marc Bingaman, of Orange County, Calif., who is not an officeholder in the company.

Continued on Page 28, Col. 1



Western Star's 'Gold Star'

A special "Gold Star" model has been added to its 1985 Class 8 lineup by Western Star Trucks. The company said it will build 120 units, equipped with a 400-HP Caterpillar or Cummins diesel, 13-speed transmission, air-ride suspension and a 60-inch high sleeper with a velour mattress cover.

Ford's Aerostar goal is third of mini sales

By Jack Bernstein
Staff Correspondent

ST. LOUIS.—Ford Motor Co. expects to account for a third of the industry's minivan sales once its new Aerostar gets into full production, Edson P. Williams, Ford Truck Operations general manager, said here.

At a press preview of the Aerostar at the 1985 St. Louis International Auto Show, he said Ford is shooting for "between 30 to 35 percent of the market. We don't know how big the market will be eventually, but we don't expect it to settle down for two or three years."

Production of the rear-wheel-drive Aerostar is scheduled to begin May 5 in a renovated car-assembly plant here, with 100,000 units due in 1985. In calendar 1986, Ford expects to build 200,000 of the small vans.

Williams isn't worried by the fact that Ford is the last of the Big Three to enter the minivan market, and said "I'd be disappointed" if Ford got less than a third of the market.

• Explaining the company's late start, he said "Ford delayed development of the minivan to concentrate on other truck lines. We got to them as fast as we could and in the priority we wanted.

"The changeover (of the St. Louis plant) was a much bigger job than we anticipated," he added. "We had to invent machinery as we went along. The plant will be the industry's most modern, with the latest in robots and computers, and will be 'state-of-the-art' for 10 years.

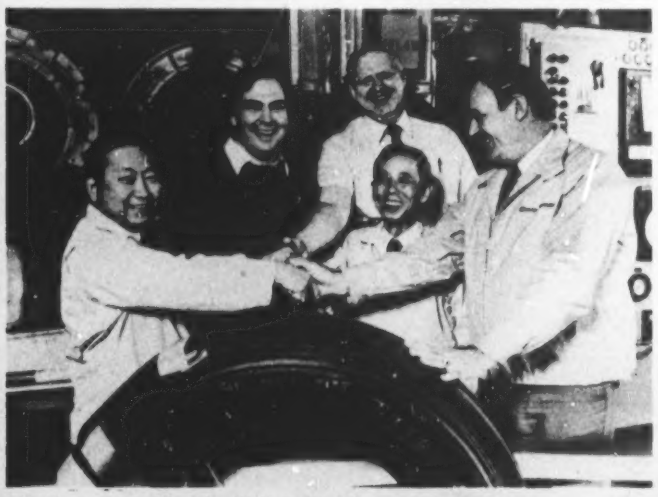
"This is going to be the most highly automated plant not only

Continued on Page 57, Col. 1

TRX-85 keynoter will be Berggren

WASHINGTON.—Thage Berggren, president, Volvo White Truck Corp., will be the keynoter at the 22nd annual convention and exposition of NADA's American Truck Dealers Division at the Sheraton Washington Hotel here April 20-23.

TRX-85 will feature nine management-education workshops. Seminar topics include "Service Merchandising," Executive Health: Keys to Increased Productivity" and Dealership Telemarketing Tips."



Millionth radial built by Bridgestone

With the millionth truck radial tire produced by Bridgestone Tire Mfg. (U.S.A.), Inc., at its Lavergne (Tenn.) plant are, from left, Kazuo, president; George Ruccio, production manager; Dave Swenson, curing manager; Satoshi Kishimoto, executive vice president, and Art Eggert, manufacturing operations director.

truck industry news

'84 tallies top 4 million for first time

Registrations hit peak

Registrations of new trucks of all types in the U.S. hit an alltime high in 1984, scoring spectacular gains in all market segments and topping the four-million mark for the first time ever.

During the year, according to R.L. Polk & Co. statistics, 4,047,192 light, medium and heavy trucks were registered, an increase of 36 percent over the year-earlier 2,976,556 and 2.1 percent greater than the previous high of 3,963,340 established in 1978.

Ford again was No. 1 in total truck registrations in 1984 with 1,162,001 units, up 23.3 percent from the year-earlier 942,568 but 11.6 percent below the company's alltime high of 1,314,251 set in 1978.

Chevrolet was runnerup with 1,089,853 tallies during the year, an increase of 20.5 percent over the previous year's 904,672. Chevrolet's best year also was 1978, when 1,275,787 units were registered.

A record 3,792,002 light trucks were registered over the 12-month span, up 35.4 percent from the year-earlier 2,799,636 and 5.1 percent greater than the previous high of 3,606,307 established six years earlier.

In 1984, the non-captive imports accounted for 18 percent of the light-truck tallies with 683,636 units. Six years ago, there were only 210,266 tallies, representing 5.8 percent of the light-truck total.

Registrations of medium trucks during the year were substantially higher than those in 1983, but they were far below the count in 1978. Heavies were higher in 1984 than both 1983 and 1978, but trailed tallies posted in record 1979.

During the year, there were 58,374 medium-truck registrations, a gain of 22.9 percent over the previous year's 47,482. The count was 64.7 percent below the 165,196 units tallied in 1978.

The 12-month total for heavies in 1984 was 196,816, up 52.1 percent from the year-earlier 129,438 and 2.6 percent higher than the 191,837 units registered in 1978. The count, however, was 7.7 percent below the alltime high of 213,174 units tallied in 1979.

Registrations were up sharply in 1984 in all weight classifications, with Group 1 tallies soaring to record levels.

The Group 1 total for the year was 2,178,694, an increase of 38.6 percent over the previous year's 1,572,277 units and 90.6 percent higher than the 1,143,064 trucks registered in 1978.

Group 2 tallies were 30.8 percent higher in 1984, 1,576,987 versus 1,205,417. But they were 62 percent below the alltime high of 2,408,269 units registered in 1978.

Soaring fuel prices in 1979 caused many Group 2 truck buyers to switch to more fuel-efficient compact trucks and the economic full-size and small domestic Group 1 vehicles developed in the first half of the '80s. This trend is likely to continue, especially among buyers using trucks for personal transportation.

• In 1984, there were 36,321 Group 3 registrations, a gain of 65.5 percent over the year-earlier 21,942 but 33.9 percent fewer than the 54,974 units tallied six years earlier.

The Group 4 count in 1984 was up 97.8 percent to 712 units, compared with the previous year's 360. However, the total was far below the 15,250 vehicles registered in 1978.

In Group 5, registrations increased almost fivefold during the year, from 923 units in 1983 to 4,422. Last year's total also was 50.8 percent greater than the 2,933 units tallied six years earlier.

During the year, there were 53,240 Group 6 registrations, an increase of 15.2 percent over the previous year's 46,199. But the 1984 total was only about a third

Continued on Page 56, Col. 5

HD registrations for '84 second only to '79 peak

New heavy-truck registrations in the U.S. last year were the second highest ever, with sharp gains in both Groups 7 and 8.

According to R.L. Polk & Co. statistics, 196,816 heavy trucks were registered, an increase of 52.1 percent over the year-earlier 129,438 units, but 7.7 percent below the record 213,174 tallied in 1979.

In December, 18,677 units were registered, a gain of 27.9 percent over the 14,604 tallied in the same month the previous year.

Registrations of Group 7 trucks during 1984 totaled 66,674 units, up 34.9 percent over the year-earlier 49,426 and 40.9 percent higher than the 47,315 units tallied in 1979.

The Group 8 count for 1984 was 130,142, an increase of 62.7 percent over the previous year's 80,012 and 21.5 percent below the 165,859 units totaled in 1979.

International led Ford in heavy-duty truck registrations with a 1984 total of 44,409 units, compared with 37,871 for runnerup Ford.

International was also No. 1 in Group 8 registrations with 29,309 tallies in 1984, while Ford was the Group 7 leader with 25,551 units.

IVECO reports record '84 sales of 3,452 trucks

BLUE BELL, Pa.—IVECO Trucks of North America, Inc., reported a record 3,452 truck sales to dealers in 1984, and James R. Bostic, president, said IVECO now is "the best-selling European (truck) nameplate in the U.S."

He attributed the sales success to the firm's "commitment to providing a range of trucks to ideally match the needs of wholesale/retail delivery business."

IVECO Z-Range diesel-powered trucks span Classes 3 through 5, which Bostic calls the "phantom classes largely abandoned by domestic manufacturers." The latest diesels, he noted, are turbocharged, "an IVECO exclusive in these classes."

Bostic said he expects IVECO sales in 1985 to hit another high of more than 4,000 units.

U.S. TRUCK REGISTRATIONS

TWELVE MONTHS, 1984 VS. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	1,162,001	28.71	942,568	31.67	−2.96
Chevrolet	1,089,853	26.93	904,672	30.39	−3.46
Dodge	424,058	10.48	253,500	8.52	+1.96
GMC	305,196	7.54	247,970	8.33	−0.79
Jeep	148,040	3.66	76,453	2.57	+1.09
Plymouth☆	79,909	1.97	10,187	0.34	+1.63
International	66,713	1.65	50,526	1.70	−0.05
Mack	25,617	0.63	15,038	0.50	+0.13
Freightliner	16,409	0.41	11,111	0.37	+0.04
Kenworth	13,624	0.34	7,972	0.27	+0.07
Peterbilt	13,107	0.32	8,026	0.27	+0.05
White	6,871	0.17	3,242	0.11	+0.06
Mercedes	2,480	0.06	2,888	0.10	−0.04
Volvo	1,953	0.05	1,641	0.06	−0.01
Autocar	1,260	0.03	992	0.03	.....
Western Star	713	0.02	322	0.01	+0.01
Miscellaneous☆☆	689,388	17.03	439,448	14.76	+2.27
TOTALS	4,047,192	100.00	2,976,556	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
☆—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY—DUTY REGISTRATIONS

TWELVE MONTHS, 1984 VS. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	44,409	22.56	30,824	23.81	−1.25
Ford	37,871	19.24	26,255	20.28	−1.04
GMC	25,615	13.02	16,363	12.64	+0.38
Mack	22,202	11.28	12,919	9.98	+1.30
Freightliner	16,409	8.34	11,111	8.58	−0.24
Kenworth	13,624	6.92	7,972	6.16	+0.76
Peterbilt	13,107	6.66	8,026	6.20	+0.46
Chevrolet	10,401	5.29	7,530	5.82	−0.53
White	6,871	3.49	3,242	2.51	+0.98
Volvo	1,953	0.99	1,641	1.27	−0.28
Autocar	1,260	0.64	992	0.77	−0.13
Mercedes-Benz	926	0.47	967	0.75	−0.28
Western Star	713	0.36	322	0.75	+0.11
Miscellaneous	1,453	0.74	1,274	0.98	−0.24
TOTALS	196,816	100.00	129,438	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.

Automotive World News

Production overseas

UNITED KINGDOM
Cars

	11 mos., 1984	11 mos., 1983
BL	351,966	418,223
Austin Rover	341,333	406,609
Range Rover	10,633	11,614
Carbodies	1,460	1,998
Ford	273,636	293,849
Jaguar	30,812	25,992
Lotus	771	577
Panther	434	n/a
Reliant	118	93
Rolls-Royce	1,926	1,334
Talbot	88,029	113,200
TVR	369	268
Vauxhall	104,866	116,201
Others	559	704
Total	854,946	972,439

Vans, trucks, buses

Bedford	43,250	45,914
BL	64,854	80,097
Austin Rover	15,774	23,560
Land Rover	23,203	28,106
Freight Rover	15,318	17,007
Leyland	10,559	11,512
ERF	1,617	1,383
Foden	640	573
Ford	91,783	90,647
Hestair Dennis	899	722
Metro Cammell Weymann	478	371
Reliant	165	195
Renault	4,402	4,346
Seddon Atkinson	1,633	1,131
Others	220	435
Total	209,941	225,814
Total Vehicles	1,064,887	1,198,253

BRAZIL
Cars

	11 mos., 1984	11 mos., 1983
Farus	36	61
Fiat Auto	92,597	105,779
Ford	135,786	122,877
General Motors	157,318	173,575
Gurgel	29	7
Puma	102	197
Sta Matilde	58	28
Toyota	143	182
Volkswagen	268,378	307,839
Total	654,447	710,545

Vans, trucks, buses

Agrale	510	255
Fiat Auto	34,545	26,802
Fiat Diesel	377	401
Ford	35,045	27,853
General Motors	23,323	17,534
Gurgel	815	1,096
Mercedes-Benz	27,100	20,804
Puma	16	36
Scania	3,151	2,068
Toyota	2,941	2,123
Volkswagen	17,928	11,297
Volvo	1,789	1,623
Total	147,540	111,892
Total Vehicles	801,986	822,437

SPAIN
Cars

	10 mos., 1984	10 mos., 1983
Ford	220,804	190,513
General Motors	211,851	196,743
Peugeot SA	154,314	134,500
Citroen	84,534	91,560
Talbot	69,780	42,940
Renault	182,703	238,383
Seat	202,121	193,033
Total	971,793	953,172

Vans, trucks, buses

Enasa	8,271	11,404
Ford	6,218	4,789
Land Rover	9,253	15,748
Mercedes-Benz	7,124	6,665
Motor Iberica	15,017	16,828
Peugeot SA	11,581	17,304
Citroen	11,581	17,053
Talbot	0	251
Renault	22,534	26,820
Seat	18,620	22,097
Setra	176	0
Total	98,794	121,855
Total Vehicles	1,070,587	1,075,027

PRODUCTION OVERSEAS

JAPAN
Cars

	10 mos., 1984	10 mos., 1983
Daihatsu	140,078	155,620
Fuji	202,039	189,441
Honda	700,967	681,273
Isuzu	69,048	102,430
Mazda	648,736	727,774
Mitsubishi	449,995	425,530
Nissan	1,550,655	1,541,569
Suzuki	130,422	108,447
Toyota	2,005,645	1,979,024
Total	5,897,595	5,911,108

Vans, trucks, buses

Daihatsu	335,663	286,200
Fuji	252,006	253,568
Hino	51,002	42,888
Honda	125,344	151,254
Isuzu	284,291	238,022
Mazda	312,271	256,063
Mitsubishi	457,855	384,076
Nissan	531,373	526,960
Nissan Diesel	31,450	26,683
Suzuki	428,198	412,230
Toyota	841,956	741,309
Others	509	601
Total	3,651,830	3,319,854
Total vehicles	9,549,425	9,230,962

FRANCE
Cars

	10 mos., 1984	10 mos., 1983
Peugeot SA	1,070,832	1,103,440
Citroen	398,663	454,085
Peugeot	608,515	492,808
Talbot	63,654	156,547
Renault	1,172,419	1,344,398
Total	2,243,251	2,447,838

Vans, trucks, buses

CBM	24	68
Peugeot SA	100,949	109,523
Citroen	26,843	23,840
Peugeot	63,931	68,833
Talbot	10,175	16,849
Renault	180,037	195,048
Sovam	77	69
Unic	3,502	4,987
Total	284,589	309,694
Total vehicles	2,527,840	2,757,532

BRAZIL
Cars

	10 mos., 1984	10 mos., 1983
Farus	32	58
Fiat Auto	82,707	95,644
Ford	119,911	111,930
GM	140,216	158,918
Gurgel	28	0
Puma	99	186
Sta Matilde	53	25
Toyota	115	174
Volkswagen	240,264	282,701
Total	583,425	649,636

Vans, trucks, buses

Agrale	465	184
Fiat Auto	30,934	23,974
Fiat Diesel	349	350
Ford	32,313	25,800
GM	20,914	15,065
Gurgel	729	1,064
Mercedes-Benz	24,043	19,315
Puma	14	32
Scania	2,846	1,870
Toyota	2,661	1,878
Volkswagen	15,991	10,492
Volvo	1,573	1,307
Total	132,832	101,331
Total vehicles	716,257	750,967

UNITED KINGDOM
Cars

	10 mos., 1984	10 mos., 1983
BL	327,072	369,664
Austin Rover	317,701	359,176
Range Rover	9,371	10,488
Carbodies	1,301	1,818
Ford	255,147	265,525
Jaguar	28,271	22,893
Lotus	696	501
Panther	382	NA
Reliant	92	79
Rolls-Royce	1,682	1,334
Talbot	77,548	101,639
TVR	330	238
Vauxhall	90,392	104,034
Others	502	619
Total	783,415	868,345

Vans, trucks, buses

Bedford	38,800	40,271
BL	58,602	70,930
Austin Rover	14,141	20,289
Freight Rover	14,376	14,911
Land Rover	20,852	25,101
Leyland Veh.	9,233	10,429
ERF	1,477	1,239
Foden	592	518
Ford	85,476	82,838
Hestair Dennis	780	637
MCW	425	331
Reliant	158	150
Renault	3,846	3,845
Seddon Atkinson	1,447	1,005
Others	196	423
Total	191,799	202,187
Total vehicles	975,214	1,070,532

SPAIN
Cars

	9 mos., 1984	9 mos., 1983
Ford	197,699	171,210
GM	186,733	171,522
Peugeot SA	135,428	119,055
Citroen	75,083	82,182
Talbot	60,345	36,873
Renault	165,615	214,864
Seat	169,075	169,675
Total	854,550	846,326

Vans, trucks, buses

Enasa	6,769	10,369
Ford	5,773	4,252
Land Rover	7,829	15,082
Mercedes-Benz	6,390	6,329
Motor Iberica	13,085	14,610
Peugeot SA	11,102	15,550
Citroen	11,102	15,322
Talbot	0	228
Renault	19,580	24,094
Seat	16,673	19,397
Setra	160	0
Total	87,361	109,683
Total vehicles	941,911	956,009

Registrations overseas

ITALY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	119,808	104,193
Austin Rover	20,641	27,093
BMW	27,498	27,912
Ferrari	639	584
Fiat Auto	888,192	876,130
Fiat	74,443	744,268
Lancia/Autobianchi	140,749	131,862
Ford	73,394	72,275
General Motors	83,263	54,849
Maserati	2,812	4,569
Mercedes-Benz	15,010	13,351
Nuova Innocenti	17,297	18,723
Peugeot SA	108,886	101,401
Citroen	57,990	57,920
Peugeot/Talbot	50,896	43,481
Porsche	909	1,054
Renault	146,455	161,507
Saab	1,996	2,343
Seat	31,213	3,639
VW-Audi Group	96,606	89,946
Audi	17,597	21,487
Volkswagen	79,009	68,459
Volvo	21,188	17,203
Others	10,590	9,228
Total	1,636,363	1,580,970

AUSTRIA
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	2,673	2,880
BMW	7,871	8,522
Daihatsu	704	1,041
Fiat Auto	14,887	14,568
Ford	21,903	21,681
General Motors	26,992	33,961
Honda	3,993	4,146
Lada	1,426	1,639
Mazda	20,769	27,228
Mercedes-Benz	6,882	7,928
Mitsubishi	4,579	4,582
Nissan	10,525	16,368
Peugeot SA	14,213	15,609
Citroen	6,105	6,892
Peugeot/Talbot	8,108	8,717
Porsche	450	538
Renault	9,890	12,01
Saab	423	516
Seat	748	264
Skoda	1,134	867
Subaru	2,652	3,808
Suzuki	1,357	1,068
Toyota	9,154	12,017
VW-Audi Group	40,478	52,099
Audi	7,698	10,976
Volkswagen	32,780	41,123
Volvo	3,379	3,877
Others	365	569
Total	207,447	247,847

SWITZERLAND
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	7,609	7,025
AMC	131	250
Austin Rover	2,113	1,767
Bertone	248	213
BMW	11,864	10,602
Daihatsu	1,036	1,168
Ferrari	175	199
Fiat Auto	20,774	22,288
Ford	21,882	23,093
General Motors	35,364	33,741
Honda	8,009	6,660
Isuzu	508	545
Jaguar	415	329
Lada	27	229
Maserati	292	50
Mazda	8,215	11,647
Mercedes-Benz	5,610	5,020
Mitsubishi	7,970	8,772
Nissan	9,358	13,390
Peugeot SA	21,805	22,596
Citroen	9,274	9,718
Peugeot/Talbot	12,531	12,878
Pininfrina	271	231
Porsche	1,369	1,361
Puch	107	125
Renault	13,995	14,030
Saab	1,255	1,195
Skoda	172	238
Subaru	6,632	6,934
Suzuki	3,218	3,761
Toyota	16,108	17,532
VW-Audi Group	39,831	37,836
Audi	10,180	11,404
Volkswagen	29,651	26,432
Volvo	5,851	6,137
Others	176	182
Total	252,486	259,241

DENMARK
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	247	288
Austin Rover	361	70
BMW	2,325	2,205
Dacia	850	325
Daihatsu	1,821	2,778
Fiat Auto	7,089	5,993
Ford	21,564	16,232
FSO	1,275	657
General Motors	17,847	15,028
Honda	1,332	1,079
Lada	3,929	4,668
Mazda	11,724	11,892
Mercedes-Benz	828	794
Mitsubishi	1,847	958
Nissan	6,772	6,953
Peugeot SA	8,722	7,695
Citroen	5,425	4,399
Peugeot/Talbot	3,297	3,296
Renault	607	64
Saab	1,633	1,929
Skoda	6,494	7,251
Subaru	156	237
Suzuki	139	10
Toyota	14,289	10,354
Trabant	93	134
VW-Audi Group	6,718	5,442
Audi	472	689
Volkswagen	8,246	4,753
Volvo	5,224	3,918
Wartbug	870	1,008
Zastava	732	20
Others	40	32
Total	127,530	108,847

FRANCE
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	17,238	22,799
Aro	813	582
Austin Rover	24,005	23,279
BMW	25,399	27,006
Ferrari	84	116
Fiat Auto	82,057	83,961
Ford	115,631	114,004
FSO	1,724	1,679
General Motors	60,907	64,139
Honda	6,056	6,526
Jaguar	136	175
Lada	20,520	20,920
Maserati	83	3
Mazda	10,541	10,769

Continued on Page 42

Automotive World News

1984 diesel sales top 1.2 million

Popular engine sets sales record in Europe

American car buyers may have given diesel cars the heave-ho, but in Europe motorists are fighting to get behind diesel-powered steering wheels.

Sales will almost certainly hit record levels when the counting for last year is finished. In the first three-quarters of the year diesel rgistrations were up more than 25 percent, while the market in general turned down slightly.

With firm growth over the past decade diesel penetration has reached significant levels. In Europe one in every eight new cars sold is a diesel. In a handful of countries like Italy, Spain and Belgium/Luxembourg the ratio is one in four.

Much of the attraction is the cost advantage diesel fuel has over gasoline at the pump. In Europe it is about 26 percent cheaper than premium. In Italy a gallon of diesel is 47 percent less than gas.

But this does not explain the popularity of diesels in West Germany where fuel is only 6 percent cheaper than gas. Yet Germans constitute the second largest national block of diesel buyers after the Italians.

The phenomenon is even more difficult to understand considering that the country's largely speed-limit free autobahnen — the only ones in Europe — are not the ideal habitat for most diesel cars.

Most of the diesel's popularity in Germany must be attributed to the pioneering work done on it by Daimler-Benz. It was building diesel cars long before they ever became fashionable, and D-B's standing in the country is such that whatever it does must be right.

More recently, in the mid-70's Volkswagen was the first to market a small, high speed diesel. This trend-setter was fitted to its best-selling Golf (Rabbit), and therefore helped seal the diesel's reputation.

The succession of new diesel products since the middle of the 1970's has accelerated the growth curve. Until VW introduced its gas-derived diesel in 1977, the only significant builders of this type of propulsion were Daimler-Benz, Peugeot and GM's Opel. Since then just about every volume maker has introduced modern diesel units, including some to power small cars like the Fiat Uno, Ford Fiesta and Peugeot 205.

Other manufacturers have chosen to buy diesel units off someone else's shelf. Ford uses Peugeot power in its larger cars, and Volvo buys from Volkswagen and Renault. The small independent producer, VM of Italy, supplies Austin Rover and Alfa Romeo for larger models. Even Lancia and BMW, avowed performance car makers, offer diesels now.

Saab remains the only company not to have declared any interest in the diesel. Alfa Romeo is exposed in Italy by not being able to offer diesels on its smaller cars. In the UK Austin Rover is without a small diesel unit, though it is collaborating with Perkins Engines on development of a direct injecion version.

It is difficult to predict diesel growth over the next few years. As gas models offer better mileage, the extra cost of buying a diesel car looks less attractive, particularly in countries where pump prices are similar.

The main unknown, though, is one that is beyond industry's control. While diesels are more expensive to buy initially, the artificially low price of their fuel in many countries provides a short pay-back period. But fuel prices can be manipulated by governments for fiscal reasons. Yesterday's bargain could become tomorrow's liability. The Italian boom in diesels occured only after the prices were suitably doctored — at a time which coincided with the introduction of some new Fiat diesels at the end of the 1970's.

Ten years ago diesel car sales in Europe were fewer than 200,000, or about 2.5 percent of the market. The record level was reached in 1982, when about 1.034 million diesel sales accounted for 11 percent of the total.

The only hiccup in the growth curve was in 1983. Sales fell to about 955,000 units, less than 10 percent of the market. But with sales last year running ahead by about 12.7 percent (at least in the first nine months) the year-end expectation is between 1.2 and 1.3 million.

—Richard Feast

Diesel fuel price varies

The biggest diesel volume in Europe last year was in the country where gasoline is the most expensive — Italy. There drivers pay $2.51 for a gallon of gas and $1.32 for diesel.

A pump price survey in January found the Swiss paying more for diesel fuel than gas, and British buyers paying much the same. Luxembourg provided the cheapest gas at $1.56. Diesel was most expensive in Ireland, $2.11, and cheapest in Spain and Sweden at $1.25.

The findings of Britain's Automobile Association have been converted to dollars per U.S. gallon. They are: Austria, $2.00 for a gallon of premium ($1.81 for diesel); Belgium, $2.01 ($1.48); Denmark, $2.15 ($1.29); France, $2.26 ($1.70); Holland, $1.97 ($1.34); Ireland, $2.36 ($2.11); Italy, $2.51 ($1.32); Luxembourg, $1.56 ($1.29); Norway, $2.17 ($1.17); Portugal, $2.16 ($1.32); Spain, $2.09 ($1.25); Sweden, $1.94 ($1.25); Switzerland, $1.74 ($1.93); United Kingdom, $1.76 ($1.75) and West Germany, $1.69 ($1.58).

DIESEL SALES IN EUROPE

Country	9 mos. 1984	Percent	9 mos. 1983	Percent	Diesel change*	Market change*
Austria	10,450	6.0	8,950	4.4	+ 16.8	– 13.7
Belgium/Lux	79,000	25.7	65,000	22.4	+ 21.5	+ 6.0
Denmark	7,450	7.2	5,350	5.9	+ 39.3	+ 19.8
Finland	9,600	9.4	9,600	10.4	0	+ 10.7
France	160,650	12.6	134,250	9.1	+ 19.7	– 12.9
Holland	48,250	12.6	35,850	9.3	+ 34.6	– 0.3
Ireland	5,350	10.8	4,650	9.0	+ 15.1	– 5.2
Italy	303,900	24.1	218,950	17.8	+ 38.8	+ 2.4
Norway	2,150	2.7	3,850	4.5	– 44.2	– 8.5
Portugal	1,050	1.9	1,900	3.2	– 44.7	– 8.7
Spain	92,050	24.0	62,300	15.1	+ 47.8	– 7.0
Sweden	7,200	4.4	7,950	5.3	– 9.4	+ 9.7
Switzerland	5,150	2.4	3,550	1.6	+ 45.1	– 3.3
United Kingdom	35,200	2.4	20,200	1.4	+ 74.3	– 1.6
West Germany	234,350	12.5	212,150	11.0	+ 10.5	– 2.7
Total	1,001,800	12.7	794,500	9.8	+ 26.1	– 3.1

*Percent

The men behind the Saab direct ignition system are Per Gillbrand of Saab-Scania and Hans Johansson of Mecel AB.

Saab reveals direct ignition

Maintenance-free system being tested in 150 cars

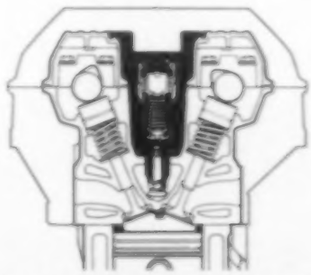
Richard Feast
European Editor

Saab's semi-open attitude to new technical developments is once more demonstrated with its latest device. It has revealed details of a new ignition system which dispenses with the conventional coil, rotor and high tension leads.

But it will put no production date on the fully patented system which it calls SDI (Saab Direct Ignition). A similar pattern has emerged with previous Saab developments, such as its pioneering work with exhaust driven turbochargers, its APC system which allows different fuel grades to be used in the same car, and the 16-valve version of its long-running four-cylinder engine.

Each was revealed well in advance, tested over several months on public roads and subsequently made available to the customer. The same is happening with SDI. Given that these are under hood developments — and can therefore remain fairly secret — it is an odd policy.

Saab is putting 150 SDI-equipped cars into tests around the world. Sten Wennlo, general manager of Saab Car Division, estimates that it will be "at least a year" before these tests are completed. That could put a production launch as late as the 1987 model year. It will be used initially on Saab's third generation 16-valve engine.



Each spark plug has the original 12-volt current stepped up to 400 volts by its own capacitor.

SDI comprises a cartidge that sits between the twin overhead camshafts of the engine. Each spark plug has the original 12-volt current stepped up to 400 volts by its own capacitor. The final ignition voltage of 40,000 is generated by a small, high-power coil fitted directly to each plug.

The arrangement eliminates the need for special high tension leads linking coil, distributor and rotor. SDI has no moving parts. A sensor for top dead center of each piston is permanently mounted on the crankshaft to measure timing.

Saab maintains that the system will be maintenance-free, and that the life span of the spark plugs will be three times longer than present ones because of the more efficient sparking.

SDI was developed in collaboration with the group's engine designers and Mecel AB, an R&D company within the Saab-Scania Combitech group.

The concept seems simple but, Hans Johansson, Mecel's managing director, adds, "It may seem simple, but wait until I've explained it."

Per Gillbrand, head of the Saab experimental engine department, believes timing is crucial to the launch of any product. He quotes the example of Beau de Rochas, who he says presented the first four-stroke engine 12 years ahead of Nikolaus Otto, the person credited with inventing it in 1874.

SDI follows a similar pattern just as Saab's turbo and multi-valve engines did. SDI's capacative ignition — as distinct from the conventional inductive system — is based on known principles. Saab believes its system will shortly be ready for a public debut.

There is another bonus for Saab. SDI will reduce its dependence on Bosch as a supplier. The West German company has won an enviable record as a supplier of high quality electrical and mechanical components. But last spring's metal workers' strike in the country underlined to auto makers just how exposed they are if the Bosch supply stops.

It seems likely that Saab will source from two Swedish companies, Luxor and SEM, for SDI components.

Automotive World News

world news briefs

A Ford RS200 is crash tested.

Ford heads for the crunch

Ford of Europe has slammed one of its new RS200 mid-engined sports cars into a concrete wall to obtain sales certification. Subject to a development program and manufacturing studies, the four-wheel-drive RS200 is expected to be offered for sale in 13 European countries. The tougher exhaust emission regulations in Sweden and Switzerland would require additional engine modifications.

Construction collective

The construction equipment operations of Volvo and Clark Equipment are to merge. The $800 million company will rank third in size to Caterpillar and Komatsu.

Twelth time top

Arne Behncke, managing director of Ford-Norway, is all smiles as Ford retained market leadership in 1984 for the 12th consecutive year. It had about 14.7 percent, compared with 12.6 percent for GM and 11.3 percent for Mazda. For the first time models from one manufacturer occupied the top two best seller positions — Ford's Sierra and Escort.

Arne Behncke of Ford-Norway.

Continued from Page 40

Mercedes-Benz	15,522	15,686
Mitsubishi	2,977	3,155
Nissan	11,712	13,589
Nuova Innocenti	1,095	1,700
Peugeot SA	477,561	535,599
Citroen	185,620	215,490
Peugeot	256,538	244,805
Talbot	35,403	75,304
Porsche	1,167	1,376
Renault	455,196	568,715
Saab	932	630
Seat	13,570	804
Skoda	3,484	4,537
Toyota	9,792	10,278
VW-Audi Group	78,622	94,166
Audi	19,663	20,036
Volkswagen	58,959	74,130
Volvo	12,620	10,888
Zastava	1,257	1,515
Others	58	58
Total	1,449,432	1,637,660

REGISTRATIONS

UNITED KINGDOM
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	4,266	7,763
BL	312,054	325,656
Austin Rover	308,965	322,665
Range Rover	3,089	2,991
BMW	25,785	25,178
Daihatsu	4,779	5,198
Fiat Auto	50,202	49,715
Ford	486,971	518,048
FSO	5,419	4,439
GM	282,835	262,141
Honda	18,916	18,796
Hyundai	4,989	3,412
Jaguar	7,544	7,069
Lada	15,033	19,225
Lotus	547	383
Mazda	17,505	17,638
Mercedes-Benz	14,437	13,506
Mitsubishi	10,559	9,145
Nissan	106,360	104,684
Panther	238	119
Peugeot SA	95,081	105,246
Citroen	24,562	25,751
Peugeot-Talbot	70,519	79,495
Reliant	105	93
Renault	59,779	62,923
Rolls-Royce	630	633
Saab	8,835	9,490
Skoda	11,023	11,059
Subaru	3,673	3,627
Suzuki	3,391	3,356
Toyota	32,702	31,683
VW-Audi Group	96,603	100,727
Audi	19,713	19,237
Volkswagen	76,890	81,490
Volvo	59,072	61,250
Zastava	6,190	4,634
Others	4,127	4,863
Total	1,749,650	1,791,699

SWEDEN
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	1,117	810
BMW	4,215	4,113
Daihatsu	1,048	1,065
Fiat Auto	6,889	5,571
Ford	25,467	21,556
GM	21,902	20,847
Honda	3,472	2,986
Lada	1,643	2,244
Mazda	10,893	12,269
Mercedes-Benz	6,231	5,854
Mitsubishi	1,810	1,614
Nissan	7,879	5,862
Peugeot SA	7,384	6,721
Citroen	3,345	2,816
Peugeot-Talbot	4,039	3,905
Porsche	293	209
Renault	2,536	2,222
Saab	29,548	29,270
Skoda	286	375
Subaru	617	638
Toyota	8,696	8,646
VW-Audi Group	26,002	22,125
Audi	6,865	4,616
Volkswagen	19,137	17,509
Volvo	62,396	62,012
Others	134	114
Total	230,458	217,123

WEST GERMANY
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	11,691	11,370
Austin Rover	6,744	4,358
Bertone	734	811
BMW	148,264	146,043
Daihatsu	6,230	5,917
Ferrari	278	NA
Fiat Auto	102,976	93,445
Ford	217,161	268,614
GM	368,518	423,060
Honda	36,334	29,517
Isuzu	2,722	1,170
Jaguar	1,755	873
Lada	8,079	7,573
Mazda	61,055	54,903
Mercedes-Benz	220,319	231,296
Mitsubishi	41,952	34,978
Nissan	55,557	43,411
Peugeot SA	91,843	86,776
Citroen	36,306	39,415
Peugeot-Talbot	55,537	47,361
Pininfarina	704	603
Porsche	10,688	11,554
Renault	79,897	84,216
Saab	3,503	3,434
Seat	4,790	847
Skoda	1,833	1,431
Subaru	6,517	4,865
Suzuki	13,715	13,030
Toyota	49,138	52,831
VW-Audi Group	632,813	648,719
Audi	136,829	161,459
Volkswagen	495,984	487,260
Volvo	14,251	13,943
Others	1,217	1,237
Total	2,255,278	2,280,825

AUSTRIA
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	2,556	2,777
BMW	7,725	8,106
Daihatsu	691	990
Fiat Auto	14,453	13,709
Ford	21,033	20,168
GM	25,804	31,789
Honda	3,912	4,023
Lada	1,381	1,563
Mazda	20,236	26,122
Mercedes-Benz	6,602	7,521
Mitsubishi	4,401	4,355
Nissan	10,237	15,733
Peugeot SA	13,812	14,800
Citroen	5,932	6,558
Peugeot-Talbot	7,880	8,242
Porsche	444	516
Renault	9,671	11,352
Saab	403	490
Seat	822	237
Skoda	1,096	830
Subaru	2,362	3,495
Suzuki	1,292	1,019
Toyota	8,889	11,298
VW-Audi Group	38,826	48,544
Audi	7,298	10,406
Volkswagen	31,528	3,533
Others	351	474
Total	201,165	233,460

ITALY
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	106,683	87,897
Austin Rover	18,533	23,889
BMW	24,692	24,443
Fiat Auto	764,966	743,048
Fiat	644,904	629,079
Lancia-Autobianchi	120,062	114,329
Ford	62,433	60,904
GM	44,857	46,398
Innocenti	15,084	11,139
Mercedes-Benz	12,120	11,424
Peugeot SA	96,864	89,685
Citroen	53,176	52,182
Peugeot-Talbot	43,688	37,503
Renault	127,600	143,478
Seat	26,899	0
VW-Audi Group	75,388	81,627
Audi-Porsche	14,073	20,886
Volkswagen	61,315	60,741
Volvo	18,086	14,664
Others	13,994	17,138
Total	1,406,209	1,356,094

SWITZERLAND
Cars

	10 mos., 1984	10 mos., 1983
Alfa Romeo	7,074	6,553
AMC	123	227
Austin Rover	2,296	1,658
Bertone	243	205
BMW	11,136	9,800
Daihatsu	926	1,072
Ferrari	166	188
Fiat Auto	19,399	20,489
Ford	20,631	21,765
GM	32,679	30,916
Honda	7,491	6,304
Isuzu	440	451
Jaguar	389	299
Lada	27	223
Maserati	282	19
Mazda	7,671	11,045
Mercedes-Benz	5,126	5,442
Mistubishi	7,413	8,113
Nissan	8,459	12,645
Peugeot SA	20,144	20,757
Citroen	8,639	8,837
Peugeot-Talbot	11,505	11,920
Pininfarina	264	222
Porsche	1,312	1,273
Puch	96	114
Renault	12,773	13,003
Rolls-Royce	91	90
Saab	1,159	1,082
Skoda	160	226
Subaru	5,759	6,076
Suzuki	2,999	3,447
Toyota	15,170	16,197
VW-Audi Group	36,616	34,578
Audi	9,088	10,541
Volkswagen	27,528	24,037
Volvo	5,339	5,652
Others	155	171
Total	233,681	239,409

JAPAN
Cars

	10 mos., 1984	10 mos., 1983
Daihatsu	90,717	92,669
Fuji	70,717	64,225
Honda	199,079	191,188
Isuzu	37,091	50,919
Mazda	184,945	210,490
Mitsubishi	163,046	149,632
Nissan	670,638	695,594
Suzuki	62,965	75,660
Toyota	1,050,421	1,018,215
Imports (all)	34,261	29,652
Total	2,563,880	2,578,244

Vans, trucks, buses

Daihatsu	253,147	222,604
Fuji	174,172	165,801
Hino	34,021	30,617
Honda	117,176	132,230
Isuzu	105,736	99,056
Mazda	134,426	127,292
Mistubishi	275,407	246,198
Nissan	229,520	226,979
Nissan Diesel	18,029	16,030
Suzuki	310,125	309,611
Toyota	291,817	296,113
Imports (all)	145	0
Total	1,943,721	1,872,531
Total vehicles	4,507,601	4,450,775

FRANCE
Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	15,611	20,895
Aro	756	493
Austin Rover	22,025	20,863
BMW	22,716	24,467
Ferrari	77	111
Fiat Auto	73,719	75,024
Ford	101,772	100,801
GM	53,672	58,196
Honda	5,304	5,956
Innocenti	1,008	1,513
Jaguar	119	152
Lada	18,732	19,041
Maserati	65	5
Mazda	9,059	9,932
Mercedes-Benz	13,499	14,041
Mitsubishi	2,612	2,855
Nissan	10,068	12,331
Peugeot SA	417,880	481,970
Citroen	163,562	194,074
Peugeot	222,402	219,647
Talbot	31,916	68,249
Polski	1,497	1,537
Porsche	1,101	1,254
Renault	403,631	506,521
Saab	838	529
Seat	11,979	409
Skoda	3,265	4,198
Toyota	8,638	9,414
VW-Audi Group	67,881	85,002
Audi	16,989	18,540
Volkswagen	50,892	66,462
Volvo	11,185	9,788
Zastava	1,096	1,392
Others	53	50
Total	1,278,650	1,467,869

BELGIUM
Cars

	9 mos., 1984	9 mos., 1983
Alfa Romeo	3,076	3,326
BL	5,221	4,059
BMW	7,594	8,208
Daihatsu	1,518	1,491
Fiat Auto	19,121	6,106
Ford	26,774	20,412
GM	33,457	29,631
Honda	7,140	7,601
Hyundai	649	808
Lada	11,135	12,183
Mazda	8,314	9,439
Mercedes-Benz	7,052	7,296
Mitsubishi	7,660	8,162
Nissan	11,070	14,121
Peugeot SA	38,619	36,460
Citroen	17,450	18,341
Peugeot-Talbot	21,169	18,119
Porsche	426	426
Renault	23,161	21,662
Saab	1,166	940
Seat	1,949	485
Skoda	2,615	2,180
Subaru	1,773	1,791
Suzuki	2,765	2,350
Toyota	17,187	18,173
VW-Audi Group	37,265	33,882
Audi	10,798	9,748
Volkswagen	26,467	24,134
Volvo	5,761	5,587
Wartburg	765	808
Zastava	366	271
Others	395	332
Total	283,994	268,190

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New program may cut car-finance rates

Salomon buys bank's auto paper

By Michelle Krebs
Financial Editor

The New York investment firm of Salomon Brothers, Inc., and Marine Midland Bank have joined forces to offer a new financing instrument which ultimately may push down car-loan rates and make more money available for automobile financing.

Salomon Brothers purchased from Marine Midland Bank $23 million worth of auto loan contracts, which were pooled and sold to an institutional investor as a security.

The move is believed to be the first step toward developing a secondary market for auto loans in the banking industry, patterned after the successful secondary market for mortgages, the most well-known being the government-sponsored Ginnie Mae and Fannie Mae.

Robert Reich, head of Marine Midland's national sales programs for indirect consumer banking, said development of the secondary market for car loans eventually should result in lower interest rates on car loans by creating more competition in the investment marketplace for pools of car loans.

The secondary market for car loans works much the way the secondary mortgage market does, except that the terms are significantly less. Most car loans are for 48 months or less.

The bank makes the car loan and holds it in its portfolio until it has a large group of them. Through the investment firm, the pool of loans is sold as a security to an investor, perhaps, to a pension fund or insurance company.

The bank collects the fees, tracks the payments and wipes the loan off its books to make room for more loans.

The investment firm makes a profit on the difference between the purchase and the sale price of the security, and the investor gains the cash flow from the loans.

Salomon Brothers purchased the car loans from Marine Midland Consumer Credit Corp., the auto-related financial services subsidiary of Marine Midland, which is the largest bank financer of autos in New York State.

The investment firm then pooled the loans and structured them into instruments called CARs (Certificates of Automobile Receivables), which carry a guaranteed yield to the investor. The yield is based on a markup over the yield curve on government securities, such as U.S. Treasury bills of comparable terms.

Marine Midland will continue to service the pool of about 4,000 loans, which were originated through nearly 1,000 New York State auto dealers in the bank's indirect dealer financing program.

Banking experts expect an explosion in the secondary financing market in the next few years. They believe secondary markets will develop in nearly every segment of consumer and commercial loans—from student loans and credit card billings to corporate loans.

Reich said Marine Midland may sell up to $100 million of the new securities this year.

At the present, the new securities are not rated by Standard & Poor's Corp. or Moody's Investors Service, Inc. However, Reich said Marine Midland is working on a second similar transaction which it will request to have rated by the services.

Help for figuring trade deficit

LOS ANGELES.—One of the things that makes Ford Motor Co.'s former chairman Philip Caldwell hot under the collar is the record high international trade deficit that was about $125 billion last year.

He says it is well over double the record set in 1983 and up nearly five times, or $100 billion, from 1980. He continually speaks out on the subject.

But at the press preview of Ford Taurus and Mercury Sable here, a souvenir given guests was a vinyl paperwork organizer with calculator and little pockets for cards and notes. Tucked way back in the rear was a little white tag with orange print reading "Made in China." The calculator was made in Taiwan.

AIR CONDITIONING INSTALLATIONS

1984 vs. 1983 Model Year

	1984 Model Year			1983 Model Year		
	Unit Total	Percent of Output	Pct. of '84 Air Conditioner Installations	Unit Total	Percent of Output	Pct. of '83 Air Conditioner Installations
AMERICAN MOTORS	120,443	57.73	1.75	84,131	49.86	1.72
AMC Total	20,319	25.67	0.29	15,873	59.85	0.32
Eagle	20,319	25.67	0.29	9,752	5.00	0.20
Renault Total	100,124	47.99	1.46	68,258	48.00	1.40
Alliance	62,228	51.42	0.91	68,258	48.00	1.40
Encore	37,896	43.26	0.55			
CHRYSLER CORP	923,551	78.52	13.47	540,219	61.36	11.10
Plymouth Total	240,681	48.65	3.51	193,917	62.40	3.98
Horizon	77,056	52.10	1.12	37,403	31.77	0.77
Reliant	149,983	80.10	2.19	142,443	76.40	2.92
Gran Fury	13,642	92.90	0.20	14,071	89.40	0.29
Chrysler Total	357,141	95.02	5.21	234,879	96.51	4.83
LeBaron	105,546	94.40	1.54	73,205	92.70	1.50
Laser	59,820	85.80	0.87			
NewYorkerE-Class	103,690	97.60	1.51	78,173	96.62	1.61
Fifth Avenue	88,085	100.99	1.29	83,501	100.00	1.73
Dodge Total	325,729	73.61	4.75	223,860	66.78	4.60
Omni	75,807	53.20	1.11	38,570	37.98	
Aries	119,205	79.10	1.74	99,601	73.00	2.05
Daytona	43,498	81.10	0.63			
Dodge400-600	65,105	90.34	0.95	23,640	83.20	0.49
Dodge 600				34,973	91.80	0.72
Diplomat	22,114	93.60	0.32	21,804	89.20	0.45
FORD MOTOR	1,452,040	80.07	21.17	1,005,773	77.87	20.67
Ford Division	875,848	74.18	12.77	599,694	71.52	12.33
Escort	137,366	41.40	2.00	105,010	42.90	2.16
Fairmont				66,917	88.20	1.37
Mustang	113,467	80.20	1.65	82,650	76.20	1.70
LTD	205,406	96.10	3.00	135,671	93.90	2.79
Thunderbird	165,093	96.80	2.41	109,647	96.50	2.25
Crown Victoria	84,707	98.40	1.23	55,828	98.40	1.15
EXP	7,572	32.90	0.11	937	41.70	0.02
Tempo	162,237	75.80	2.37	43,034	77.80	0.89
L-M Division	576,192	91.05	8.40	406,079	89.63	8.34
Mercury Total	418,758	88.09	6.11	305,011	84.82	6.27
Lynx	29,923	45.30	0.44	36,069	51.90	0.74
Capri	15,172	73.50	0.22	19,616	77.33	0.40
Marquis	106,410	98.70	1.55	65,472	97.20	1.35
Cougar	129,072	98.40	1.88	73,925	97.60	1.51
Grand Marquis	90,160	99.80	1.32	95,431	99.70	1.96
LN7				420	60.30	0.01
Topaz	48,021	80.90	0.70	14,077	80.00	0.29
Lincoln Total	157,434	100.00	2.29	101,068	100.00	2.08
Continental	30,468	100.00	0.44	16,831	100.00	0.35
Lincoln	93,622	100.00	1.36	53,381	100.00	1.10
Mark VII	33,344	100.00	0.49	30,856	100.00	0.63
GENERAL MOTORS	4,263,396	87.62	62.17	3,198,376	90.65	65.72
Buick Total	935,314	94.67	13.64	772,959	95.61	15.88
Skylark	97,791	87.93	1.43	93,450	89.30	1.92
Skyhawk	119,222	82.00	1.74	50,395	79.80	1.04
Century	213,463	97.00	3.11	123,065	96.20	2.53
Regal	220,363	98.00	3.21	222,534	97.50	4.57
LeSabre/Elec.(rwd)	226,612	98.00	3.31	233,281	99.60	4.79
Riviera	57,863	100.00	0.84	50,234	100.00	1.03
Cadillac Total	300,300	100.00	4.38	292,814	100.00	6.02
Cimarron	21,898	100.00	0.32	19,294	100.00	0.40
Seville	39,997	100.00	0.58	30,430	100.00	0.63
Eldorado	77,806	100.00	1.14	67,416	100.00	1.39
Cadillac	160,599	100.00	2.34	175,674	100.00	3.60
Chevrolet Total	1,464,695	79.411	21.36	922,594	77.41	18.96
Chevette	87,318	35.80	1.27	65,451	38.60	1.34
Cavalier	332,155	71.60	4.84	141,426	64.70	2.91
Celebrity	289,494	93.60	4.22	98,614	93.10	2.03
Camaro	227,585	87.00	3.32	128,753	83.40	2.65
Citation	79,822	78.10	1.17	69,803	75.70	1.43
Malibu/ElCamino				99,460	84.70	2.04
Monte Carlo	128,024	93.60	1.87	88,999	92.40	1.83
Chevrolet	268,750	97.20	3.92	213,503	96.70	4.39
Corvette	51,547	100.00	0.75	16,585	100.00	0.34
Oldsmobile Total	1,101,889	96.30	16.07	885,722	96.63	18.20
Omega	42,760	80.70	0.63	46,322	85.90	0.95
Firenza	64,825	78.60	0.95	31,868	78.20	0.65
Cutlass Supreme	305,415	98.80	4.45	267,540	98.40	5.51
Cutlass Ciera	271,571	96.70	3.96	162,694	95.90	3.34
88/98 (rwd)	369,218	99.60	5.38	337,693	99.10	6.94
Toronado	48,100	100.00	0.70	39,605	100.00	0.81
Pontiac Total	461,198	78.31	6.74	324,287	83.76	6.66
2000 Sunbird	121,889	72.00	1.78	51,384	65.60	1.06
1000	18,728	34.00	0.27	12,807	49.30	0.26
Firebird	121,119	94.40	1.77	63,726	85.10	1.31
Phoenix	14,851	65.00	0.22	20,675	75.20	0.42
Grd.Prix/Bon'vle	53,062	99.70	0.78	91,940	97.21	1.89
Parisienne	25,496	99.50	0.37	17,358	99.50	0.36
Fiero	106,053	78.80	1.55			
6000*				66,397	97.00	1.36
HONDA	42,426	36.20	0.62			
VOLKSWAGEN	56,010	53.70	0.82	38,339	52.20	0.79
Total Cars,U.S.	6,857,866	82.77	100.00	4,866,838	80.97	100.00

*119,910 6000s with air built in Canada

Congressman is loyal customer

Rep. Marty Russo, Illinois Democrat, accepts keys to a 1985 Pontiac 6000 STE from Don Bovino, general manager of Community Motors, Oak Forest, Ill. Over the past 17 years, Russo has purchased 23 vehicles from Community Motors. Also pictured is Jon Crandell, Pontiac's Chicago district sales manager.

MCI Digital questions Doyle bond program

Mail firm may sue sales promoter

By John A. Russell
New York Staff Writer

NEW YORK.—MCI Digital Information Services Corp., a major electronic mail company, is contemplating legal action against Automotive Marketing Group, Inc., a dealer sales promotion company in West Bloomfield, Mich.

The promotion company is headed by Dennis A. Doyle, who has been involved in selling promotional programs to auto dealers for several years.

MCI Digital said it was bilked of more than $50,000 in a scheme involving direct mail and Treasury bonds in dealer promotions.

At least one dealer, John Gambino, of Rainbow Ford-Lincoln-Mercury, Niagara Falls, is also planning to file postal complaints against the promotion company.

A source at MCI estimated that at least 50 dealers may have problems with Doyle's company.

Accusations against the promotion company and Doyle center on promotions he offered to dealers in which he allegedly reneged on a key element—providing $1,000 Treasury bonds, paid for by dealers, to be delivered as gifts to new-car buyers at the dealerships.

Doyle did not return telephone calls from Automotive News.

A source at MCI said Doyle told dealers that if they did not sell a certain number of cars, they did not have to pay. The mailing company was unaware of this and was not paid for services rendered amounting to more than $50,000.

MCI has refused to provide further services for Doyle.

The brokerage firm of Merrill Lynch, Pierce, Fenner & Smith is also angry with Doyle.

The Gambino situation was cited as an illustration of Doyle's activities. According to Gambino, Doyle's company was to mail 100 invitations a day for one month to a list of prospective customers.

According to material sent to Gambino, the prospect was invited to come to the dealership within a 10-day period and ask for a particular person. If the prospect bought a car, the material said, he or she would receive a $1,000 Treasury bond.

Gambino paid Doyle for 25 bonds at $100 per bond as well as the $1,995 basic charge for the mailings per dealership. (Gambino has two.)

Doyle did the mailings. But he subsequently wrote to the new-car buyers, claiming that under Michigan law at the time, the Zero Coupon Bonds, known as TIGR bonds, were not permitted to be offered as part of any promotion.

In the letter, Doyle said that he had transferred the account from the Michigan office of Merrill Lynch to an office in New Jersey and that the customers would receive the bonds within 30 days.

The bonds were never delivered.

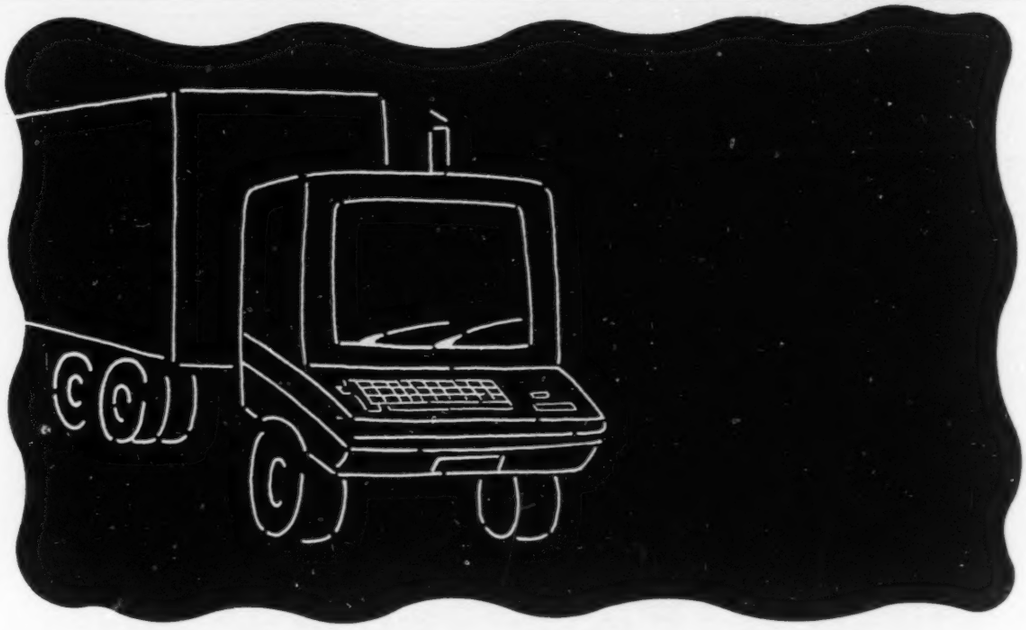
It is not known whether Doyle actually placed his business with one of the 21 Merrill Lynch offices in New Jersey.

According to Thomas Mendham, sales manager of the Merrill Lynch office in Southfield, Mich., Doyle purchased some bonds. But when the problem developed with the State of Michigan, he had all the bonds sold, closed his account, and took the proceeds.

Once contacted by Gambino, Mendham said the brokerage firm attempted to reach Doyle, but he did not return telephone calls nor did he answer a letter from Mendham.

Doyle did not return Gambino's calls either.

According to Automotive News files, Doyle has been conducting promotions in the auto industry since the 1970s and has been investigated by the IRS.



We make trucks smarter.

Today, more and more truck drivers are becoming part of the computer age. With highly profitable results. Thanks in part to an advanced electronic device built by a company called TRW.

TRW's electronic engine control system precisely regulates road and engine speed. It also works as a cruise control to reduce driver fatigue. What all this means, of course, is economy. The fuel savings could amount to 12,000 free miles for every 100,000 on the road.

TRW. Technology at work to make the payload better over the long haul.

TRW

Automotive
Worldwide Sector

© TRW Inc., 1984
TRW is the name and mark of TRW Inc.

'84 truck tallies exceed 4 million for the first time

Continued from Page 16

of the 147,013 Group 6 tallies in 1978.

The same conditions that caused Group 2 buyers to seek more economical trucks fueled the flight from medium-duty gasoline engines to the heavier, more fuel-efficient Class 7 mid-range diesel trucks. This trend also is expected to continue in spite of the drop in gasoline prices and the more fuel-efficient engines which have come on stream.

In 1984, there were a record 66,674 Class 7 registrations, an increase of 34.9 percent over the previous year's 49,426. The total also was 71 percent higher than the 38,996 units registered in 1978 and 40.9 percent greater than the 47,315 tallied in 1979.

Group 8 registrations last year totaled 130,142 units, a gain of 62.7 percent over the year-earlier 80,012. The count, however, was 14.9 percent below the 1978 total of 152,841 and 21.5 percent below the 165,859 units registered five years earlier.

Part of $5 million campaign

AMC Buyer's Guide sparks big ad push

By Joseph Bohn
Marketing Editor

American Motors has put together a $5 million TV/print effort that features all its products in a "Buyer's Guide."

The 16-page guide, AMC's largest multipage print unit to date, will appear in four major news weeklies and a fifth national magazine. It's part of a broader mid-winter/spring effort which features other new ads for Renault and Jeep and a first-time run at the college youth market.

AMC officials cited various reasons for the "Buyer's Guide," including a need to create awareness for the full lineup of AMC products to get purchase consideration.

"We know from research that Renault buyers are great shoppers. If we can get them in the door, we have a good chance to sell them," said David Kerr, director of advertising and marketing planning.

He also cited a "marketing need" to tell consumers that AMC is a full-line manufacturer, or "orienting people to what AMC is today with the new products we've had in the last couple of years."

Renault, particularly, still lacks widespread awareness.

"As AMC progresses, and with all the new products we have coming, we'll have an even greater problem convincing people of everything AMC has on the floor," Kerr added.

As part of its Buyer's Guide effort, AMC is highlighting its 1986 Comanche compact pickup in national ads for the first time. Officials also cited the new Alpine rear-engine sports car, due next year, and the mid-size car slated for 1987-model production at Kenosha as examples of future products.

But, more immediately, AMC is challenging consumers to compare.

"A buyer's challenge," says the opening headline of the 16-page ad, "To find the automobile right for you."

In subsequent pages, AMC compares such cars as the Renault Alliance with the Toyota Corolla Deluxe four-door and Plymouth Horizon SE, the Renault Fuego with the Volkswagen Scirroco and the Ford Mustang and the Jeep Cherokee with the Chevrolet S-10 Blazer and Ford Bronco II.

The guide runs in Time, Newsweek, U.S. News and Sports Illustrated, plus Consumers Digest, beginning with Feb. 18 issues of some of the publications.

There are also 40 TV spots on the three major networks which call attention to the print ad and repeat some of the print comparisons.

AMC also received magazine concessions, wherein four of the publications are running announcements of the print effort in Automotive News, and the fifth is running an announcement in its own publication.

Additionally, magazines are placing posters at airport terminals, commuter stations and the like to herald the ads, and each of the five is sending the ad issue to all AMC dealers.

Kerr called the effort, which he valued at $5 million, "just a new way to spend our money."

AMC dealer associations, if they pick up the factory ads or ones specially prepared for them, will get 50 percent of the costs on co-op as well. That could lend an additional $1 million in support to the effort, Kerr added.

AMC still has its 8.5 percent finance offer running through Feb. 28, and it is adding a special page in newsweeklies to highlight it. Officials haven't decided to extend it, but are likely to in view of competitive developments last week.

Meanwhile, Renault is using "little things" like childproof locks, rear-seat heating and sentry systems to "expand buyer consideration" and help sell its upgraded models, said Marvin Klein, Renault ad manager.

It has a new series of "symphony" commercials in which a pair of robotic conductor arms point out and leads the orchestration of the "symphony of features" to a concluding clap of six sets of robot hands.

The 30-second version runs on network, and a 60-second spot runs on cable.

AMC is making its first run at college campuses, with an ad program that initially runs in two publications, Ampersand and the college Directory of Classes. During the year, eight million students will be reached, Klein said.

It is also producing a vacation guide for students which will be distributed in 25 college newspapers. On some campuses, AMC is also sponsoring free "one to watch" old movies for students. It is working with Alan Weston, a California-based college marketing company, on the project.

Meanwhile, there are new Jeep Cherokee commercials, designed to highlight its superiority over competitors like S-10 Blazer.

The spots talk about such things as Cherokee winning all three offroad magazine 4WD awards last year and a free sunroof for buyers of the 2.5-liter 4-cylinder Cherokees, plus traditional things like roominess and cargo space.

AMC erected a giant TV screen in the desert, which the Cherokee crashes through for dramatic visual effect.

It also plans an eight-page Jeep spread for April issues of enthusiast publications which presents the full array of Jeep products. "There's a feeling you can get. Only in a Jeep" is the headline.

Comparative specificiations, which Kerr called "more meaningful to enthusiast buyers," are part of the pitch for Cherokee, the J-20 pickup and the Jeep Wagoneer Limited four-door. Comanche is featured on the back page. CJ and Eagle are included in the multi-page ad. Performance and technology are a strong part of the overall message.

There is a new Wagoneer ad which says "Our competition leaves you but one choice—Jeep Wagoneer" which positions it in an upscale setting.

A new testimonial ad for Grand Wagoneer by Bruce Nelsen, a boat designer, says, "Jeep designed the Grand Wagoneer like I designed every ocean racer that comes off my drawing board—to be a winner."

CJ continues its emotional "Only a Jeep" pitch, with outdoor art and no copy.

Eagle targets women, particularly with "When nature makes it snow or rain, fight back. Make it Eagle."

Compton Advertising handled the print on the Buyer's Guide, and Grey Advertising the TV. Grey does all AMC's dealer association ads. Compton handled all the Jeep ads.

Volvo profits double for 1984, but sales decline

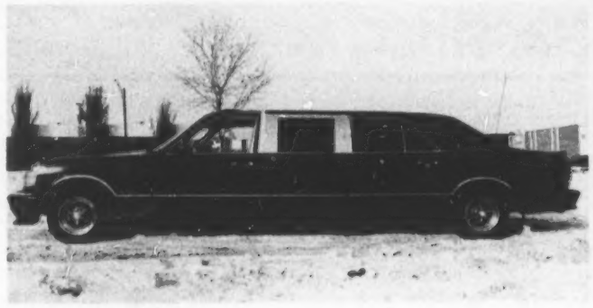
GOTHENBURG, Sweden.—Volvo reported it doubled its income in 1984, though sales were lower than those in the previous year.

Unaudited figures show Volvo, an automotive and energy company, earned $849 million based on the exchange rate at year-end, on sales of $9.708 billion, compared with $421 million on sales of $11.073 billion last year.

Volvo said its board of directors intended to propose a dividend increase at the annual meeting. Under a new law temporarily prohibiting Swedish companies from raising dividends, the highest permissible amount that Volvo can pay is the equivalent of 59 cents per share.

The company, however, said that its financial position and earnings warrant a dividend considerably higher than what is legally permitted.

Volvo said the improvement in income reflected improved earnings in the car and truck sectors as well as a substanially lower loss in its energy sector. The company attributed the decrease in total sales, in part, to cutbacks in oil trading.



Rolling love seat

This Mercedes-Benz 300-SD limo by Tony's Limousine, Inc., Warren, Mich., features a love seat which folds into a bed, two sunroofs, a 12-inch remote control TV with VCR, cassette stereo, indirect lighting, double divider window, intercom, CB, telephone, AMG spoilers and skirts, wire wheels and tinted glass. Retail price: $80,000.

SAE meeting provides industry/government forum

WARRENDALE, Pa.—Fostering joint consideration of technical problems and issues between governments and industry is the goal of the Second SAE Government/Industry Meeting and Exposition, slated for May 20-23 in Arlington, Va.

The meeting will feature as many as 60 technical sessions on topics ranging from acid rain's relationship to mobile source emissions to military vehicle warranty guidance, according to SAE.

Generally, sessions will fall under five major topic areas: Highway vehicles, military vehicles, marine technology with an emphasis on marine power plants, railroad technology and multimodal transportation issues.

As a bonus, a separate conference on Aerospace Requirements will be held in conjunction with the meeting.

"We were delighted with the response to last year's first Government/Industry Meeting," said General Chairman Howard Dugoff, science and technology advisor to the U.S. secretary of transportation.

"There were standing-room-only crowds at many sessions. That showed us that there is a strong need for a forum like this where industry and government can deal with technical issues in a non-adversarial climate," he said.

A partial list of this year's sessions includes: In-Use Emissions and How Best to Control Them; EPA Inspection/Maintenance Status; CAFE Standards—Are They Needed?; Programs to Increase Safety-Belt Use, and Heavy Truck Safety Considerations.

More are: Crashworthiness—Have We Reached the Limit?; Adaptive Equipment for Handicapped People; The Gray Market; Tank Systems Update; The Bradley Fighting Vehicle; Marine Fuels and Lubricants, and the National Transportation Safety Board—Its Effectiveness.

Leaders of the Japanese and European governments are expected to participate.

Planned with this event is an engineering exposition of new developments related to the technical sessions.

factories list auction dates

American Motors

Feb. 26—Aptco Auto Auction, Taylor, Mich.

Feb. 27—Southern Auto Auction, Warehouse Point, Conn., and Kansas City Auto Auction, Kansas City.

Feb. 28—Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Feb. 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield Pa.; Metro Auto Auction of Kanas City, Lee's Summit, Mo., and NuCarPrep System, Santa Fe Springs, Calif.

Feb. 27—South Seattle Auto Auction, Kent, Wash.; Southern Auto Auction, Warehouse Point, Conn., and Columbus Fair Auto Auction, Obetz, O.

Feb. 28—Atlanta Auto Auction, Red Oak, Ga.; Arena Aucto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

Feb. 26—Big H Auto Auction, Houston.

Feb. 27—Northway Exchange, Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and South Seattle Auto Auction, Kent, Wash.

General Motors

Feb. 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

Feb. 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	$14,487	$11,375	
1984	$8,840	$8,726	$9,531
1983	$6,367	$6,978	$6,766
1982	$5,364	$5,343	$5,112
1981	$4,119	$4,350	$4,454
1980	$3,435	$3,600	$3,528
1979	$2,763	$2,771	$3,932
1978	$1,868	$2,117	$2,047
Overall Average	$4,794	$4,992	$4,863

Used Car Sales
Auction Averages

February to date	$4,794
Month ago	$4,789
Year ago	$5,340

Used-car auction directory

NEW JERSEY

WE SELL FOR THE COUNTRY'S LEADING LEASING CO.'s • FLEETS BANKS • FORD MTR. CO. • GMAC

SKYLINE AUTO AUCTION
100 Route 46, Fairfield, N. J. 07006
(201) 227-0100
6 Lane Selling Every Tuesday

OHIO

Ohio Auto Auction. The Tuesday Sale. 3905 Jackson Pike, Columbus, Ohio. Call: 614-871-2771.

OHIO

Cincinnati Auto Auction. We service fleet & lease co's. Recon facilities, p.u. & del., 300 mi. Reg. sale Fri., 12 noon, Repossessed car sale 2nd & 4th Thur. 513-874-9310.

PENNSYLVANIA

Hatfield Auto Auction, Route 309, Box 309, Hatfield, Pennsylvania. 215-822-1935. Every Tuesday—11 A.M. Pickup service.

SOUTH CAROLINA

Bruce Auto Auction & Recon Center—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

TEXAS

Fort Werth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sell every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

South Seattle Auto Auction. The Lease & Fleet Specialists. Tom Chase, 1-800-872-6800. P. O. Box 5189, Kent, Washington 98064.

PENNSYLVANIA

GARDEN SPOT AUTO AUCTION
EPHRATA, PA.
SALE TUESDAY, 11 A.M.
FULL SERVICE AUCTION
Out of state fleet & lease accounts welcome
Contact: J. Omar Landis, Jim Landis
P.O. BOX 501, EPHRATA, PA. 17522
717-733-7917

73 percent in survey drive domestic autos

Small-firm execs pick U.S. cars

NEW YORK.—When the nation's small-business executives go shopping for new cars, the "buy American" credo figures strongly in their purchasing decisions, according to a survey by D & B Reports magazine.

The survey results showed a strong preference for the domestic labels: 73 percent of the respondents said they drive an American-made car for business, while 27 percent of those surveyed reported a preference for foreign-made automobiles.

D & B Reports, Dun & Bradstreet's magazine for small-business management, received 1,752 responses to its survey out of 8,409 questionnaires mailed to its subscribers who are small-business presidents and other top executives.

While foreign cars remain a strong force in some affluent areas of the U.S., such as Westchester County, N.Y., where imports accounted for 35.5 percent of new registrations in the first nine months of 1984, the national rate for foreign-car registrations is about 25 percent.

Those surveyed by D & B Reports in service-sector businesses showed more of a preference for foreign cars than those in manufacturing, wholesaling and retailing. About 31 percent of those in services said they owned or leased foreign automobiles for business use.

The D & B Reports survey showed that General Motors won by a landslide. Among the cars most preferred by small-business executives, GM-built autos placed first, second, third, fifth and sixth. Ford placed fourth.

Oldsmobile was the No. 1 make among the small-business owners, followed by Chevrolet, Buick, Ford, Cadillac and Pontiac.

Mercedes-Benz, which small-business owners said they purchased for prestige, quality, service and resale value, came in seventh. Toyota and Nissan tied for eighth, Lincoln came in ninth; Honda was 10th.

The majority of the respondents, or 927 people, said they owned their business cars, while company-owned cars placed second (510 respondents). Only 12 percent, or 216 people, said they leased their company cars.

Trade groups to help firms exhibit at overseas shows

MUNCIE, Ind.— The Motor and Equipment Manufacturers Assn., the Automotive Service Industry Assn. and the Overseas Automotive Club have formed a working relationship to represent and serve U.S. manufacturer suppliers at overseas trade shows and related events.

The first activity this year will be Autovac in Amsterdam, March 25-29. The associations will arrange and sponsor a U.S. pavilion for manufacturers who wish to exhibit at the show.

In September, 1985, a caravan will be available for manufacturers who wish to participate in three consecutive events: The Frankfurt Automobile Show (Sept. 12-22); Autoquip/Garagequip in London (Sept. 22-27), and Equip Auto in Paris (Sept. 27-Oct. 4).

Representation will be provided for participating firms during the days when the shows overlap.

Manufacturers who wish to exhibit in only one or two of the three shows can do so without penalty.

A U.S. pavilion will be available at the Automechanika exposition in 1986. It will be held Sept. 9-14 in Frankfurt.

The three associations formed an international committee composed of industry leaders with extensive experience in international marketing. The committee said it will sponsor joint U.S. pavilions at events that will most benefit U.S. manufacturers, with the goal of increasing industry exports.

The associations also announced that Hall-Erickson, Inc., managing director of The Big I Show held in the U.S. and producer of the U.S. pavilion at Automechanika '84, will serve as pavilion manager and coordinator of future events.

Hall-Erickson will make all necessary arrangements for manufacturers exibiting at a show, providing options such as booth rentals, translators, customs and shipping arrangements and buyer contact materials.

Midland-Ross plans to sell two divisions

CLEVELAND.—Midland-Ross Corp. plans to sells its National Castings and Bay City Foundry divisions as part of its strategy to concentrate on markets offering greater, more consistent growth.

The result will be an after-tax provision of about $51 million, or $4 share, against 1984 earnings, the company said, but the impact on cash flow in the near-term is expected to be favorable because of the sales proceeds and tax benefits gained.

Combined sales for the two divisions amounted to about $80 million in 1984.

Chairman Harry J. Bolwell said the divisions will be operated until they are sold, though they will be listed as discontinued operations for financial reporting purposes.

Bolwell said the corporate strategy will continue to be to expand and develop the aerospace, electronics, electrical and thermal systems businesses. He projected annual growth in the electronics and aerospace sectors to be 16 and 13 percent, respectively, over the next five years.

Exclusive Subaru deal opens in Roanoke

Attending the ribbon-cutting for Valley Motorsport, Inc., Roanoke, Va., are, from left: Subaru Atlantic, Inc.'s Paul Hudson,service manager; Jim Miller, sales manager; John Coyle, vice president and general manager; Valley Motorsport's Mark Hancock, president; James Douthat, partner and secretary, and Subaru's Robert Brodeur, parts manager.

Subaru exclusive opens, another grows in Roanoke

ROANOKE, Va.—Subaru Atlantic, Inc., celebrated a double grand opening here.

Mark Hancock, president of Valley Motorsport, Inc., announced the opening of a 12,000-square-foot exclusive Subaru facility with a 4,000-square-foot showroom.

The new dealership is situated on 3½ acres of land.

Barney Rosalia, president of Rose Motors, Ltd., announced a 2,350-square-foot dealership expansion which includes a 1,300-square-foot exclusive Subaru showroom.

Subaru Atlantic management participating in both ribbon-cutting ceremonies were: John J. Coyle, vice president and general manager; Jim Miller, sales manager; Paul Hudson, service manager; Robert Brodeur, parts manager, and Harold Gill, market development manager.

James F. Douthat, partner and secretary of Valley Motorsport, and Jack Hobbs, general sales manager of Rose Motors, also attended the ceremonies.

Rose Motors expands in Roanoke

Celebrating the grand opening of Rose Motors, Ltd.'s dealership expansion in Roanoke, Va., are, from left: Paul Hudson, Subaru Atlantic, Inc., service manager; Rose Motors General Sales Manager Jack Hobbs and President Barney Rosalia; and Subaru's John Coyle, vice president and general manager; Jim Miller, sales manager, and Robert Brodeur, parts manager.

Auto salesman understands his deaf-mute customers

By Sanford Markey
Staff Correspondent

MENTOR, O.—Kenneth Opatrny is a car salesman who uses sign language to communicate with deaf customers and make their automotive shopping more comfortable.

Opatrny, 24, has been with Classic Chevrolet for four years. His parents are deaf-mutes. He encountered a deaf-mute having problems trying to communicate during a sales presentation and, with his help, the sale was made.

Having learned sign language in dealing with his parents, Opatrny understands "the humiliation these people undergo trying to communicate with those who do not know the sign language. I saw this when my father, for example, took me to school and had to communicate with the teacher. I've seen it happen when they must write everything when they have to make a purchase."

He mentioned other examples: "Try to explain to a service manager what's wrong with your car when you have to write it all out. Try to ask questions about a warranty when buying a new car, or ask about extras. Deaf-mutes are on the defensive in these cases.

"I like selling cars," he said, "but it is so much more meaningful when what you do helps people. It is so much more rewarding."

To help deal with deaf-mutes, the dealership has installed a special TTY, a small electronic telephone attachment that receives and transmits messages to potential customers. Contacts and appointments can be made both for new-car sales and service.

Sending a message

Salesman Ken Opatrny, Classic Chevrolet, Mentor, O., prepares to send a message to a deaf-mute customer on the dealership's TTY phone.

SALES OF DIESEL-POWERED NEW CARS IN THE U.S.

	1984 Sales	Percent Share of Market	1983 Sales	Percent Share of Market	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Buick	3,379	2.17	11,121	6.32	30,417	9.71	48,627	9.52	19,790	5.04
Cadillac	1,560	1.00	3,984	2.27	16,939	5.40	40,241	7.88	41,860	10.67
Chevrolet	11,452*	7.36	4,877	2.77	27,549	8.79	27,600	5.40	12,450	3.17
Oldsmobile	15,106	9.71	33,174	18.86	75,482	24.08	155,859	30.52	126,853	32.32
Pontiac	874	0.56	2,288	1.30	6,312	2.01	32,633	6.39	13,475	3.43
GM	32,371	20.80	55,444	31.52	156,699	49.99	304,960	59.71	214,428	54.63
Ford Motor Co.	35,352*	22.72	3,100	1.76	----	----	----	----	----	----
VW	22,468	14.44	29,844	16.97	59,887	19.11	118,585	23.22	116,300	29.63
Audi	13	0.01	6,144	3.49	7,415	2.37	6,434	1.26	8,035	2.05
VWoA	22,481	14.45	35,988	20.46	67,302	21.48	125,019	24.48	124,335	31.68
Mercedes-Benz	38,887	24.99	54,044	30.73	52,051	16.61	49,354	9.67	39,262	10.00
Peugeot	4,104	2.64	5,454	3.10	9,637	3.07	14,341	2.81	10,337	2.63
Volvo	9,074	5.83	7,436	4.23	7,405	2.37	1,954	0.38	4,158	1.06
Nissan	4,063	2.61	5,894	3.35	8,836	2.82	4,683	0.92	----	----
Toyota	8,348	5.37	2,220	1.26	----	----	----	----	----	----
Isuzu	915	0.59	6,317	3.59	11,477	3.66	10,368	2.03	----	----
Diesel Total	155,595	100.00	175,897	100.00	313,407	100.00	510,679	100.00	392,520	100.00
Total U.S. new-car sales	10,391,775	1.50	9,178,101	1.92	7,977,570	3.93	5.99	8,531,514	8,973,345	4.37

*Production 1984 Model Year.

Makers build 169,851 for week

Better weather hikes car output

By Louise Kertesz
Detroit Reporter

Last week's scheduled domestic output of 169,851 cars was 15.63 percent more than the 146,886 built the previous week, when bad weather caused actual production to fall some 27,000 units short of makers' targets.

Last week's output was about even (up 0.74 percent) with the year-ago week's 168,610.

The previous week's production was the lowest for a regular work week since the 144,506 units built during the week ended Oct. 27.

Somewhat lower schedules last week, along with the prior week's shortfall (compared with a healthy output of 178,218 units for the corresponding week a year ago), have eroded this year's early production lead over 1984.

This year's pace—1,297,682 cars completed so far—is now just about even with the 1,297,575 assembled last year at this point.

Companies shared last week's scheduled production as follows: GM, 61.07 percent; Ford, 20.94 percent; Chrysler Corp., 14.66 percent; American Honda, 2.13 percent; Volkswagen of America, 1.18 percent, and New United Motor Mfg., Inc., 0.02 percent.

Chrysler's Sterling Heights (Mich.) plant, which produces the Dodge Lancer and Chrysler LeBaron GTS, is starting its second shift this week (Feb. 25). Some 1,900 hourly workers will be added to the payroll.

GM scheduled two overtime shifts Saturday (Feb. 23) at the following plants: Pontiac G-line, Lansing (Oldsmobile No. 1), Fairfax (Kans.), Lakewood (Ga.), Linden (N.J.), Norwood (O.), Oklahoma City and Wilmington (Del.).

One overtime shift was scheduled Saturday at GM plants in Arlington, Tex., and Wentzville, Mo.

Honda scheduled Saturday overtime at its plant in Marysville, O., and the plant worked two overtime hours once last week.

Ford has scheduled overtime at all its car plants this week.

Chrysler's Jefferson (Detroit) plant is also scheduled to operate two 8½-hour daily shifts this week.

Chrysler's Newark (Del.) and St. Louis (No. 2) plants are each slated to operate two nine-hour daily shifts this week.

DiMora planning to add lower-priced Clenet model

By Matt DeLorenzo
Los Angeles Reporter

CARPINTERIA, Calif.—Clenet Coachworks, which has resumed production under new ownership, is planning to add a third model to its line this summer, according to Al DiMora, president of the firm.

After nine months of operation, the revitalized company is building six to eight cars a month with 55 employes. It has about 24 cars in various stages of production at the 40,000-square-foot facility here.

The new model, which DiMora tentatively calls Series IV, will be slightly shorter than the current Series III and will more closely resemble the Series I car that launched Alain Clenet's car company.

The new car will also be the least expensive model in the new company's line, starting at about $65,000. DiMora said he wants to have models in the $60,000, $80,000 and $100,000 price ranges.

Currently, DiMora is offering the Series II model at $98,000 and the Series III at prices ranging from $78,500 to $82,500. He added that he intends to complete the original production run goal of 500 each in Series II and Series III before retiring the designs.

DiMora also announced a new management team: Kirk Aylesworth, director of materials; Cal Don Caylor, director of finance; John DiMora, director of sales; Jay Kuehnle, director of manufacturing; Louise Ann Noeth, director of public relations, and Paula Stetler, director of marketing.

Dina producing Cummins diesel for trucks, buses

MEXICO CITY.—Diesel Nacional (Dina) has begun production of Cummins V-8 Big Cam diesel engines of 210 HP. The engines use diesel fuel with a low sulphur content.

Initially, the engines will be used in buses but will be installed later in cargo transport units.

According to Dina, the Big Cam is 24 percent more powerful than older engines of similar horsepower. Fuel economy is 19 percent better and noise has been reduced 7 percent, Dina said. With better use of fuel, the emissions level also is lower, the company said.

Dina reported that production of the new engine in 1984 was slightly less than 1,000 units, but this is to be expanded this year.

Truck production rises for week; 67,355 scheduled

U.S. makers expected to build 67,355 trucks last week, a bit more (1.79 percent) than the 66,172 completed the previous week, and 8.76 percent more than the 61,928 assembled during the year-ago week.

Actual production for the previous week fell some 4,000 units short of makers' estimates, and the weekly production record for the year was not reached as targeted.

Year-to-date, 499,121 trucks have been completed, an increase of 4.49 percent over the 477,643 built a year ago at this time.

General Motors scheduled two overtime shifts Saturday (Feb. 23) at its plants in Pontiac (No. 5) and Shreveport, La.

Saturday overtime was also scheduled at Ford Motor Co.'s Kansas City plant.

Ford has scheduled daily overtime at all its plants this week.

Week's output of cars slips in Canadian plants

With 19,087 units scheduled for completion, last week's Canadian car production was the second lowest for a full work week this year.

American Motors' closing of its Brampton (Ont.) plant for a week for inventory adjustment and lower production targets across the board resulted in the slowdown.

Last week's output was down a bit (1.77 percent) from the previous week's 19,431 and was 18.41 percent lower than the year-ago week's 23,317.

So far this year, 150,418 cars have been assembled, 10.12 percent less than the 167,352 completed last year at this point.

Makers targeted assembly of 18,704 trucks last week, 25.71 percent more than the 14,879 completed the previous week, when Chrysler Corp.'s Windsor (Ont.) plant lost production of some 3,300 units because of bad weather.

Last week's output was up 3.36 percent from the year-ago week's 18,096.

So far this year, 136,095 trucks have been built, 6.10 percent more than the 128,274 completed last year at this point.

At Chrysler's Windsor facility, 2,604 Plymouth Voyagers, 2,718 Dodge Caravans and 594 Mini Ram Vans were assembled, bringing the T-115 total for the year to 42,940.

U. S. CAR PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
AMERICAN MOTORS	.....	4,877	.....	3,726	31,692	11,494
Renault Total	.....	4,877	.....	3,726	31,692	11,494
Alliance	.....	2,446	.....	2,341	15,916	7,273
Encore	.....	2,431	.....	1,385	15,776	4,221
CHRYSLER CORP.	24,900	28,915	17,552	72,631	199,896	183,164
Plymouth Total	7,500	8,415	5,044	21,430	59,723	53,348
Horizon	2,800	3,471	1,735	7,519	23,634	18,496
Reliant	3,400	4,481	2,222	9,382	32,522	23,405
Caravelle	1,100	233	875	3,474	1,135	8,909
Gran Fury	400	230	212	1,055	2,432	2,538
Chrysler Total	8,000	9,551	5,723	23,626	64,158	62,819
LeBaron	2,300	3,010	1,768	6,921	19,829	17,474
LeBaron GTS	1,400	.....	1,008	3,886	.....	9,861
Laser	900	1,734	530	2,442	12,342	7,660
New Yorker E-Class	1,400	1,889	1,051	4,218	16,074	10,360
Fifth Avenue	2,100	2,918	1,366	6,159	15,913	17,464
Dodge Total	9,400	10,940	6,785	27,575	76,015	66,997
Omni	2,700	3,460	1,766	7,824	22,235	19,700
Aries	2,600	3,378	2,040	7,635	25,806	17,978
Daytona	1,000	1,417	710	2,991	10,737	7,021
Dodge 600	1,500	1,701	1,106	4,600	13,204	11,119
Lancer	1,000	.....	751	2,847	.....	7,263
Diplomat	600	983	412	1,678	4,033	3,916
FORD MOTOR	35,563	31,476	34,639	113,639	256,753	283,669
Ford Division	24,019	21,852	22,477	74,731	170,163	185,617
Escort	5,731	6,332	7,064	21,005	52,686	51,390
Mustang	3,167	2,390	3,129	10,343	19,109	25,603
LTD	5,064	4,262	4,162	14,517	38,075	36,946
Thunderbird	5,842	2,635	3,996	15,556	27,291	32,324
Crown Victoria	.....	1,388	.....	.....	12,455	7,122
EXP	264	436	356	1,487	5,491	3,845
Tempo	3,931	4,407	3,570	11,823	15,056	28,387
L-M Division	11,544	9,624	12,162	38,908	86,590	98,052
Mercury Total	7,940	6,528	8,691	27,534	61,910	70,976
Lynx	1,418	1,180	1,530	5,141	11,222	12,639
Capri	522	296	676	2,146	2,750	3,834
Marquis	1,818	1,658	2,219	6,678	15,061	16,765
Cougar	2,767	1,517	2,405	9,066	12,324	23,011
Grand Marquis	.....	1,153	.....	.....	15,688	4,733
Topaz	1,115	724	1,561	4,503	4,865	9,994
Lincoln Total	3,604	3,096	3,471	11,374	24,680	27,076
Continental	642	557	834	2,060	4,550	4,908
Lincoln	2,553	1,935	2,459	8,056	12,263	19,178
Mark VI/VII	409	604	378	1,258	7,867	2,990
GENERAL MOTORS	103,728	98,675	90,645	321,581	773,136	780,485
Buick Total	19,402	18,273	16,571	59,925	166,839	150,750
Skylark	2,376	.....	2,344	7,774	15,237	18,863
Skyhawk	2,515	3,073	2,260	7,509	25,524	16,262
Somerset Regal	3,385	.....	2,193	8,705	.....	18,861
Century	4,815	4,907	4,346	14,257	35,353	34,436
Regal	1,805	4,069	1,182	5,118	36,200	17,369
LeSabre/Electra	1,248	5,133	1,068	5,719	43,362	23,860
Riviera	1,503	1,090	1,236	4,398	9,671	9,930
Electra (fwd)	1,975	1	1,942	6,445	1,492	11,169
Cadillac Total	8,512	7,197	7,364	25,476	53,783	60,923
Cimarron	603	509	531	1,930	3,666	4,137
Seville	985	909	815	2,932	6,205	6,765
Eldorado	1,744	1,561	1,439	5,204	11,552	12,379
Cadillac (rwd)	1,175	4,218	970	3,630	31,076	9,193
DeVille (fwd)	4,005	.....	3,609	11,780	1,284	28,449
Chevrolet Total	37,128	36,377	32,490	114,926	266,927	278,415
Chevette	3,594	5,780	3,048	10,471	32,726	25,360
Cavalier	9,341	8,951	8,894	31,010	66,438	74,464
Celebrity	6,082	6,828	5,257	18,278	47,719	44,249
Camaro	5,521	5,207	3,991	15,175	42,451	36,137
Citation	1,624	2,150	1,636	5,087	14,990	12,513
Malibu/El Camino	.....	683	.....	.....	4,860	.....
Monte Carlo	3,330	3,700	3,242	10,568	32,586	22,581
Chevrolet	6,636	2,538	5,608	21,148	19,262	57,220
Corvette	1,000	560	1,014	3,189	5,889	5,891
Oldsmobile Total	24,531	24,692	22,992	79,942	198,778	193,726
Omega	.....	.....	.....	.....	7,419	.....
Firenza	890	1,323	1,009	4,064	11,264	11,054
Cutlass Supreme	3,995	7,989	3,182	11,123	59,470	29,453
Cutlass Ciera	6,979	4,609	7,444	24,897	39,234	59,798
88/98 (rwd)	4,762	9,907	4,449	15,842	73,081	41,275
Olds 98 (fwd)	2,795	.....	2,984	9,525	1,336	21,219
Calais	4,255	.....	3,053	11,337	.....	23,500
Toronado	1,055	864	971	3,154	6,974	7,429
Pontiac Total	14,055	12,136	11,228	41,312	86,809	96,669
Acadian**	.....	456	231	488	2,511	1,644
2000 Sunbird	2,785	3,548	2,572	9,057	23,225	21,990
1000	724	921	923	2,076	6,275	5,144
Firebird	2,971	2,205	2,133	8,138	17,916	19,435
Phoenix	.....	293	.....	.....	2,551	.....
Grd. Prix/Bonneville	.....	1,420	.....	.....	11,317	.....
6000	570	.....	558	1,791	.....	3,336
Parisienne	1,720	522	1,460	4,990	3,765	11,879
Fiero	2,400	2,771	2,058	7,280	19,249	16,400
Grand Am	2,885	.....	1,580	7,492	.....	16,841
HONDA	3,529	2,277	2,079	9,900	17,602	23,852
NUMMI (Nova)	40*	.....	20*	81*	.....	105*
VOLKSWAGEN	2,000	2,390	1,951	6,453	18,496	14,913
Total Cars, U.S.	169,851	168,610	146,886	528,011	1,297,575	1,297,682
Total Cars, Canada	19,087	23,317	19,431	62,153	167,352	150,418
N. American Cars	188,938	191,927	166,317	590,164	1,464,927	1,448,100
N. American Trucks	86,059	80,024	81,051	273,457	605,917	635,216
North American Cars and Trucks	274,997	271,951	247,368	863,621	2,070,844	2,083,316

*Revised estimate.
**— All Acadians are built for sale in Canada.

CANADIAN CAR PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
AMERICAN MOTORS	.....	609	570	570	4,742	1,534
FORD MOTOR	10,425	9,318	9,771	33,260	56,639	82,916
GENERAL MOTORS	8,481	13,165	8,865	17,648	104,325	64,303
VOLVO	180	225	225	675	1,646	1,665
Total Cars, Canada	19,087	23,317	19,431	62,153	167,352	150,418

TRUCK PRODUCTION IN U.S.☆

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
CHEVROLET	22,006	21,970	22,313	72,804	154,328	170,781
DODGE	4,100	4,280	2,849	11,880	32,492	29,397
FORD	24,052	21,711	23,505	76,449	180,643	172,191
GMC	6,609	5,968	7,692	22,965	148,882	50,546
INTERNATIONAL	1,533	1,425	1,141	4,999	10,812	11,080
JEEP	4,300	3,640	3,535	13,075	27,375	30,225
NISSAN	2,505	1,883	2,987	8,488	14,921	18,560
AM GENERAL	50*	50*	50*	150	390*	380*
MISCELLANEOUS	2,100*	1,000*	2,100*	6,720*	7,800*	15,960*
Total Trucks, U.S.	67,355	61,928	66,172	217,240	477,643	499,121

CANADIAN TRUCK PRODUCTION

	Week Ended Feb. 23, 1985	Week Ended Feb. 25, 1984	Week Ended Feb. 16, 1985	Feb. to Date	Jan.1 to Feb. 25, 1984	Jan. 1 to Feb. 23, 1985
CHRYSLER CORP.	8,568	8,191	5,340	24,399	51,562	62,534
FORD MOTOR	3,648	3,464	3,041	11,038	26,351	26,489
GENERAL MOTORS	6,248	6,293	6,250	20,000	49,284	45,387
INTERNATIONAL	240	148	238	780	1,097	1,685
Total Trucks, Canada	18,704	18,096	14,879	56,217	128,274	136,095
N. American Trucks	86,059	80,024	81,051	273,457	605,917	635,216

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.

C2700-1

Automotive News

March 4, 1985

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Major advances expected at home and in export market

Korean auto industry gears for boom times

EDITOR'S NOTE: *Staff Correspondent John Hartley has just returned from an extensive tour of the Korean auto industry. The first of a series of reports follows:*

By John Hartley
Staff Correspondent

SEOUL, Korea.—Barring an economic recession, the Korean auto industry seems set for strong growth fueled by exports.

Last year, 263,000 vehicles were produced in the Republic of Korea and this year output should comfortably exceed 300,000.

Led by the aggressive Hyundai Motors, part of a large engineering group which first made its mark in shipbuilding, the industry had built production up to well over 200,000 units in 1979. Then came the second energy crisis and sales crashed, exposing the weakness of an industry devoted entirely to the domestic market.

To help the car makers regain their strength, the military government forced the industry to rationalize. Initially, the government wanted Hyundai and Daewoo to merge, but the fact that General Motors owned 50 percent of Daewoo Motors—then Saehan Motors—forced the government to reconsider. In any event, Hyundai and Daewoo were banned from the production of light vans and trucks in the 1- to 5-tonne payload class.

Kia Industries was given the mandate to build such vans and trucks, but had to give up making the antiquated Briza, a Mazda GLC about 10 years out of date.

After that retrenchment, the market gradually recovered, so that last year production records were broken. In all, 263,000 vehicles were built, of which 50,000 were exported, and the big difference between the 1970s and the 1980s is that volume of exports. If the industry's new projects succeed, exports could form the hard, profitable core of the industry in the 1990s.

Hyundai has always been the driving force of the Korean auto industry, building a plant from scratch in the mid-1970s with a capacity of about 140,000 cars a year when demand was minuscule. Last year, it produced 139,000 vehicles and continued to take the lion's share of the domestic market, with registrations of 56,000 Ponys, 16,900 Stellars and almost 20,000 Pony trucks.

In addition, Hyundai exported over 12,000 Stellars, about 36,000 Ponys and a few trucks. In 1983, it produced 108,000 vehicles, of which 18,500 were exported, so

Continued on Page 8, Col. 1

A blend of the old and new

Korea's capital city, Seoul, has plenty of wide streets, scattered traffic, new buildings and sections of the old city wall.

He cites health of U.S. industry

Reagan to let VRA die

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Four years of U.S. Government-backed restrictions on Japanese car exports to this country will end March 31, President Reagan decided late last week.

A White House spokesman said the President had decided not to ask the Japanese for an extension of the Voluntary Restraint Agreement of Japanese autos in light of the healthy performance of the American auto industry and in hopes the Japanese would respond with "reciprocal" treatment in their acceptance of American exports.

The White House spokesman said the President made his decision in the interest of "free and fair trade" for the world's consumers.

Earlier last week, Chrysler Corp. Chairman Lee Iacocca sent word to the House Ways and Means Trade Subcommittee that "in a matter of days, Chrysler will be confirming to its Japanese partner, Mitsubishi Motors Corp., that we will require up to an additional 200,000 small Mitsubishi cars a year from Japan, in addition to the 87,500 per year we currently import."

The message was delivered by Robert S. Miller, Chrysler executive vice president for finance and administration. "In other words," Miller said, "we are preparing to roughly triple our imports of built-up Japanese cars.

"Chrysler has a strong, 15-year relationship with Mitsubishi. We already have port facilities, warranty agreements and a parts and service network. And our entire dealer network is familiar with Mitsubishi's products so, in essence, all we have to do is turn up the spigot," Miller said.

Earlier last month, Chrysler told congressional leaders that its decision on building an American P-car replacement for the Omni/Horizon subcompact hinged on whether the VRA is continued for a fifth year.

Even before Mr. Reagan's announcement last week, a Chrysler spokesman said the board of directors now assumes the VRA is "dead" and that "we want our share of the trade deficit, the same as General Motors."

The Chrysler spokesman also said that if the Japanese act to restrain vehicle exports to the U.S. on their own initiative, Chrysler will expect to get its share of vehicles, just as GM wants a share

Continued on Page 50, Col. 1

28,000 attend Detroit exposition

Technology stars at SAE show

By Roger Rowand
Engineering Editor

The SAE show in Detroit last week notched near-record attendance, a record high number of exhibitors and a staggering volume of technical presentations.

Some 28,000 attended the 1985 SAE International Congress and Exposition at Cobo Hall during an unseasonable spell of relatively warm, storm-free weather.

If head-in-the-door surveys, show-floor talks and nose-count asessments are valid, technical interest was highest in an odd mix of areas that ranged from safety to adhesives and electronics.

Safety sessions were better attended than in recent years. Those sessions covered such topics as accident simulation and the use of computer graphics in crash reconstruction.

Also rating high in attendance were the class-like meetings on joining techniques, electronic engine controls and testing and, of course, materials.

Adhesive bonding of steel parts and aluminum parts captured strong attention among the engineers who came from around the world. A strong degree of interest was obvious in techniques under development for using chemicals in bonding steel to aluminum and both those metals to plastic composites.

Electronics sessions and the displays featuring electronics products also held strong attraction. If an exhibit included a keyboard, a tube and a chair, the chances are it was in use much of the time.

Engineers seemed lured by electronics testing equipment, particularly engine analyzers.

Materials and their selection and processing normally capture a major share of the limelight during the SAE Show and the same held true this year.

The Aluminum Assn. used the show to describe how its lightweight, no-rust metal is moving strongly into a growing range of applications. Those include such major items as wheels, drive-

Continued on Page 49, Col. 1

Flying wedge

Subaru's new aero-designed XT Coupe

The four-wheel-drive Turbo is the top model of Subaru's new XT Coupe line. The car, a design departure for Subaru, features height-adjustable air suspension, fuel-injected and water-cooled turbocharged horizontally opposed engine and luxury interior with three-dimension digital instrument panel. Story, other picture are on Page 48.

breaking news

Chrysler cuts lease rate

HIGHLAND PARK.—Chrysler Credit during March 1-April 30 is offering special below-market "Gold Key Preferred Customer" lease rates of up to 48 months which, it told dealers, would save customers $900 on a typically equipped Chrysler Fifth Avenue or Diplomat and $800 on New Yorker and Dodge 600 models. The lease rates cover Fifth Avenue, E-Class New Yorker, Caravelle, Dodge 600, LeBaron GTS, Lancer, convertible LeBaron and Dodge 600, Plymouth Gran Fury, Dodge Diplomat and Caravan/Voyager. A customer who has a $500 "Thank You, America" certificate can also apply it toward these leases.

Chevy offers demo program

WARREN, Mich.—Chevrolet is signing up salespeople during March for a demonstrator incentive on Celebrity/Cavalier, running April 1-May 31. Salesmen get $25 gift certificates for every eight demo rides they give on these models. Sales managers qualify for $1,000 first-place or $500 second-place gift certificate drawings for every form with eight demo names they submit. Dealers split $25 cost with the factory.

NEWSPAPER

But 4th quarter trails 1983

First full-year profit since 1979 for AMC

American Motors showed a profit of $15.5 million for 1984, its first full-year profit since 1979, though profits for the fourth quarter of the year were down dramatically from the fourth quarter of 1983.

The $15.5-million profit for 1984 compares with a $146-million in 1983, which included a $4.5 million tax loss carryforward from previous years when AMC did not make a profit. The 1984 results also include a $5.4-million provision for AMC's employe investment plans' profit-sharing formula.

Sales for the year amounted to $4.2 billion, up 29 percent from $3.3 billion in 1983.

Capital spending for 1984 amounted to $217 million and is expected to increase in 1985, as the company is in the middle of a five-year expansion project.

For the fourth quarter of 1984, AMC's profits were $3.1 million, down 58 percent from $7.4 million in the same quarter the previous year. A $1.7-million tax loss carryforward was included in fourth-quarter results.

Sales for the quarter were $1.1 billion, virtually the same as in the comparable 1983 period.

In 1984, worldwide car and Jeep sales were 442,383 units, up from 383,462 in 1983. Automobile sales were 248,955 units, down from 270,019 in 1983, while Jeep sales were 193,426, up from 113,443.

For the quarter, worldwide sales were 103,133 units, down from 119,221 a year earlier. Automobile sales totaled 55,210 units, down from 72,475 a year ago. Jeep sales were 47,923, compared with 46,746 in 1983.

Jeep sales have been strong enough to warrant increasing production at the Toledo plant by 80 vehicles per day to a daily rate of 824 units, AMC President Jose J. Dedeurwaerder said in announcing the financial results.

However, with automobile sales sagging, AMC said it would extend for another month its 8.5-percent financing program to buyers of Renault Alliance, Encore, Sportwagon and Fuego.

Lancia's new rally weapon

Lancia's Delta S4 rally car has a 1,750-cc, four-cylinder, 16-valve engine which delivers 400 HP. The bodywork, which resembles that of the Delta, is laid on a light alloy tubular frame. The car has four-wheel drive.

Programs spread on small vehicles

AMC extends 8.5 pct. car loans

By Joseph Bohn
Marketing Editor

Low-interest financing is becoming an increasingly popular way to sell small cars.

American Motors is the latest to expand and extend 8.5 percent financing on a number of small-car lines.

AMC is offering 8.5 percent APR financing Renault Alliance, Encore, Sportwagon and Fuego models delivered through March 31.

The 8.5 percent is available on contracts up to 36 months; 9.5 percent is avaiable on 37-to-42-month contracts and 10.5 percent on 43-to-48-month contracts.

AMC previously offered low-interest financing on Alliance and Encore under programs that were due to expire Feb. 28. Fuego and Sportwagon are new to the program.

Joseph E. Cappy, AMC group vice president—sales and marketing, said that on a $7,000 loan, buyers save $535 with the 8.5 percent rate compared with the more normal 13 percent rate offered by financial institutions.

AMC's move was fairly predictable after both Chrysler Corp.and Ford Motor Co. kicked off low-interest finance programs of their own

Ford is offering 8.8 percent financing through Ford Motor Credit from Feb. 22 to April 22 on Tempo and Topaz compact cars. Contracts can run from 12 to 60 months. On cars not bought out of stock, orders must be received by Ford no later than March 25 to qualify for the low-interest loans.

The finance reserve for recourse dealers is 1.1614 percent and for non-recourse, 0.714 percent. With full recourse, the dealer picks up the vehicle if the buyer defaults on the loan and with non-recourse the lending institution is responsible for defaults.

Ford is also offering 8.8 percent financing on Ranger pickup trucks from Feb. 5 to March 31, and General Motors is offering 8.8 percent on its S-10 and S-15 pickups from Feb. 1 to March 31.

Chrysler is offering 8.8 percent financing on Omni/Horizon, Turismo/Charger and Laser/Daytona from Feb. 14 to April 30, as part of a five-pronged marketing program that also includes rebates on cars and trucks, automatic transmission giveaways and dealer trip contests.

Ford Division also launched a recent cash program for salespeople on 1984-85 F-150 full-sized pickup trucks equipped with manual transmissions. Under the program, which runs from Feb. 22 to April 22, sales people qualify for payments of $75, $100, $300 or $500 for each unit they retail, based on a randomly selected computer drawing.

Dealers contribute a non-refundable $25 per unit toward the cost of this program.

Chrysler near deal with Lotus on engine work

Chrysler Corp. is near finalization of a deal for advanced engine engineering with Group Lotus, according to Chrysler insiders. The agreement would add the prominent British engineering company to Chrysler's growing stable of outside support.

Toyota Motor Co., Ltd., owns 16.5 percent of Lotus and has been using Lotus engine expertise in advanced, high-output powerplants.

Chrysler considered West Germany's Porsche A.G. and Chrysler's Italian affiliate, Officini Alfieri Maserati S.p.A., before selecting Lotus.

Chrysler earlier had been talking to Maserati about a high-output, 3-cylinder multivalve engine suitable for both small cars and performance vehicles.

The new Lotus project is likely to concentrate on similar small-displacement engines, although Lotus recently unveiled a new high-output V-8 engine in England and has been looking for a U.S. customer for the engine.

Lotus also has considerable background in composite structures for cars.

—DAN MC COSH

Walsh and Bohn reassigned by Automotive News

Reassignment of two veteran Automotive News staff members has been announced by Robert M. Lienert, editor.

Jack Walsh has been named service editor, succeeding Francis J. Gawronski, who earlier was appointed Automotive News bureau chief in Tokyo. Walsh plans to retire at year-end.

Joseph J. Bohn will succeed Walsh as truck and recreation vehicle editor.

"The reassignments are intended to bring fresh approaches and new insights into coverage of these areas," Lienert said. "The changes are part of our continuing effort to upgrade our coverage of the industry."

Walsh has been with Automotive News since 1957. He first became service editor in 1969 and has been truck editor since 1971. He holds an AB degree from Syracuse University.

Bohn, who joined Automotive News in 1970, has served as marketing editor since 1977. He has a BA degree from Michigan State University and an MA from Wayne State University.

Jack Walsh

Joseph J. Bohn

Hanon remains on AMC board; but for how long?

Although he was ousted as head of the Renault Group earlier this year, Bernard Hanon remains a member of the American Motors board of directors.

Hanon was in Detroit Feb. 22 for an AMC board meeting, almost a month after he was abruptly fired and Georges Besse was installed as president—director-general of state-owned Renault.

Renault controls 46 percent of AMC and has five seats on AMC's 14-member board. The "Renault-suggested" members of the AMC board include three officers of the French company plus Hanon and New York investment banker Felix Rohatyn.

Besse, who previously chaired another nationalized French concern, is not a member of the American Motors board.

An AMC spokesman last week said Hanon's status relative to American Motors has not changed.

"He is still on the board," said the spokesman. "But you would expect Renault will make some kind of suggestion as to whether he will remain or a change will be made."

Any shift in Renault's board representation would likely be made at American Motors' annual meeting in April. A proxy statement is due later this month.

—RICHARD JOHNSON

Sales reach 9-year high in mid-Feb.

By Jenny L. King
Detroit Reporter

Sales of domestic new cars in mid-February were the highest for the period in nine years. They squeezed past the year-ago number by 3,500 units and pushed the year-to-date figure past the one-million mark.

The total for Feb. 11-20 was 228,761, up 1.55 percent from 225,260 a year earlier. The current period had the advantage of an extra selling day—nine vs. eight in 1984—and on a daily-rate basis, sales were down 9.73 percent, to an average of 25,418 from 28,158.

Year-to-date sales were 3.19 percent ahead of 1984, adding to 1,022,019 compared with 990,383 a year earlier.

Chrysler Corp. reported the healthiest sales gain among the major auto makers, its mid-February sales up 29.71 percent, to 35,619 from 27,461. Ford Motor Co. also was up, to 60,813 from 53,383, or 13.92 percent.

General Motors reported sales of 124,924, down 7.54 percent from 135,118. Volkswagen sales were up 15.50 percent, to 2,124 from 1,839, while Honda was up 6.30 percent, to 2,481 from 2.334. American Motors' estimated sales of 2,800 for the period were off 45.37 percent from the year-ago 5,125.

GM's share of the mid-month market slipped to 54.61 percent from 59.98 percent last year. Ford claimed 26.58 percent, an increase of nearly three percentage points from 23.70 percent.

Chrysler was up to 15.57 percent from 12.19 percent. AMC was fourth with 1.22 percent, down from 2.28 percent. Honda sales accounted for 1.09 percent of the total, up from 1.03 percent, and VW had 0.93 percent, up from 0.82 percent.

Makes with sales increases were Plymouth, up 51.96 percent; Dodge, up 31.68 percent; Chrysler, up 6.92 percent; Ford, up 14.12 percent; Mercury, up 12.62 percent; Lincoln, up 16.53 percent; VW, up 15.50 percent, and Honda, up 6.30 percent.

Buick sales were up 18.38 percent, to a record 24,077 from 20,338.

GM's other four car divisions were down. Cadillac sales fell 18.93 percent, Chevrolet was down 4.23 percent, Oldsmobile was down 22.21 percent and Pontiac dropped 10.27 percent. American Motors' AMC sales were down an estimated 73.33 percent, and Renault was down 37.50 percent.

DOMESTIC SALES

	Feb. 11-20, 1985	Feb. 11-20, 1984
Renault		
Alliance-Encore	2,500	4,000
AMC	300	1,125
AMERICAN MOTORS	2,800	5,125
Chrysler	9,428	8,818
Plymouth	12,301	8,095
Dodge	13,890	10,548
CHRYSLER CORP.	35,619	27,461
Ford	39,875	34,940
Mercury	15,946	14,159
Lincoln	4,992	4,284
FORD MOTOR CO.	60,813	53,383
Buick	24,077	20,338
Cadillac	7,839	9,669
Chevrolet	45,739	47,761
Oldsmobile	27,312	35,110
Pontiac	19,957	22,240
GENERAL MOTORS	125,924	135,118
VOLKSWAGEN	2,124	1,839
HONDA	2,481	2,334
U.S. INDUSTRY TOTAL	228,761	225,260

Estimate

Pa. governor opposes grants to lure Saturn

HARRISBURG, Pa.—Legislation providing $25 million to lure the Saturn Corp. plant to Pennsylvania has been passed by a vote of 185 to 3 in the state House of Representatives, but Gov. Richard Thornburgh is opposed to the bill.

The money would come from a state surplus and could be used for either grants or loans.

Thornburgh said, "General Motors earned $4.5 billion last year. The notion that we are going to make a difference in their determination about where they locate their new plant by giving them . . . low-intrest loans is not admissible.

Approval of the Democratic-controlled House sent the fund bill to the Republican-controlled Senate."

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60th year—No. 5064

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

TRANSMISSION OPTIONS ON 1984 U.S. MODELS

	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output
AMERICAN MOTORS	104,430	50.1	51,604	24.7	52,590	25.2
Alliance	64,743	53.5	26,986	22.3	29,286	24.2
Encore	39,687	45.3	24,618	28.1	23,304	26.6
CHRYSLER CORP.	962,675	83.1	35,221	3.0	159,882	13.8
Plymouth Total	291,216	83.2	17,766	5.0	40,849	11.7
Horizon	95,840	64.8	13,459	9.1	38,602	26.1
Reliant	180,691	96.5	4,307	2.3	2,247	1.2
Gran Fury	14,685	100.0	.....	.....	.....	.....
Chrysler Total	340,392	90.6	.....	.....	35,461	9.4
LeBaron	111,137	99.4	.....	.....	671	0.6
Laser	34,930	50.1	.....	.....	34,790	49.9
New Yorker — E-Class	106,240	100.0	.....	.....	.....	.....
Fifth Avenue	88,085	100.0	.....	.....	.....	.....
Dodge Total	331,067	76.6	17,455	4.0	83,572	19.3
Omni	81,222	57.0	13,537	9.5	47,735	33.5
Aries	144,674	96.0	3,918	2.6	2,110	1.4
Daytona	21,829	40.7	.....	.....	31,806	59.3
Dodge 600K	23,868	98.4	.....	.....	388	1.6
Dodge 600E	35,848	95.9	.....	.....	1,533	4.1
Diplomat	23,626	100.0	.....	.....	.....	.....
FORD MOTOR CO.	1,436,411	79.2	151,955	8.4	225,157	12.4
Ford Total	862,225	73.0	129,703	11.0	188,780	16.0
Escort	160,260	48.3	100,536	30.3	71,006	21.4
Mustang	83,332	58.9	18,251	12.9	39,897	28.2
LTD	213,742	100.0	.....	.....	.....	.....
Thunderbird	159,124	93.3	.....	.....	11,427	6.7
Crown Victoria	86,084	100.0	.....	.....	.....	.....
EXP	3,867	16.8	.....	.....	19,149	83.2
Tempo	155,816	72.8	10,916	5.1	47,301	22.1
L-M Total	574,186	90.7	22,252	3.5	36,377	5.7
Mercury Total	416,752	87.7	22,252	4.7	36,377	7.7
Lynx	31,244	47.3	18,562	28.1	16,250	24.6
Capri	13,149	63.7	3,096	15.0	4,397	21.3
Marquis	107,812	100.0	.....	.....	.....	.....
Cougar	131,171	100.0	.....	.....	.....	.....
Grand Marquis	90,431	100.0	.....	.....	.....	.....
Topaz	43,035	72.5	594	1.0	15,730	26.5
Lincoln Total	157,434	100.0	.....	.....	.....	.....
Continental	30,468	100.0	.....	.....	.....	.....
Lincoln	93,622	100.0	.....	.....	.....	.....
Mark VI/VII	33,344	100.0	.....	.....	.....	.....
GENERAL MOTORS	4,519,533	90.6	267,359	5.4	201,290	4.0
Buick Total	960,332	97.2	10,201	1.0	17,447	1.8
Skylark	109,734	98.7	1,477	1.3	.....	.....
Skyhawk	119,222	82.0	8,724	6.0	17,447	12.0
Century	219,858	100.0	.....	.....	.....	.....
Regal	224,754	100.0	.....	.....	.....	.....
LeSabre & Electra (rwd)	228,901	100.0	.....	.....	.....	.....
Riviera	57,863	100.0	.....	.....	.....	.....
Cadillac Total	298,723	99.5	.....	.....	1,577	.5
Cimarron	20,321	92.8	.....	.....	1,577	7.2
Seville	39,997	100.0	.....	.....	.....	.....
Eldorado	77,806	100.0	.....	.....	.....	.....
Cadillac	160,599	100.0	.....	.....	.....	.....
Chevrolet Total	1,581,739	85.8	151,994	8.2	110,684	16.0
Chevette	149,269	61.2	83,171	34.1	11,463	4.7
Cavalier	365,463	79.0	45,799	9.9	51,350	11.1
Celebrity	305,886	98.9	3,402	1.1	.....	.....
Camaro	208,489	79.7	5,232	2.0	47,871	18.3
Citation	97,197	95.1	5,008	4.9	.....	.....
Monte Carlo	136,778	100.0	.....	.....	.....	.....
Chevrolet	276,492	100.0	.....	.....	.....	.....
Corvette	42,165	81.8	9,382	18.2	.....	.....
Oldsmobile Total	1,132,025	98.9	3,293	0.3	8,907	0.8
Omega	52,085	98.3	901	1.7	.....	.....
Firenza	71,176	86.3	2,392	2.9	8,907	10.8
Cutlass Supreme	309,124	100.0	.....	.....	.....	.....
Cutlass Ciera	280,839	100.0	.....	.....	.....	.....
Olds 88	370,701	100.0	.....	.....	.....	.....
Tornado	48,100	100.0	.....	.....	.....	.....
Pontiac Total	546,714	76.9	101,871	14.3	62,675	8.8
6000	122,193	100.0	.....	.....	.....	.....
2000 Sunbird	128,322	75.8	5,756	3.4	35,212	20.8
1000	35,749	64.9	16,360	29.7	3,085	5.6
Firebird	102,002	79.5	1,925	1.5	24,378	19.0
Phoenix	21,865	95.7	982	4.3	.....	.....
Grand Prix	53,222	100.0	.....	.....	.....	.....
Parisienne	25,624	100.0	.....	.....	.....	.....
Fiero	57,737	42.9	76,848	57.1	.....	.....
HONDA	53,443	45.6	.....	.....	63,757	54.4
VOLKSWAGEN	16,480	15.8	31,812	30.5	56,010	53.7
Total Cars	7,092,972	84.5	537,951	6.4	758,686	9.0

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U-M survey reveals some price resistance, too

Car-buying intentions show a dip

ANN ARBOR, Mich.—Favorable attitudes toward the purchase of a car were held by 55 percent of all families in the fourth quarter, down from 58 percent a year earlier.

Retailing, however, held at a level comparable with the cyclical peak of the late 1970s.

At the same time, some price resistance was noted.

These are among the findings of the latest Survey of Consumer Attitudes by the University of Michigan's Institute for Social Research.

Generally speaking, the survey found that the current financial situation of American families—following the best year of improvement in two decades—indicates that improved consumer spending will continue through late 1985.

In the absence of rising price pressures, the survey showed, buy-in-advance attitudes have been replaced by more attention to price discounts in making purchases. More price resistance and increased comparison shopping can be expected, the ISR said.

The fourth quarter 1984 survey of a nationwide sample of more than 2,000 persons showed the ISR Index of Consumer Sentiment at 95.0, down from 98.9 one quarter earlier and below the cyclical peak of 99.5 recorded in the first quarter of 1984. (February, 1966100.)

"Despite this small year-end decline, the average level of consumer confidence recorded during 1984 was higher than in any year since the late 1960s," said Richard T. Curtin, survey director.

Curtin attributed the year-end decline in consumer sentiment to "the transition from the prolonged enthusiasm which accompanies the rapid recovery to the accustomed awareness of the ongoing economic expansion."

He added, "Thus far, most of the decline has been concentrated in movement from expectations for continued improvement toward the expectation that economic conditions would remain largely unchanged, rather than toward unfavorable expectations.

"Even if there are darkening clouds on the horizon, they are viewed as sufficiently distant so as not to cause concern with prospects in the near term."

The survey found that among all families, 44 percent reported that their financial situation had improved, just below the 45 percent recorded in each of the first three quarters of 1984. By comparison, the 1972 and 1965 peaks (47 percent and 50 percent, respectively) were slightly higher, but sustained for only one quarter each.

Expectations for 1985 financial improvement, expressed by 38 percent of all families, have not been based on higher income expectations, but rather on the expectation that inflation would continue at low levels, ISR said.

Since the financial optimism is based on low rates of inflation and limited income increases, "consumers have adopted a somewhat more cautious outlook toward use of savings or debt to finance major purchases," Curtin said.

The chief concern among consumers appears to be over job prospects. For the first time in two years, the proportion of families (21 percent) that expected a decline in the aggregate unemployement rate fell below the proportion (25 percent) that expected increases in unemployment.

Ford Credit boosts earnings 10th year in row

DEARBORN.—Ford Motor Credit Co. reported record earnings of $310.4 million in 1984, up $18.6 million over the previous record of $291.8 million established a year earlier.

"This favorable performance was Ford Credit's 10th consecutive year of earnings increases," said James W. Ford, chairman.

Ford Credit said it was able to increase its earnings in 1984, despite lower interest margins, because of record levels of vehicle financing. Retail and lease financing was provided for more than 1.1 million vehicles in the U.S., exceeding the one-million level for the second year in a row.

Fourth-quarter profits were $71.3 million, compared with $63.7 million in 1983. At Dec. 31, 1984, receivables totaled $26.6 billion, up $5.6 billion from a year earlier.

factories list auction dates

American Motors

March 5—High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

March 6—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

March 7—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 12—Aptco Auto Auction, Taylor, Mich.

March 13—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 14—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 15—St. Louis Auto Auction, Bridgeton, Mo.

March 19—High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 5—Harrisonburg Auto Auction, Harrisonburg, Va.

March 6—Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Northstar Auto Auction, Shakopee, Minn., and Golden Gate Auto Auction, Fremont, Calif.

March 7—Nashville Auto Auction, Nashville.

March 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

March 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Denver Auto Auction, Englewood, Colo.

March 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 21—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

March 22—Big H Auto Auction, Houston.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

General Motors

March 6—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

March 7—Aptco Auto Auction, Taylor, Mich.; St. Louis Auto Auciton, Bridgeton, Mo.; Dallas Auto Auction, Dallas, and Florida Auto Auction of Orlando, Orlando.

March 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana Calif.

March 14—166 Auto Auction, Springfield, Mo., and Nashville Auto Auction, Nashville.

March 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 20—Metro Auto Auction, Kansas City, Mo.

March 21—Indianapolis Auto Auction, Indianapolis, and Southwest Auto Auction, Phoenix.

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City, and Clanton's Auto Auction, Darlington, S.C.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

February 1985	$4,782
Month ago	$4,451
Year ago	$4,879

Model Breakdown
Auction Averages

	FEB. 1985	JAN. 1985	DEC. 1984
1985	$14,691	$11,375	
1984	$8,850	$8,726	$9,531
1983	$6,171	$5,978	$6,760
1982	$5,185	$5,343	$5,112
1981	$4,049	$4,350	$4,454
1980	$3,301	$3,600	$3,528
1979	$2,742	$2,771	$3,932
1978	$1,907	$2,117	$2,047
Overall Average	$4,782	$4,992	$4,863

Makers schedule 180,205 cars

Auto production best in 5 weeks

By Louise Kertesz
Detroit Reporter

U.S. auto makers scheduled the highest production in five weeks last week, targeting output in the 180,000s for the first time since the week ended Jan. 19.

Last week's estimated build of 180,205 cars was 6.24 percent higher than the previous week's 169,617 and 14.73 percent more than the 157,070 for the year-ago week.

The year-to-date pace of 1,477,653 cars assembled is a bit ahead of (up 1.17 percent) the 1,460,638 units completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 57.70 percent; Ford Motor Co., 21.28 percent; Chrysler Corp., 15.76 percent; American Honda, 2.10 percent; American Motors, 2.03 percent; Volkswagen of America, 1.11 percent, and New United Motor Mfg., Inc., 0.02 percent.

Production of the Ford EXP was halted at Ford's Wayne (Mich.) assembly plant last week to facilitate mid-year model changeover of the Ford Escort and Mercury Lynx, which are the facility's principal products. Escort and Lynx are still being built at Wayne.

All three models will get new front ends, with the Escort and Lynx scheduled first in the changeover.

GM scheduled two overtime shifts Saturday (March 2) at the following plants: Lansing (Oldsmobile Nos. 1 and 2); Arlington, Tex.; Doraville, Ga.; Framingham, Mass.; Janesville, Wis., and Lordstown, O.

One overtime shift was scheduled at GM's plant in Wentzville, Mo.

Ford scheduled Saturday overtime at its plants in Atlanta and Dearborn.

Chrysler scheduled two overtime shifts Saturday at its plants in St. Louis (No. 2), Newark, Del., and Detroit (Jefferson).

The St. Louis and Newark plants, as well as Chrysler's Belvidere (Ill.) facility, are scheduled to operate two nine-hour daily shifts this week (March 4).

Chrysler's Jefferson plant is slated to work two 8½-hour daily shifts this week.

Honda scheduled daily and Saturday overtime last week at its Marysville (O.) plant. Until the end of March, the Honda plant will work 16 hours of overtime per week.

Chrysler Financial removes credit curbs of rough days

By Michelle Krebs
Financial Editor

TROY, Mich.—Chrysler Financial Corp. is refinancing its private debt, eliminating the last reminder of Chrysler's economic hard times.

E.O. Grote, president of Chrysler Financial, said the auto maker's financing subsidiary is negotiating with its banks for a two-year, $3-billion revolving credit agreement as well as a $1 billion receivables sales facility, which would allow Chrysler Financial to call its banks and sell its receivables if it were cost effective to do so.

In Canada, Chrysler Financial is negotiating a similar arrangement amounting to $550 million.

Grote said the commitments are in place, and the deals should be wrapped up by April 1.

"What it means to Chrysler Financial is that we will have removed the last remaining restrictions on the company that resulted during Chrysler's problems of a few years ago," Grote said.

"The company will be positioned whereby all of our financing will be on a conventional basis, and this now puts us in a position to be totally competitive in the marketplace.

"Not only will we be able to match what our competition might do, but we will also be able to become innovative in our own way," he said.

Because of its parent company's financial problems, Chrysler Financial was forced out of the public term debt market in 1977. In December, 1983, it returned with a $300 million, five-year term public debt offering.

In 1984, Chrysler Financial did an additional $1.9 billion of public term debt financing, which has allowed the financing subsidiary to borrow at lower rates.

Police recover Chrysler parts

DETROIT.—Police and federal agents recovered $680,000 worth of auto parts stolen from Chrysler Corp.'s Jefferson Avenue assembly plant here. Authorities said they are still investigating and hope to recover more parts and make arrests.

Detroit Police and the Wayne County Organized Crime Task Force began their probe in September and called in U.S. Customs in November when it was discovered that $337,000 worth of starter motors for the 2.6-liter engine were missing. Those had been imported under provisions for a Foreign Trade Zone: Duty is due only when the parts are used, not when they first come into the country.

Slightly more than half those starter motors—1,700—are still missing, said Richard Hoglund, special agent in charge, U.S. Customs, here.

Makers build 67,513 trucks; down for week

Targeted domestic truck production of 67,513 units last week was down a bit (3.40 percent) from the previous week's 69,890 but was 16.73 percent better than the year-ago week's 57,837.

So far this year, 569,169 trucks have been built, 5.99 percent more than the 536,994 completed last year at this point.

General Motors scheduled two overtime shifts Saturday (March 2) at its plants in Janesville, Wis.; St. Louis; Lordstown, O., and Pontiac (No. 5).

Canada climbs above 20,000 in auto production

Canadian auto production climbed above 20,000 units last week after three weeks of lower output partly due to bad weather.

Last week's build was pegged at 20,094 cars, 2.46 percent more than the 19,611 built the previous week and 8.96 percent better than the 18,441 for the year-ago week.

But the year-to-date total of cars assembled continues to trail 1984's, as it has since the first week of January.

So far this year, 171,036 cars have been completed, 10.99 percent fewer than the 192,154 finished last year at this point.

Canadian truck makers scheduled about the same output last week as the previous week (18,704 units versus 18,778, a dip of 0.39 percent), but last week's targeted build was up 34.60 percent over the year-ago week's 13,896.

With 154,873 trucks completed since the beginning of the year, the total build continues higher (up 5.84 percent) than corresponding 1984 production. At this point last year, 146,330 trucks were assembled.

Chrysler's Windsor (Ont.) plant scheduled production of 2,604 Plymouth Voyagers, 2,718 Dodge Caravans and 594 Mini Ram Vans last week, bringing the T-115 total for the year to 48,956.

CANADIAN CAR PRODUCTION

	Week Ended March 2, 1985	Week Ended March 3, 1984	Week Ended Feb. 23, 1985	Feb Est	Jan 1 to March 3, 1984	Jan. 1 to March 2, 1985
AMERICAN MOTORS	600	478	570	1,050	5,351	2,134
FORD MOTOR	10,426	7,167	11,125	42,300	67,057	94,041
GENERAL MOTORS	8,843	10,559	8,306	34,547	117,830	72,971
VOLVO	225	237	180	855	1,916	1,890
Total Cars, Canada	20,094	18,441	19,611	78,752	192,154	171,036

TRUCK PRODUCTION IN U.S.☆

	Week Ended March 2, 1985	Week Ended March 3, 1984	Week Ended Feb. 23, 1985	Feb Est	Jan 1 to March 3, 1984	Jan. 1 to March 2, 1985
CHEVROLET	20,601	16,850	22,547	89,825	175,151	191,923
DODGE	4,100	3,769	4,169	15,229	36,272	33,566
FORD	25,182	24,385	25,787	98,330	202,759	199,108
GMC	6,972	5,461	7,020	28,953	54,457	57,929
INTERNATIONAL	1,640	1,184	1,637	6,015	12,105	12,724
JEEP	4,300	2,921	4,400	16,615	30,356	34,626
NISSAN	2,948	2,217	2,560	10,901	16,654	21,563
AM GENERAL	50*	50*	50*	200	440*	430*
MISCELLANEOUS	1,720*	1,000*	1,720*	7,716*	8,800*	17,300*
Total Trucks, U.S.	67,513	57,837	69,890	273,784	536,994	569,169

CANADIAN TRUCK PRODUCTION

	Week Ended March 2, 1985	Week Ended March 3, 1984	Week Ended Feb. 23, 1985	Feb Est	Jan 1 to March 3, 1984	Jan. 1 to March 2, 1985
CHRYSLER CORP.	8,568	6,469	8,694	31,289	59,753	71,228
FORD MOTOR	3,648	2,379	3,624	13,932	29,775	30,113
GENERAL MOTORS	6,248	4,930	6,219	24,969	55,557	51,606
INTERNATIONAL	240	118	241	972	1,245	1,926
Total Trucks, Canada	18,704	13,896	18,778	71,163	146,330	154,873
N. American Trucks	86,217	71,733	88,668	344,947	683,324	724,042

☆ — Now includes window van production. *— Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U. S. CAR PRODUCTION

	Week Ended March 2, 1985	Week Ended March 3, 1984	Week Ended Feb. 23, 1985	Feb Est	Jan 1 to March 3, 1984	Jan. 1 to March 2, 1985
AMERICAN MOTORS	3,650	.....	.....	6,646	31,769	15,144
Renault Total	3,650	.....	.....	6,646	31,769	15,144
Alliance	1,950	.....	.....	3,901	15,962	9,223
Encore	1,700	.....	.....	2,745	15,807	5,921
CHRYSLER CORP.	28,400	21,362	25,988	96,434	223,261	212 652
Plymouth Total	8,500	6,791	7,923	28,650	67,688	62,271
Horizon	2,600	3,072	2,749	9,747	27,105	21,245
Reliant	4,100	3,312	3,608	12,869	36,603	27,713
Caravelle	1,400	179	1,201	4,694	1,418	10,410
Gran Fury	400	228	365	1,339	2,562	2,903
Chrysler Total	9,500	6,546	8,227	31,451	71,309	72,546
LeBaron	2,400	2,003	2,188	8,728	22,439	19,762
LeBaron GTS	1,700	.....	1,643	5,488	.....	11,804
Laser	900	852	778	3,139	13,376	8,538
New Yorker E-Class	1,700	1,986	1,449	5,627	18,163	12,109
Fifth Avenue	2,800	1,705	2,169	8,468	17 331	20,333
Dodge Total	10,400	8,025	9,838	36,333	84,264	77,835
Omni	2,900	2,649	2,746	10,192	24,595	22,646
Aries	2,800	2,895	2,557	9,832	29,384	20,735
Daytona	900	757	1,092	3,803	11,454	8,013
Dodge 600	1,800	1,206	1,599	6,139	14,405	13,018
Lancer	1,200	.....	1,165	3,972	.....	8,626
Diplomat	800	518	679	2,397	4,426	4,795
FORD MOTOR	38,358	39,348	35,962	144,724	288,280	322,426
Ford Division	26,682	26,928	24,197	96,252	192,009	212,477
Escort	7,375	8,317	5,649	26,823	59,152	58,683
Mustang	4,196	2,903	3,205	13,737	21,494	29,837
LTD	5,124	4,862	5,138	18,669	42,221	42,124
Thunderbird	5,962	4,069	5,955	20,438	29,859	38,399
Crown Victoria	.....	2,029	.....	.....	13,887	7,122
EXP	.....	630	257	1,479	5,924	3,838
Tempo	4,025	4,118	3,993	15,105	19,472	32,474
L-M Division	11,676	12,420	11,765	48,473	96,271	109,949
Mercury Total	8,166	8,824	8,163	34,294	68,496	79,365
Lynx	2,075	1,509	1,562	6,945	12,336	14,858
Capri	444	358	823	2,508	3,038	4,279
Marquis	1,828	2,123	1,836	8,158	16,831	18,611
Cougar	2,694	2,198	2,809	11,263	13,820	25,747
Grand Marquis	.....	1,596	.....	.....	16,791	4,733
Topaz	1,125	1,040	1,133	5,420	5,682	11,137
Lincoln Total	3,510	3,596	3,602	14,179	27,773	30,584
Continental	637	660	643	2,570	5,112	5,546
Lincoln	2,486	2,248	2,551	10,042	14,197	21,662
Mark VI/VII	387	688	408	1,567	8,464	3,376
GENERAL MOTORS	103,975	92,115	102,138	403,158	876,438	882,870
Buick Total	17,918	21,876	19,164	74,018	189,743	168,430
Skylark	2,349	2,222	2,277	9,554	17,810	21,113
Skyhawk	1,862	3,829	2,778	9,261	29,309	18,387
Somerset Regal	2,807	.....	2,766	10,351	.....	21,069
Century	4,159	5,191	4,578	17,547	40,553	38,558
Regal	1,864	4,603	1,575	6,379	41,079	19,003
LeSabre/Electra	1,254	5,051	1,293	6,767	48,729	25,159
Riviera	1,248	980	1,515	5,408	10,770	11,190
Electra (fwd)	2,375	.....	2,382	8,751	1,493	13,951
Cadillac Total	8,060	5,319	8,111	31,521	60,130	68,582
Cimarron	732	356	600	2,513	4,093	4,866
Seville	822	798	993	3,597	7,097	7,595
Eldorado	1,468	1,386	1,755	6,389	13,018	13,858
Cadillac (rwd)	1,068	2,779	921	4,230	34,548	10,007
DeVille (fwd)	3,970	.....	3,842	14,792	1,284	32,256
Chevrolet Total	36,353	30,126	37,610	144,487	302,565	315,250
Chevette	3,029	4,836	3,629	12,929	38,395	28,424
Cavalier	10,831	6,256	9,452	39,785	75,586	85,406
Celebrity	5,340	5,691	6,303	22,771	53,707	49,810
Camaro	5,091	5,012	4,838	18,564	47,662	40,545
Citation	1,651	1,637	1,769	6,553	17,320	14,309
Malibu/El Camino	.....	627	.....	.....	5,595	.....
Monte Carlo	3,782	3,221	3,818	14,081	36,232	26,851
Chevrolet	5,629	2,223	6,790	25,805	21,554	63,003
Corvette	1,000	623	1,011	4,000	6,514	6,902
Oldsmobile Total	27,452	25,198	23,877	101,148	225,210	220,426
Omega	.....	1,173	.....	.....	8,716	.....
Firenza	1,569	1,615	735	5,164	12,917	12,468
Cutlass Supreme	4,522	7,506	3,782	14,527	67,218	33,762
Cutlass Ciera	8,773	5,797	6,961	31,997	45,254	68,653
88/98 (rwd)	4,602	8,312	4,674	19,435	81,906	45,789
Olds 98 (fwd)	2,950	.....	3,288	12,378	1,336	24,662
Calais	4,149	.....	3,434	13,835	.....	26,828
Toronado	887	795	1,003	3,811	7,863	8,264
Pontiac Total	14,192	9,596	13,376	51,984	98,790	110,182
Acadian**	.....	193	262	749	3,117	1,906
2000 Sunbird	3,275	2,329	3,092	11,984	26,212	25,572
1000	626	708	739	2,591	7,284	5,785
Firebird	2,749	2,103	2,586	9,952	20,161	21,799
Phoenix	.....	235	.....	.....	2,892	.....
Grd. Prix/Bonneville	.....	1,560	.....	.....	12,897	.....
6000	610	.....	577	2,286	.....	3,953
Parisienne	1,426	441	1,755	6,166	4,207	13,340
Fiero	2,400	2,027	2,376	9,176	22,020	18,776
Grand Am	3,106	.....	1,989	9,080	.....	19,051
HONDA	3,777	1,890	3,555	12,856	20,004	27,564
NUMMI (Nova)	45*	.....	40*	117*	.....	150*
VOLKSWAGEN	2,000	2,355	1,934	7,987	20,886	16,847
Total Cars, U.S.	180,205	157,070	169,617	671,922	1,460,638	1,477,653
Total Cars, Canada	20,094	18,441	19,611	78,752	192,154	171,036
N. American Cars	200,299	175,511	189,970	750,674	1,652,792	1,648,689
N. American Trucks	86,217	71,733	88,668	344,947	683,324	724,042
North American Cars and Trucks	286,516	247,244	277,896	1,095,621	2,336,116	2,372,731

*Revised estimate
**— All Acadians are built for sale in Canada
Monthly estimates may contain error of one or two units due to rounding

C2700-1

Automotive News

March 11, 1985

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Chrysler charts new plan for post-VRA operations

By Edward Lapham
Marketing Editor

Chrysler Corp. last week forged a new, post-VRA marketing strategy by forming a Far East component shopping unit, changing its small-car production plans, placing a "firm order" for up to 200,000 more small cars per year from Japanese trading partner Mitsubishi Motors and shifting its capital spending plans into upscale products.

While other U.S. auto makers assessed their options following the Reagan Administration's decision to end the Voluntrary Restraint Agreement which limited Japanese-built car exports to the U.S., Chrysler struck quickly and implemented what Chairman Lee Iacocca called "Plan B."

Iacocca, one of the most outspoken critics of the plan to let VRA expire, said the changes were necessary because of "a new set of rules—free trade, high dollar and cheap gas."

He said he expects the total U.S. car market to remain cyclical between 9.0 and 11.0 million units for the next several years with "foreign nameplates" selling at about 4.5 million units a year.

The new component shopping unit, International Business Development, to be headed by Chrysler Executive Vice President Stephan Sharf, will be charged with increasing Chrysler's overseas purchases of parts and components and seeking joint ventures.

The new small-car strategy includes not only ordering 200,000 more units annually from Mitsubishi, but also altering U.S. production plans. The subcompact P-car, to be introduced as a 1986½ model next year, has been upgraded and will include the 2.2-liter engine, turbochargers and other high-trim items.

Initial P-car planning volume was reduced to 150,000 units per year from 300,000. It will be built alongside the LeBaron GTS and Lancer H-car models at Sterling Heights, Mich., not at Belvidere, Ill., as originally planned.

The production run of L-cars—Omni, Horizon, Turismo and Charger—originally scheduled to end with the 1985 model year, will be extended two years or "for as long as they remain competitive," Iacocca said.

There are no current plans for the Belvidere plant after the L-car run ends. However, Iacocca said he would "move heaven and earth" to keep the plant in operation.

Chrysler also canceled plans to build or acquire a new North American plant. The company terminated its option to acquire the Western Electric Co. plant in Indianapolis and forfeited its $600,000 deposit on the vacant Caterpillar plant in Peoria.

Iacocca said the company has no current plans to build cars in Japan or Korea, but he said he

Continued on Page 53, Col. 1

Honda's latest

Acura Integra debuts in Japan

The latest Honda, called Quint Integra in Japan and Integra in the U.S., will be handled by the auto maker's new division, Acura. The coupe is based on the Civic underbody and has been launched in Tokyo. The nose and tail have been lengthened to give the car a sleek look. Story on Page 30.

Dealers see little impact

By Dan McCosh
Detroit Reporter

Dealers contacted by Automotive News feel there will be little immediate impact on their business as a result of President Reagan's announcement that he will not ask for an extension of the Voluntary Restraint Agreement with the Japanese limiting exports of cars to the U.S.

Most dealers handling Japanese cars said they expect the Japanese themselves to impose informal restraints, fearing a reaction to a flood of shipments. Domestic-car dealers mainly remain confident they are in a more competitive position than when the VRA was first imposed in 1981.

"We don't expect any real changes," said Bud Davidson, Honda sales manager for Sunny King Honda in Anniston, Ala. "We've been selling down our in-

Continued on Page 51, Col. 4

Project 52 car a victim of French firm's financial woes

AMC won't sell larger '86 Renault

By Jean-Jacques Renaux
Special Correspondent

GENEVA.—American Motors and Renault have canceled a plan to introduce in the U.S. a new compact car, bigger than the Renault Alliance/Encore, that was due to appear in 1986.

This was confirmed by Jose Dedeurwaerder at the opening of the Geneva Auto Show here last week.

Because of that decision, AMC won't have any new-car model of some volume to add to its current range before October, 1987, the planned lauch date for the Brampton (Ont.)-made intermediate car previously announced.

The aborted project concerned a sedan that was code-named Project 52. Specifically aimed at the U.S. market, it had been designed in Detroit where the development prototypes were made.

The car was to be built in Europe, however. Final assembly was to take place in Renault's plant in Brussels, Belgium. The 52

Other Geneva show coverage, Page 8.

Project also involved the sourcing of some engines in Mexico.

Dedeurwaerder said the original plan was to lauch the car during the fourth quarter of 1986. Planned volume was 90,000 units a year.

Without that model, he said, "we are going to have two tough years. But it isn't a catastrophe."

Durng that time, AMC will rely on the Jeep program, adding new derivatives to the existing range, and on the existing Alliance/Encore.

AMC will import the Renault Alpine GTA to the U.S. "in order to improve Renault's image and notoriety," but total production capacity for that high-priced performance coupe in France is about 2,000 units a year.

The AMC-Renault 52 Project had received final approval during an AMC board meeting held in January, two days before the French administration dismissed Bernard Hanon, Renault's president.

AMC planned to announce it at a press conference that was to be held in Detroit on Feb. 27. The decision to cancel the whole project was made about Feb. 22, when the AMC board met again.

Georges Besse, Renault's new president, attended that meeting as an observer, not being a member of the AMC board. Hanon was there, too, since he is still one of the five Renault-designated AMC board members.

Dedeurwaerder insisted last week that the decision to cancel Project 52 had nothing to do with Besse and his visit to Detroit. "This was pure coincidence," he said.

The decision was made for financial reasons, it appears, although none of the AMC or Renault managers present in Geneva were ready to go into detail or quote any figures.

The investment program originally involved three parties. AMC was due to participate to the undisclosed total amount. Renault expected the Belgian Government to provide some financial help and was initially due to make up for the balance. Negotiations with the Belgian administration were interrupted, however, in early February, after Besse was named to head Renault, and they never resumed.

A government source in Brussels pointed out last week that the negotiations had not been completed and that the administration had not been officially notified of any decision by Renault.

The whole story raises questions about Renault's support of AMC, although Dedeurwaerder

Continued on Page 51, Col. 1

As nation hails Reagan's VRA decision

Japan to makers: Don't flood U.S.

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—President Reagan's decision not to ask the Japanese to extend their voluntary quota on car exports to the U.S. brought praise from both the Japanese Government and the Japanese automobile industry.

The manufacturers' jubilation was somewhat tempered, however, by a warning from the government not to flood the U.S. market with vehicles. There are indications here that the government is thinking of insituting measures to prevent that from happening.

Keijiro Murata, minister of International Trade and Industry (MITI), hailed President Reagan's anouncement and said MITI would draw up measures in response to the decision while closely watching the situation (exports to the U.S.).

Shortly after the announcement from Washington, Murata urged Japanese auto manufacturers to "avoid torrential" car exports to the U.S. after the Japanese-U.S. agreement on voluntary car export restraints expires at the end of March.

Murata said MITI would study "in close consultation" with the Japanese auto industry during this month whether to take some measures to maintain "modest exports."

However, it is considered difficult, according to industry observers here, for Japan to take effective measures that would not be in violation of the U.S. antitrust laws.

However, MITI officials indicated that the ministry would ask auto manufactuers to restrict shipments to the U.S. to the extent necessary to meet actual demand for Japanese cars, rather than sharply increasing shipments for restocking purposes.

• Takao Fujinami, state minister (chief cabinet secretary and chief government spokesman), also stressed that it is important for the Japanese auto makers to export cars to the U.S. in a prudent manner.

In response to the President's statement, MITI will examine the auto case, fully taking account of the various factors, Fujinami said.

At any rate, the Government of Japan deems it imperative that the Japanese auto companies exercise prudence, based on sound

Continued on Page 18, Col. 1

NEWSPAPER

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breaking news

Midwest for site?

LOS ANGELES.—Mitsubishi Motor Corp. said it is looking at Ohio, Illinois, Indiana or Kentucky as the location of an auto assembly plant.

Moves at Nissan

TOKYO.—Nissan Motor Co. President Takashi Ishihara, reportedly will hand over his position Yutaka Kume, vice president, and become chairman of the company. Katsuji Kawamata, Nissan's current chairman,

See BREAKING NEWS, Page 8, Col. 1

May not adopt U.S. position

Canada mulls future of Japanese-car quota

By Richard Johnson
Detroit Reporter

The removal of Japanese import restrictions in the U.S. doesn't necessarily mean an end to limits on Japanese cars coming into Canada.

Canadian Government officials hope to decide by March 31 whether to continue an agreement which last year restricted Japanese makers to 170,000 cars. But Denis Comeau, of Canada's Ministry of International Trade, said President Reagan's decision to let the U.S. Government-backed Voluntary Restraint Agreement die won't dictate the future of restraints north of the border.

"Of course, the implications of the President's decision are being analyzed," he said. "But in the end, our ministers will be making a decision based on the interests of Canada."

Both Ford of Canada and Chrysler Canada have supported continuation of a quota. General Motors—which opposed restraints in the U.S.—has taken a different position in Canada.

While not openly in favor of restrictions, GM of Canada has urged the government to assure that off-shore producers are not given an unfair advantage over firms which have invested heavily in the country.

Meanwhile, Japanese dealer interests in Canada have said removal of restraints in the U.S. is a sign that Canadian restrictions should also come off. Opponents of the quota have cited a recent government report which linked restraints with a shortage of small-car selection and price increases.

Limits on Japan's share of the Canadian market were set in 1981, at the same time the Voluntary Restraint Agreement for the U.S. was established. Japanese companies had captured 22 percent of Canada's auto sales before limitations were imposed.

Under a revised one-year extension which took effect April 1, 1984, Japanese auto makers were held to no more than 18 percent of the passenger-car market. The agreement specified that if total new-car sales for the 1984 calendar year reached 943,000 the Japanese allocation would rise to a maximum of 170,400 for the year ending March 31, 1985. Auto sales totaled 964,357 in Canada last year.

Comeau said the future of restraints is currently being weighed by Canada's ministers of International Trade, Finance and Regional Industrial Expansion. International Trade Minister James Kelleher visited Japan in February to discuss auto imports.

Don Megaffin, a Honda dealer in Halifax, N.S., and president of the Canadian Assn. of Japanese Automobile Dealers (CAJAD), said he is "optimistic with my fingers crossed."

"It is hard to believe Canada would go on its own and continue with restrictions," he said.

Megaffin predicted that the Japanese manufacturers would not unleash a tidal wave of cars in Canada if restraints are lifted. He said Japanese volume would probably increase from the current level of 170,000 to a range of 200,000-210,000.

He said restraints have forced Japanese makers to concentrate on higher-priced models and opened doors at the subcompact end for companies like Hyundai, the Korean manufacturer.

Hyundai began selling its Pony subcompact in Canada last year and quickly captured 11 percent of the country's import market with sales of more than 25,000 units.

A spokesman for Ford of Canada said the company has asked the Canadian Government to extend the quota for another year.

"From our perspective, the Canadian market has not fully recovered to the level we think it should be at," he said. Despite two years of profits in Canada, he said, the company has not made up for the lean years.

"There is no need for the restraints to come off just because they came off in the U.S.," said a spokesman for Chrysler Canada.

Although GM opposed Japanese restraints for the U.S., it is taking a different line in Canada.

"There are substantial differences in the U.S. and Canadian auto markets," said a spokesman for GM of Canada. "What applies to the U.S. doesn't necessarily apply to Canada."

While GM has not come out in favor of restraints, he said the company believes it is up to the government to assure that companies like GM which have invested heavily in the country do not get unfavorable treatment.

Chrysler pact with Lotus is for 16-valve head

GENEVA.—Chrysler Corp.'s engineering agreement with Lotus is for a high-performance cylinder head for the 2.2-liter engine made at Trenton, Mich.

The 16-valve head will be produced in both normally aspirated and turbocharged form beginning in 1988, but no other details are available.

Mike Kimberley, managing director of Lotus, signed the deal in Detroit March 1. It was the culmination of two years of discussions by Lotus.

"It is a substantial agreement for us, though not necessarily by Chrysler standards," Kimberley said at the auto show here.

Whether the contract will be extended to include the high-performance V-8 engine which Lotus is preparing is not known. The British sports-car manufacturer plans to use the V-8 in its own Etna coupe, but only if it can sign a volume order to supply another manufacturer.

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60th year—No. 5065

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago IL 60611.

Volvo, Bertone team up for 780

Volvo unveiled its new 780 coupe at the Geneva Auto Show last week. It is built by Bertone and is based on the chassis and running gear of the 760 sedan. The 780 will go on sale this fall for more than $30,000.

$30,000 coupe aimed primarily at U.S.

Bertone's Volvo 780 unveiled

GENEVA.—The new Volvo 780 coupe—unveiled amid much pomp at the auto show here last week—is a car aimed primarily at the U.S.

The Bertone-built two-door will go on sale this fall at a price in excess of $30,000.

Roger Holtback, Volvo Car Corp. chief executive, identified coupe versions of the Mercedes-Benz S-class, Jaguar XJ-S, BMW 6-Series and Lincoln Mark VII as the competition.

The 780 is unusual in that development costs have been shared equally by Volvo and Bertone, the Italian coachbuilder. Only 1,000 will be built in the first year —starting in May—but Holtback said that annual volume could rise as high as 4,000.

In the initial stages, the 780 will be sold only in the U.S. and Italy. Deliveries to other countries will not take place until the fall of next year.

The U.S. version will be powered by a 2.5-liter turbocharged version of the current V-6 gasoline engine. It will produce 163 HP and have a top speed of 122 MPH. In Italy, Volvo will sell a 129-HP turbodiesel version.

The 780 is based on the chassis and running gear of the 760 sedan, but it has bigger tires and is fractionally longer and lower. Volvo will supply chassis to Bertone in Turin, where the distinctive bodywork and luxury trim will be fitted.

Volvo's coupe was one of the few new products being shown in Geneva. Rolls-Royce Motors displayed Project 90, a coupe reminiscent of the Bentley Continental. The interior is that of the Bentley Mulsanne Turbo. There is no production decision.

Citroen appears set on producing a design exercise each year. This year's is the Eole (pronounced Ayol), about the same category as the current CX sedan. Pininfarina displayed a special body to celebrate its long association with Peugeot.

Spain's Seat planning to enter U.S. market

By Richard Feast
European Editor

GENEVA.—Seat, Spain's state-owned auto maker, is making plans to enter the U.S. market in 1988. It wants to appoint an importer immediately so the company can be fully involved with Seat in planning the products and strategy.

It will go to the U.S. with the second-generation Ibiza model to be launched in three years. The Ibiza will be a sedan and hatchback in the low-priced end of the market. The car will have Porsche-designed engines and styling by Ital Design's Giugiaro.

It will be pitched into the competitive Japanese sector and may prove to be serious competition for the forthcoming cars from Hyundai and Yugo.

Seat commercial director Juan Diaz Ruiz believes that Seat eventually could sell 40,000 to 50,000 Ibizas a yeart in the U.S.

The plan will go ahead regardless of any agreement that is made by Volkswagen and Seat. The two companies are negotiating financial links to complement their current production and marketing ties.

While Seat makes the Polo in Spain for sale through the VW network and also retails VW and Audi in Spain, there is no VW stake in the loss-making Seat group. INI, the Spanish state

Continued on Page 51, Col. 1

From Ford of Europe

Ford of Europe previewed the Sierra RS Cosworth at the Geneva Auto Show last week. The car has a deep front spoiler and an enormous rear wing. It will go into production in the last quarter of 1985 in Genk, Belgium.

Ford exhibits Sierra with Cosworth engine

GENEVA.—Ford of Europe previewed a 200-HP Sierra powered by a Cosworth engine at the international auto show here.

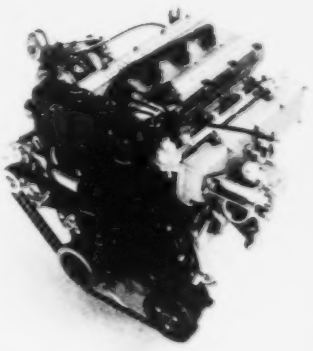
The Sierra RS Cosworth will go into production at Genk, Belgium, in the fourth quarter of this year. Ford will sell the car in the 15 major European markets during 1986, when an application for certification in Group A motorsports events will be made. Group A requires a minimum production run of 5,000 units.

Cosworth's development embraces a 16-valve cylinder head, Garrett AiResearch T3 turbocharger and Weber/Marelli electronic engine management. But it uses the Sierra's regular four-cylinder, 2-liter engine block.

The result, predicts Ford, will be a car capable of 150 MPH and acceleration from rest to 60 MPH in less than seven seconds.

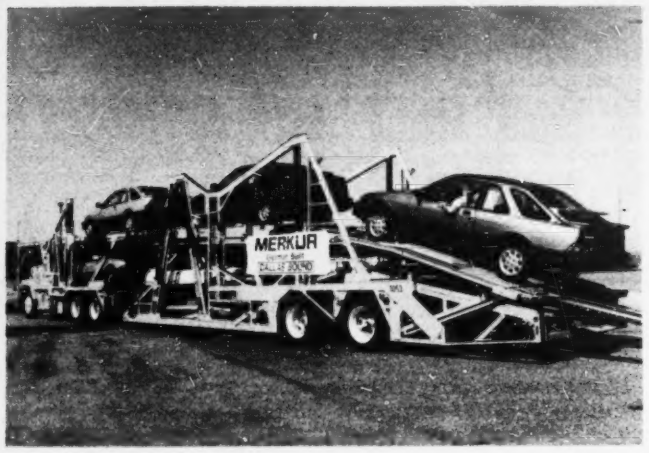
Other modifications to the three-door car include a Borg-Warner close ratio 5-speed gearbox, a viscous coupling limited slip differential and anti-lock braking. It has a deep front spoiler, other bodywork modifications and—most noticeable of all —an enormous rear wing.

The Cosworth version was an eve-of-show announcement. Ford had already revealed details of the four-wheel-drive Sierra XR4x4 which is also featured on its stand here.



Power plant

Ford of Europe's Sierra RS Cosworth, previewed at the Geneva Auto Show, employs a 16-valve cylinder head and Garrett AiResearch T3 turbocharger. It uses the Sierra's regular four-cylinder, 2-liter engine block.



Merkurs bound for Dallas

A load of 1985 Merkurs from Ford of Germany is readied for shipment from Ford's Predelivery Center in Houston to Dallas-area Lincoln-Mercury dealers. Houston is one of five U.S. ports of entry where Merkurs are checked before shipment by truck convoy to dealers.

But car-sales total of 838,607 trails a year ago

Domestics ignite at month-end

By Jenny L. King
Detroit Reporter

The new-car market held its own in February with imports up 3.80 percent and the domestics bouncing up and down, then 'way up in the three reporting periods, finishing the month ahead on a daily-rate basis but off in units.

The sales total for the second month of the year was 838,607, off 0.31 percent from 841,234 in the year-earlier month. Domestic sales numbered 645,317, down 1.48 percent from 655,016 a year earlier. The imports claimed 23.05 percent of the February total, based on sales of 193,290. A year ago, 186,218 imported cars were delivered, representing 22.14 percent of the market.

Domestic sales shot up 15.79 percent on a daily-rate basis the final February period, to a healthy daily rate of 35,905 from a 31,008 average in 1984. For the full month, the daily rate was 26,888, up 2.62 percent from 26,201 in 1984.

Year-to-date domestic sales were up 2.82 percent, to 1,273,354 from 1,238,445. The imports were up 4.97 percent, to 400,302 from 381,347. Industry total for the first two months of this year was up 3.97 percent, to 1,673,656 from 1,609,792.

Chrysler Corp. reported a 27.03-percent year-to-year increase in February and carved out its largest monthly hunk of the domestic market in recent years, 15.83 percent. Chrysler sales for the month totaled 102,162, compared with sales of 80,425 new passenger cars 12 months ago when the auto maker claimed 12.28 percent of the domestic market.

Ford Motor Co. counted sales of 166,862 units, up 1.02 percent from 165,170 in 1984. Honda was up 28.10 percent, to 13,342 from 10,415.

General Motors reported a sales drop of 7.30 percent for the month, to 346,616 from 373,910. Volkswagen was down 6.28 percent, to 6,236 from 6,654 and American Motors was down 45.24 percent, to 10.099 from 18,442.

Chrysler gained more than 2.5 percentage points in the domestic market in February, growing to 15.83 percent from 12.28 percent. Ford was up slightly, to 25.86

Continued on Page 50, Col. 3

Where auto market was, February, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	132,693	15.82
COMPACT	145,850	17.39
INTERMEDIATE	220,169	26.26
STANDARD	81,170	9.68
LUXURY	65,435	7.80
IMPORTS	193,290	23.05
TOTAL	838,607	100.00

Michigan OK's seat-belt law; 4th in nation

LANSING.—A bill requiring use of seat belts in Michigan has passed the legislature and was due to be signed into law by Gov. James Blanchard on Friday, March 8.

The law, which applies to drivers and front-seat passengers in vehicles made since Jan. 1, 1965, is due to take effect July 1. Violators will pay a $10 fine until Jan. 1, 1986, when the penalty will increase to $25.

Michigan is the fourth state to approve mandatory seat-belt-use legislation, following New York, New Jersey and Illinois. New York's law is now in effect, New Jersey's law is effective March 1 and the Illinois statute takes effect July 1.

MVMA hailed passage in Michigan as a "milestone on the road to enactment of legislation in all 50 states."

U.S. Transportation Secretary Elizabeth Dole ruled last year that auto manufacturers must install costlier passive-restraint systems unless states representing two-thirds of the nation's population approve seat-belt-use laws by 1989. MVMA expects that 40 other states will consider belt-use legislation during 1985.

'Drive closer, Charley, I can't see the invoice'

Niles, Mich.—An unexpected "headlight sale" was held here one night last week at Ray Hara's King Datsun.

When a windstorm that battered the area disrupted electrical service, the dealerhip's sales managers, Graham Grimes and Sonny Baackes, turned on the headlights of all 20 cars on the showroom floor and had the salesmen continue to wait on customers.

From 7 p.m., when the showroom lights went out, until 9:30 p.m., when the last customer departed, King Datsun sold 12 cars.

A news crew from Channel 2 television happened by and recorded the activity on minicam.

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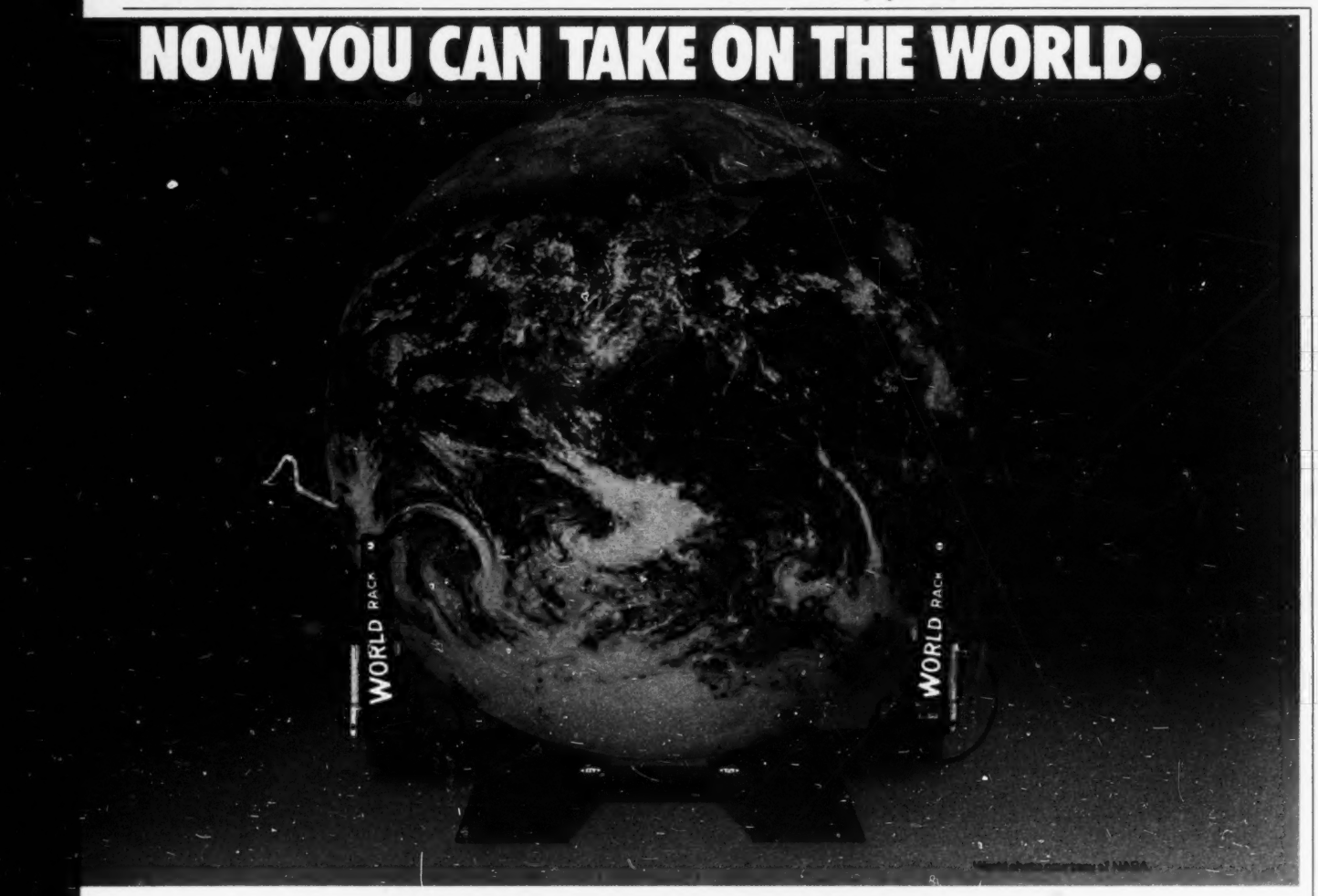

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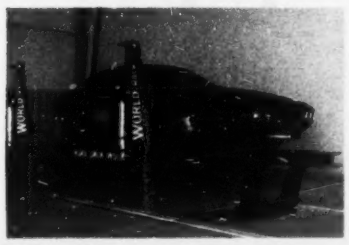

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Automotive News
1985 Market Data Book
April 24, 1985

25.54 pct. of November registrations

Market share rises for imports

By Jenny L. King
Detroit Reporter

New imported cars claimed a larger piece of the total U.S. market in November, 1984, than they had the preceding month as well as for November, 1983, according to registration figures compiled by R.L. Polk & Co.

Imports represented 25.54 percent of the November, 1984, total, up from 24.97 percent in October and up from 25.08 percent in November, 1983. Their numbers were up 18.52 percent year to year in November, to 208,481 from 175,902.

Honda and Nissan made the largest gains in market shares over a year's time. Honda was up 1.62 percentage points, to 19.76 percent from 18.14 percent, and Nissan moved up an even 1.00 percentage point, to 19.00 percent from 18.00 percent.

Other makes to better their positions were BMW, up 0.28 percentage points, and Mercedes-Benz, which was up 0.20 points.

Toyota's share of the November market dropped 1.85 percentage points; VW was down 1.47 percentage points; Mazda, 0.45 percentage points; Subaru, 0.02 percentage points, and Volvo, 0.80 percentage points.

The top 10 imports earned 87.49 percent of the import market, down from 88.44 percent in November, 1983.

Registrations for the 11 months pushed close to 2.3 million and were up 3.58 percent over the figure from 1983. Year-to-date registrations were 2,298,121 versus 2,218,776.

With its numbers for the 11 months down more than 30,000 units, Toyota yielded 2.09 percentage points. Nissan, also down 30,000, dropped 2.11 percentage points while Honda, buoyed by registrations of its U.S.-built cars plus the imports, garnered 3.41 added percentage points over a year's time.

European makes all increased their shares of the total and the remaining Japanese brands, Mazda and Subaru, had less of the pie. VW was up 0.48 percentage points; Volvo, 0.12 percentage points; Mercedes-Benz, 0.05 percentage points, Audi, 0.93 percentage points, and BMW, 0.36 percentage points.

Mazda dropped to 6.55 percent from 7.00 percent in 1983, and Subaru was down to 5.81 percent from 6.02 percent.

Ten imports had 89.43 percent of the year-to-date market, up from 88.94 percent in 1983.

Restrictions on Japanese imports were evident as their share of the import total continued to decline both on a month-to-month basis and over the longer year-to-date stretch. Japanese cars represented 73.44 percent of the November, 1984, total, down from 75.45 percent the preceding year. German products were up to 11.88 percent from 10.57 percent and U.S.-built Hondas and VWs were up to 7.75 percent from 6.30 percent.

Following is a list of units from the eight major countries included in import registrations:

	Nov., 1984	Nov. 1983
Japan	153,106	132,711
West Germany	24,777	18,588
United States	16,166	11,085
Sweden	9,530	9,085
France	2,506	2,880
Great Britain	1,839	1,071
Italy	541	402
Ireland	16	80
TOTAL	208,481	175,902

Year-to-date penetration for the Japanese auto makers decreased to 72.10 percent from 76.88 percent. German makes were up to 12.41 percent from 10.33 percent and U.S. products grew to 8.07 percent from 5.02 percent. Cars from countries of origin the first 11 months of 1984 compared with 1983 included:

	11 Mos., 1984	11 Mos., 1983
Japan	1,656,992	1,705,702
West Germany	285,234	229,102
United States	185,440	111,354
Sweden	118,669	105,812
France	28,765	43,700
Great Britain	16,212	13,867
Italy	6,473	8,315
Ireland	336	924
TOTAL	2,298,121	2,218,776

November registrations of new imported trucks were up 57.80 percent, to 59,315 from 37,589. Numbers from the major importers included:

	Nov., 1984	Nov., 1983
Toyota	22,705	12,236
Nissan	15,065	8,746
Mazda	9,212	6,473
Dodge Ram 50	5,026	3,052
Others	7,307	7,082
TOTAL	59,315	37,589

Imported-truck registrations January through November were up 51.93 percent from 1983 to 1984, to 674,296 from 433,830. The breakout of the top four featured:

	11 Mos., 1984	11 Mos., 1983
Toyota	261,781	156,110
Nissan	176,661	120,194
Mazda	105,970	62,199
Dodge Ram 50	45,346	29,360
Others	84,538	75,967
TOTAL	674,296	443,830

Echlin purchases Raymark division

BRANFORD, Conn.—Echlin, Inc., and Raymark, Inc., Trumbull, Conn., have signed a letter of intent under which Echlin will purchase certain assets of Raymark's Brake Systems Division for approximately $55 million.

The Raymark division is a manufacturer and marketer of friction materials and a marketer of hydraulic brake parts for the automotive and truck replacement markets, sold under the brand names of Raybestos and Grey Rock. The division had sales of $105 million for the first nine months of 1984.

TOP CARS

U.S. registrations for the first eleven months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983 not available.

1984 Position		Make		1983 Position
1—	1,429,954	Chevrolet	1,174,081	— 1
2—	1,174,713	Ford	923,101	— 2
3—	962,457	Oldsmobile	872,159	— 3
4—	844,673	Buick	738,350	— 4
5—	632,206	Pontiac	475,189	— 6
6—	478,031	Mercury	355,258	— 9
7—	460,325	Toyota	490,866	— 5
8—	448,508	Honda	357,447	— 8
9—	437,560	Nissan	469,201	— 7
10—	330,939	Dodge	277,197	—10
11—	294,670	Chrysler	228,755	—13
12—	282,995	Cadillac	259,475	—11
13—	259,072	Plymouth	233,933	—12
14—	176,284	AMC	169,758	—14
15—	150,482	Mazda	155,372	—15
16—	143,302	VW	127,678	—17
17—	133,503	Subaru	133,484	—16
18—	131,141	Lincoln	87,900	—18
19—	88,237	Volvo	82,522	—19
20—	67,256	Mercedes	63,954	—20
21—	63,592	Audi	40,734	—22
22—	62,287	BMW	52,041	—21
	243,069	Other Imports	245,477	
	254	Misc. Dom.	594	
	9,295,510	TOTAL	8,014,526	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

11 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.38	14.65	+0.73
Ford	12.64	11.52	+1.12
Oldsmobile	10.35	10.88	−0.53
Buick	9.09	9.21	−0.12
Pontiac	6.80	5.93	+0.87
Mercury	5.14	4.43	+0.71
Toyota	4.95	6.12	−1.17
Honda	4.82	4.46	+0.36
Nissan	4.71	5.85	−1.14
Dodge	3.56	3.46	+0.10
Chrysler	3.17	2.85	+0.32
Cadillac	3.05	3.24	−0.19
Plymouth	2.79	2.92	−0.13
AMC	1.90	2.12	−0.22
Mazda	1.62	1.94	−0.32
VW	1.54	1.59	−0.05
Subaru	1.44	1.67	−0.23
Lincoln	1.41	1.10	+0.31
Volvo	0.95	1.03	−0.08
Mercedes	0.72	0.80	−0.08
Audi	0.68	0.51	+0.17
BMW	0.67	0.65	+0.02
Other Imports	2.62	3.06	−0.44
Misc. Dom.	0.00	0.01	−0.01
TOTAL	9,295,510	8,014,526	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

IMPORT REGISTRATION SHARES IN U.S.

	NOVEMBER					ELEVEN MONTHS				
	Regis., Nov., 1984	Percent Share of Market	Regis., Nov., 1983	Percent Shareof Market	Pct. Pt. Change '84 vs. '83		Regis., 11 mos., 1984	Percent Share of Market	Regis., 11 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Toyota	41,775	20.04	38,506	21.89	−1.85	Toyota	460,325	20.03	490,866	22.12	−2.09
Honda	41,183	19.76	31,901	18.14	+1.62	Honda	448,508	19.52	357,447	16.11	+3.41
Nissan	39,615	19.00	31,661	18.00	+1.00	Nissan	437,560	19.04	469,201	21.15	−2.11
Mazda	13,915	6.67	12,519	7.12	−0.45	Mazda	150,482	6.55	155,372	7.00	−0.45
Subaru	11,513	5.52	9,749	5.54	−0.02	VW	143,302	6.23	127,678	5.75	+0.48
VW	9,821	4.71	10,873	6.18	−1.47	Subaru	133,503	5.81	133,484	6.02	−0.21
Volvo	6,668	3.20	7,028	3.99	−0.80	Volvo	86,237	3.84	82,522	3.72	+0.12
Mercedes	6,413	3.08	5,064	2.88	+0.20	Mercedes	67,256	2.93	63,954	2.88	+0.05
BMW	5,772	2.77	4,388	2.49	+0.28	Audi	63,592	2.77	40,734	1.84	+0.93
Audi	5,722	2.74			—	BMW	62,287	2.71	52,041	2.35	+0.36
Dodge Colt			3,886	2.21	—						
Others	26,084	12.51	20,327	11.56	+0.95	Others	243,069	10.57	245,477	11.06	−0.49
TOTAL	208,481		175,902			TOTAL	2,298,121		2,218,776		
Share of U.S. Total		25.54		25.08	+0.46	Share of U.S. Total		24.72		27.68	−2.96

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Oklahoma, 1983, not available.

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NEW-CAR MARKET SHARES IN U.S.

	NOVEMBER					11 MONTHS				
	Regis., Nov., 1984	Percent Share of Market	Regis., Nov., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 11 Mos., 1984	Percent Share of Market	Regis., 11 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	113,877	13.95	105,011	14.97	−1.02	1,429,954	15.38	1,174,081	14.65	+0.73
Ford	110,726	13.56	90,940	12.96	+0.60	1,174,713	12.64	923,101	11.52	+1.12
Buick	75,707	9.27	64,302	9.17	+0.10	844,673	9.09	738,350	9.21	−0.12
Oldsmobile	73,517	9.01	78,472	11.19	−2.18	962,457	10.35	872,159	10.88	−0.53
Pontiac	52,189	6.39	48,036	6.85	−0.46	632,206	6.80	475,189	5.93	+0.87
Mercury	43,998	5.39	32,493	4.63	+0.76	478,031	5.14	355,258	4.43	+0.71
Dodge	31,514	3.86	23,610	3.37	+0.49	330,939	3.56	277,197	3.46	+0.10
Chrysler	27,675	3.39	20,787	2.96	+0.43	294,670	3.17	228,755	2.85	+0.32
Cadillac	26,993	3.31	24,218	3.45	−0.14	282,995	3.05	259,475	3.24	−0.19
Plymouth	24,771	3.03	16,838	2.40	+0.63	259,072	2.79	233,933	2.92	−0.13
AMC	14,608	1.79	13,960	1.99	−0.20	176,284	1.90	169,758	2.12	−0.22
Lincoln	12,339	1.51	6,847	0.98	+0.53	131,141	1.41	87,900	1.10	+0.31
GENERAL MOTORS	342,283	41.93	320,039	45.63	−3.70	4,152,285	44.67	3,519,254	43.91	+0.76
FORD MOTOR CO.	167,063	20.46	130,280	18.57	+1.89	1,783,885	19.19	1,366,259	17.05	+2.14
CHRYSLER CORP.	83,960	10.28	61,235	8.73	+1.55	884,701	9.52	739,885	9.23	+0.29
AMC	14,608	1.79	13,960	1.99	−0.20	176,284	1.90	169,758	2.12	−0.22
IMPORTS	208,481	25.54	175,902	25.08	+0.46	2,298,121	24.72	2,218,776	27.68	−2.96
MISC. DOMESTIC	19	0.00	32	0.00	−0.00	254	0.00	594	0.01	−0.01
TOTAL	816,414		701,448			9,295,510		8,014,526		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma, 1984, from manufacturers' sales records. Oklahoma '83 figures not available.

Domestics up 15 pct.; imports, 18 pct. in November

Month's registrations best since '78

By Jenny L. King
Detroit Reporter

November new-car registrations climbed well above their 1983 level and were strongest for the month since 1978, though they were below the October total and were third lowest of the 1984 calendar year.

Total registrations of 816,414 were up 16.39 percent from 701,-

Table on Page 53.

448 in November, 1983, according to figures compiled by R.L. Polk & Co. The October sum was 834,-300, a difference of 2.14 percent.

The domestics' November figure of 607,933 was up 15.68 percent from 525,546 for the same month in 1983 and down 2.88 percent from 625,970 in October, 1984.

Import registrations were up 18.52 percent November to November, to 208,481 from 175,902. Their share of the market edged up to 25.54 percent from 25.08 percent.

Largely as a result of UAW strikes during the fall, General Motors dropped 3.70 percentage points in November market penetration as Ford Motor Co., Chrysler Corp. and the imports picked up the pieces. GM slipped to 41.93 percent from 45.63 percent of the total November market. Ford was up 1.89 percentage points, Chrysler gained 1.55 percentage points and imports were up 0.46 percentage points.

American Motors dropped to 1.79 percent from 1.99 percent year to year and miscellaneous domestics remained infinitesmal with 19 registrations last November versus 32 in 1983.

Excluding imports, the November market was split in this fashion: GM at 56.30 percent, Ford at 27.48 percent, Chrysler at 13.81 percent, AMC at 2.41 percent and miscellaneous at 0.00 percent. A year earlier GM had 60.89 percent, Ford had 24.79 percent, Chrysler had 11.65 percent, AMC had 2.66 percent and miscellaneous had 0.01 percent.

The imports' 25.54-percent share of the November market was followed by 25.06 percent for domestic intermediates. Compacts had 17.92 percent, subcompacts had 12.22 percent, standards had 10.30 percent and luxury cars had 8.96 percent.

A year earlier, the largest market share went to intermediates—27.29 percent—followed by imports at 25.08 percent, compacts at 18.15 percent, standards at 12.08 percent, subcompacts at 11.68 percent and luxury models at 5.72 percent.

January through November registrations were up 15.98 percent, to 9,295,510 from 8,014,526. The 1984 total was 33.00 percent ahead of the 6,988,889 posted two years earlier.

Domestics were up 20.73 percent, to 6,997,381 from 5,795,750 and imports climbed 3.58 percent, to 2,298,121 from 2,218,776.

In the 11 months, imports, AMC and miscellaneous domestics yielded market shares to Chrysler, Ford and General Motors.

Ford was up 2.14 percentage points in penetration, to 19.19 percent from 17.05 percent. Chrysler was up 0.29 percentage points, to 9.52 percent from 9.23 percent, and GM gained 0.76 percentage points, going to 44.67 percent from 43.91 percent.

The imports' year-to-date share of the market dropped 2.96 percentage points, to 24.72 percent from 27.68 percent. AMC was down to 1.90 percent from 2.12 percent and miscellaneous domestics dropped from 0.01 percent to no penetrations.

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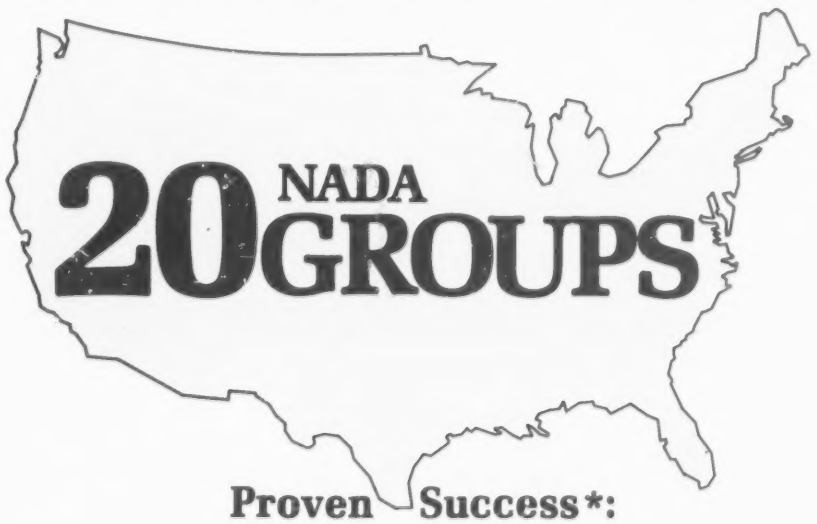

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Allison Gas Turbine plant begins major overhaul

INDIANAPOLIS.—The Allison Gas Turbine Division of General Motors is launching a major modernization and technology improvement program aimed at transforming the division's manufacturing operations into a "factory of the future."

The first phase of the program will take three years to accomplish, according to F. Blake Wallace, division general manager. During that time, the division will install new integrated manufacturing, quality assurance and information management systems. The added investment by GM will be $112 million.

"This will enable us to preserve the jobs we now have," Wallace said, "and, hopefully, would create more jobs in the future."

Allison is a major designer and manufacturer of gas-turbine engines for aircraft, vehicular and industrial/marine power systems.

Wallace said other elements of Allison's strategy—increased product development, a revised management structure and expanded marketing—have been under way since 1983, when GM separated the gas-turbine business from Detroit Diesel Allison Division and set up the Allison Gas Turbine Division as a separate business operation.

Explaining some details of the program, Wallace said the new systems fall into three basic categories that will interface with one another. These are flexible, computer-integrated manufacturing; computer-aided engine design, and data management communications.

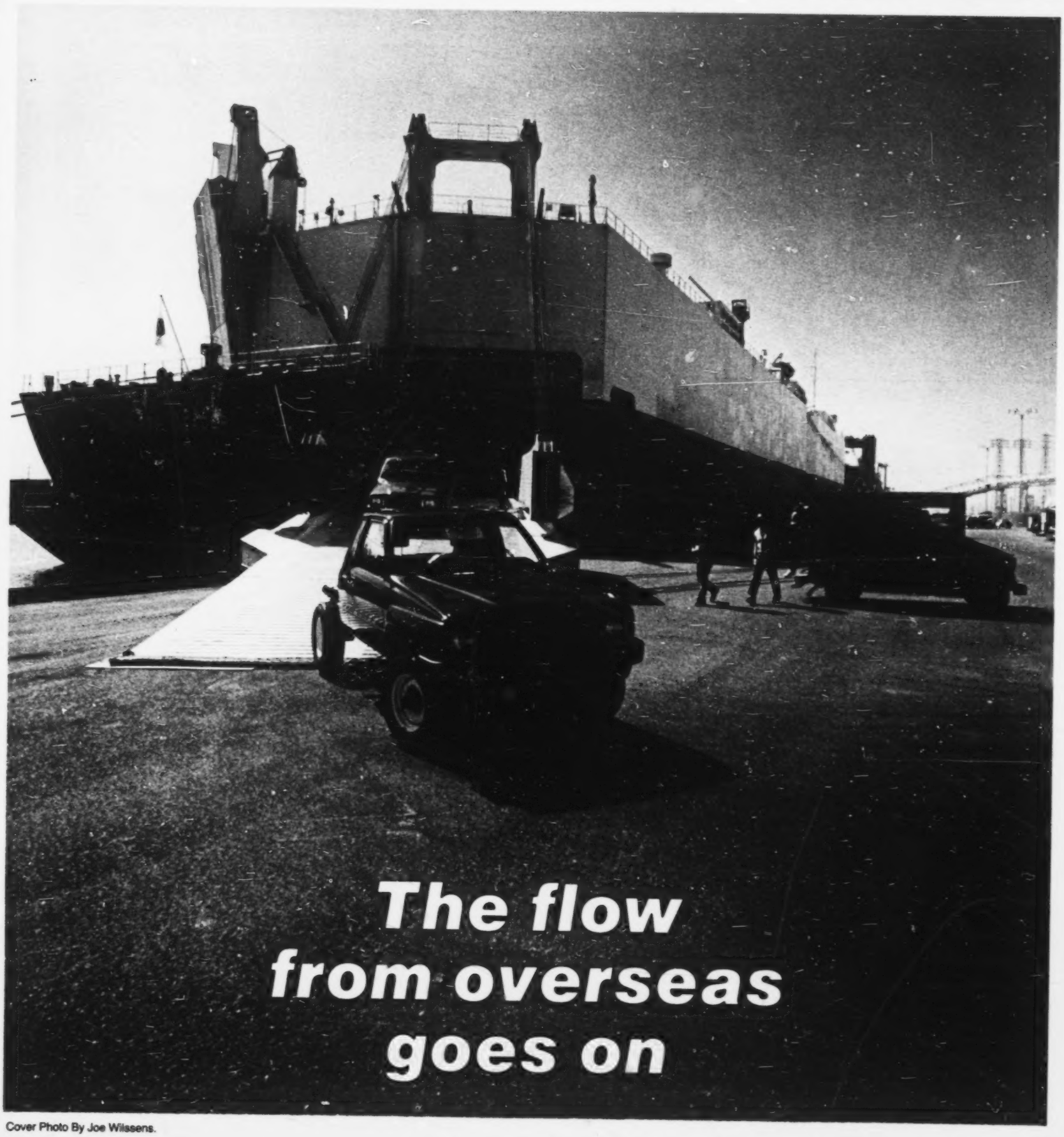
The first installation which will incorporate these systems is a precision gear manufacturing center. Typical of the new machinery and equipment to be installed, this center will be completely computer controlled.

Automotive News

EXTRA

March 11, 1985

IMPORT WORLD



The flow from overseas goes on

Cover Photo By Joe Wilssens.

Average hike is $418.42 during past year

Import prices rise sharply

By John K. Teahen Jr.
Managing Editor

After two years of rather moderate increases, prices of imported cars showed a major rise during the past 12 months.

The annual *Automotive News* analysis found an average hike of $418.42, or 5.5 percent, for the best-selling—or "popular-priced"—imports.

It was much greater than the average boost of $163.25 recorded in the 1984 study, and it was many times the paltry $57.39 found in 1983.

Going back a bit farther, the average bump on the best-selling imports was $488.09 in 1982 and an astounding $812.60 in 1981.

The latest boost of $418.42 is based on a comparison of 91 models offered by 11 makers. They are models that apperar in the current and year-ago lineups of those nameplates.

The cutoff point this year was $11,000. Cars in that price class accounted for 67.67 percent of the new imported autos sold in the U.S. last year.

Admittedly, $11,000 is a lot of money for a "popular-priced" automobile. But as any shopper knows, new cars—both imported and domestic—are very-big-ticket items these days.

It's still possible to find a good selection of imports under $7,500, but the market is moving steadily upward.

Toyota gets a big chunk of its sales from Camry, Celica, Cressida and Supra. Stanza, Maxima, 200-SX and 300-ZX are strong sellers for Nissan. Accord and Prelude are big for Honda, and the 626 is Mazda's leader, followed by the RX-7.

None of those are economy cars. Many of them, in fact, are in the medium-price class (above $11,000), but their popularity is growing, nevertheless.

The 91 models in this year's under-$11,000 comparison are offered by Dodge Colt, Plymouth Colt, Honda, Isuzu, Mazda, Mitsubishi, Nissan, Renault, Subaru, Toyota and Volkswagen.

Only the imported models of Volkswagen and Renault are included. The VW Golf and GTI (Rabbit last year) and the Renault Alliance and Encore are omitted because they are made in the U.S. On the other hand, Honda Accord is included because Accords are imported as well as being built in this country.

Only one of the 11 makes in this year's analysis was close to the average increase of $418.42. That was Nissan with a hike of $416. Seven makes were below the average and three others were above it.

On the "up" side were Subaru, with an average boost of $496; Mitsubishi, with a hike of $506, and Toyota, which rose $555.

Posting increases below the average were Isuzu, $250; Honda, $263; Renault, $300; Volkswagen, $309; Dodge Colt, $379; Plymouth Colt, $379, and Mazda, $380.

The average increase for the top five Japanese makes in the popular-priced class was $431.81, quite similar to that of the overall segment. The top five Japanese lines are Toyota, Nissan, Honda, Mazda and Subaru.

In the medium-priced field ($11,000 to $18,000), stickers went up an average of $671.46, or 4.91 percent, during the last 12 months. That compares with boosts of $544.95 in last year's study, $374.16 in 1983, $898.79 in 1982 and $1,067.34 in 1981.

The analysis of the mediums involved 50 models offered by 15 makes. The medium-priced field accounted for 22.58 percent of imported-car sales last year.

Offering one or more models in this segment are Alfa Romeo, Audi, BMW, Dodge/Plymouth Conquest, Isuzu, Mazda, Mitsubishi, Nissan, Peugeot, Renault, Saab, Toyota, Volkswagen and Volvo.

Of the 15 makes, only Alfa Romeo and Peugeot fit completely in this class. Elsewhere, the group includes the top models of some of the popular-priced makes and the lower-priced models of some of the highest-priced makes.

The preceding sentence requires at least a second reading, but that's how things stand among the medium-priced imports.

The Audi 4000, Coupe GT and 5000 sedan are in this class. So are the BMW 318i, the Dodge/Plymouth Conquest, the Isuzu Impulse and the top Renault Sportwagon.

The fanciest Mazda 626 is a medium, along with three RX-7 units. The Mitsubishi Starion is included, and so are the Saab 900 and 900-S and the Volvo DL and GL. VW's entries are the Cabriolet and the Quantum.

Nissan contributes the 200-SX Turbo, a 300-ZX and a pair of Maximas. Toyota's mediums are the top Camry and Celica models, the Supra and the Cressida.

There are other models in the medium-priced field, but they are new for the 1985 season. Since they had no 1984 counterparts, they could not be included in this comparison.

Ten of the makes in this price segment were below the $671.46 average price hike for the class. Two show decreases, and another is unchanged.

The Alfa Romeo average is down $1,000 because of a $2,500 cut on the GTV-6 coupe, and VW is down an average of $427 because the Quantum wagon was

Continued on Page E-16, Col. 1

Long in size and price

The $185,000 Rolls-Royce Silver Spur Limousine is the highest-priced import car in the U.S. It is three feet longer than the standard Silver Spur. Only 12 can be made for the U.S. in 1985.

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* 1984 Business Week Subscriber Study

Continued from Page E-14

slashed $2,210. VW's other mediums, the Cabriolet and Quantum sedan, are up.

BMW held the line on its 318i two-door, the only one of its medium-priced models that was around at this time last year.

The mediums that did increase prices but stayed below the $671.46 average were: Renault, up $350; Dodge/Plymouth Conquest, $415; Mitsubishi, $477; Peugeot, $484; Isuzu, $550, and Mazda, $550.

Above-average price hikes for this class were posted by Toyota, $958; Saab, $973; Audi, $975; Nissan, $1,438, and Volvo, $1,601.

In the luxury class ($18,000 and up), the 33 models compared had an average increase of $767.39. It was considerably less than the hike of $1,049.08 in last year's analysis.

The reason for the smaller boost is simple: Mercedes-Benz has not increased its prices in the last year. Mercedes has more models than any other luxury import, and its price increases in other years have been substantial.

In addition to Mercedes, the luxury class includes all Porsches and Jaguars and all BMWs except the 318i. Also on the list are a pair of Nissan 300-ZX units, the Maserati Biturbo and the top-line models frpom Audi, Volvo and Saab.

As noted, Mercedes didn't raise prices at all. BMW, with an average hike of $403 was the only other luxury import below the class average.

Increasing their prices more than the $767.39 norm were Maserati, $929; Audi, $1,022; Volvo, $1,148; Porsche, $1,200; Saab, $1,215; Jaguar, $1,267, and Nissan, $1,450.

The Porsche situation is worthy of comment. Prices of four Porsche models are unchanged from a year ago. The fifth (the 928 coupe) went up $6,000, so the average jump for the five was $1,200.

The luxury class accounted for 9.75 percent of the imported cars sold in the U.S. in 1984.

In each of the three classes—popular-priced, medium-priced and luxury—the Automotive News analysis was based on comparable models, those that appear in the current and year-ago lineups of a particular make. In a few cases, models that occupy the same relative position in a maker's lineup were compared.

Prices considered were Manufacturer's Suggested Retail Prices. Where prices differ by geographic areas, East Coast prices were used.

Data on changes was based on an arithmetical comparison of prices in effect on March 1 of this year with those in effect a year ago. For models introduced later in the 1984 model year, introductory pricers were used. There was no sales-weighting, and no adjustments were made for year-to-year equipment changes.

Import-car retail prices

Prices in effect March 1, 1985

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include inland shipping charges, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1985 models.

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ALFA ROMEO—Graduate convertible (5-speed), $13,500; Spider Veloce convertible (5-speed), $16,500; GTV-6 coupe, (5-speed), $16,500. (**Power disk brakes** standard on Veloce and GTV-6. **Air conditioning** standard on GTV-6.) (Prices do not include dealer prep fee of $150 on Graduate and Veloce, $160, on GTV-6.)

ASTON-MARTIN—V-8 coupe, $100,000; V-8 Vantage coupe, $110,000; V-8 Volante convertible, $125,000; V-8 Lagonda 4-door sedan, $150,000. (**Automatic transmission** standard on Lagonda; **automatic or 5-speed manual** are no-charge choices on other models. **Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

AUDI—4000-S—4-door sedan (5-speed), $13,950; Quattro—4-door sedan (5-speed), $17,450. **Coupe GT**—Coupe (5-speed), $15,250. **5000—S**—4-door sedan (5-speed, $17,710; 4-door wagon (5-speed), $18,920; Turbo 4-door sedan (automatic), $23,875. **Quattro Turbo**—Coupe (5-speed), $35,000. (**Power disk brakes, power steering, air conditioning** standard on all models. **Radio** standard on 4000-S Quattro, 5000-S Turbo and Quattro Turbo. **Automatic transmission** is $450 on 4000-S sedan, Coupe GT, 5000-S sedan and 5000-S wagon.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne 4-door sedan, $97,950; Mulsanne L 4-door sedan, $108,390; Continental convertible, $155,470. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—Targa coupe (5-speed), $9,995. (**Power disk brakes** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—4-door sedan, $16,925; 2-door sedan, $16,430. **325e**—4-door sedan, $21,105; 2-door sedan, $20,970. **528e**—4-door sedan, $24,565. **535i**—4-door sedan, $30,760. **735i**—4-door sedan, $36,880. **635-CSi**—Coupe, $41,315. (**5-speed transmission, power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $595 on 318i and 528e; $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $155 on 635-CSi and $100 on other models.)

CHEVROLET SPECTRUM—4-door sedan (5-speed), $6,575; 2-door hatchback (5-speed), $6,295. (**Power disk brakes** standard on both models. **Automatic transmission** is $395.) (Prices include dealer prep fee.)

CHEVROLET SPRINT—2-door hatchback (5-speed), $5,151. (**Power disk brakes** are standard.) (Price includes dealer prep fee.)

DODGE COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices include dealer prep fee.)

DODGE COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Price includes dealer prep fee.)

DODGE CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom (4-speed), $5,748; Royal (5-speed), $6,456. **Pickup Trucks (4-wheel drive)**—Power Custom (5-speed), $8,177; Power Royal (5-speed), $8,743. (**Power disk brakes** standard on all models. **Power steering** standard on Power Custom and Power Royal. **Radio** standard on all models except Power Custom. **Automatic transmission** is $374 on Royal and Power Royal, $433 on Power Custom, $476 on Custom.) (Prices include dealer prep fee.)

FERRARI—308 Quattrovalvole—Berlinetta coupe, $54,300; Spider convertible, $59,500. **Mondial**—Coupe, $59,500; Cabriolet, $65,000. (**5-speed transmission, power disk brakes, air conditioning** standard on all models.) (Prices include Gas Guzzler Tax of $1,800.) (Prices do not include dealer prep fee of $350.)

HONDA—Civic CRX—HF 1.5 coupe (5-speed), $6,479; 1.5 coupe (5-speed), $6,855; 1.5 coupe (automatic), $7,155; SI 1.5 coupe (5-speed), $7,999. **Civic**—1.3 3-door hatchback (5-speed), $5,399; 1.5 DX 3-door hatchback (5-speed), $6,529; 1.5 DX 3-door hatchback (automatic), $6,829; S 1.5 3-door hatchback (5-speed), $7,129; 1.5 4-door sedan (5-speed), $7,295; 1.5 4-door sedan (automatic), $7,795; 1.5 4-door wagon (5-speed), $7,195; 1.5 4-door wagon (automatic), $7,495; 1.5 4WD wagon (5-speed), $8,649. **Accord**—1.8 3-door hatchback (5-speed), $7,895; 1.8 3-door hatchback (automatic), $8,445; 1.8 4-door sedan (5-speed), $8,845; 1.8 4-door sedan (automatic), $9,195. **Accord LX**—1.8 3-door hatchback (5-speed), $9,095; 1.8 3-door hatchback (automatic), $9,445; 1.8 4-door sedan (5-speed), $10,295; 1.8 4-door sedan (automatic), $10,645. **Accord SE-i**—1.8 4-door sedan (5-speed), $12,945; 1.8 4-door sedan (automatic), $13,295. **Prelude**—1.8 coupe (5-speed), $10,345; 1.8 coupe (automatic), $10,695. (**Power disk brakes** standard on all models. **Power steering** standard on Prelude and Accord models except base Accord hatchback with 5-speed. **Radio** standard on Accord LX, Accord SEi and Prelude. **Air conditioning** standard on Accord LX 4-door and Accord SEi.) (Prices include dealer prep fee.)

ISUZU—I-Mark—4-door sedan (5-speed), $6,785; 4-door sedan (automatic), $7,149. **Impulse**—Coupe (5-speed), $11,048; coupe (automatic), $11,463. **Trooper II**—Sports-utility vehicle (4-speed), $8,683. (**Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices include dealer prep fee.)

ISUZU P'UP PICKUP TRUCKS—2-wheel drive, gasoline engine—Standard bed (4-speed), $5,775. Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,295; Standard long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,450. **4-wheel drive, gasoline engine**—Deluxe Standard bed (4-speed), $8,189; LS Standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **2-wheel drive, diesel engine**—MPG (4-speed, N/A California), $6,540; MPG (5-speed, California only), $6,540; Deluxe standard short bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; Standard long bed (5-speed), $6,695; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. **4-wheel drive, diesel engine**—Deluxe Standard bed (4-speed), $8,954; LS Standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. (**Power disk brakes** standard on all models. **Radio** standard on Deluxe models with 2-wheel drive and on all LS models.) (Prices include dealer prep fee.)

JAGUAR—XJ-6—4-door sedan, $32,250. **Vanden Plas**—4-door sedan, $35,550. **XJ-S**—Coupe (V-12), $36,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of approximately $250.)

LAMBORGHINI-Countach LP500—Coupe (5-speed), $99,500; **Jalpa P250**—Targa coupe (5-speed), $53,125. (**Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $2,000.)

LOTUS—Turbo Esprit coupe, $48,749. (**5-speed transmission, power disk brakes, air conditioning** are standard.) (Price includes Gas Guzzler Tax of $1,000.) (Price does not include dealer prep fee of $350.)

MASERATI—Biturbo—Coupe (5-speed), $26,874; E Type coupe (5-speed), $27,902. **Quattroporte**—4-door sedan (automatic), $86,710. (**Power disk brakes, radio, air conditioning** standard on all models. **Power steering** standard on Quattroporte.) (Prices include Gas Guzzler Tax of $1,000 on Biturbo and $2,000 on Quattroporte.) (Prices include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $5,195; Deluxe 3-door hatchback (5-speed), $6,095; Deluxe 3-door hatchback (automatic), $6,395; Luxury 3-door hatchback (5-speed), $6,795; Luxury 3-door hatchback (automatic), $7,095; Deluxe 4-door sedan (5-speed), $6,695; Deluxe 4-door sedan (automatic), $6,995; Luxury 4-door sedan (5-speed), $7,395; Luxury 4-door sedan (automatic), $7,695. **626 Series**—Deluxe 2-door sedan (5-speed), $8,845; Deluxe 2-door sedan (automatic), $9,225; Deluxe 4-door sedan (5-speed), $8,-

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495; Deluxe 4-door sedan (automatic), $8,875; Luxury 2-door sedan (5-speed), $10,595; Luxury 2-door sedan (automatic), $10,975; Luxury 4-door sedan (5-speed), $10,245; Luxury 4-door sedan (automatic), $10,625; Luxury Touring 4-door sedan (5-speed), $11,245; Luxury Touring 4-door sedan (automatic), $11,625; Luxury 4-door sedan (5-speed, diesel engine), $10,795. **RX-7**—S coupe (5-speed), $10,945; GS coupe (5-speed), $11,845; GS coupe (automatic), $12,345; GSL coupe (5-speed), $13,645; GSL coupe (automatic), $14,145; GSL-SE coupe (5-speed), $15,645. (**Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury Touring models. **Radio** standard on all models except base GLC hatchback. **Air conditioning** standard on RX-7 GSL-SE.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

MAZDA PICKUP TRUCKS—B-2000—Standard short bed (5-speed), $5,995; Standard long bed (5-speed), $6,195; SE short bed (5-speed), $6,395; SE long bed (5-speed), $6,595; Lux short bed (5-speed), $6,995; Lux long bed, $7,195. (**Power disk brakes** standard on all models. **Radio** standard on SE Lux models.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190-D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-SD 4-door sedan (automatic), $39,500. 300-CD coupe (automatic), $35,220; 300-TD 4-door wagon (automatic), $35,310. **380 Series**—360-SE 4-door wagon (automatic), $42,730; 380-SL coupe/roadster (automatic), $43,820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic) $56,800. (**Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include Gas Guzzler Tax of $600 on 380-SE and 380-SEL and $1,000 on 500-SEL and 500-SEC.) (Prices include dealer preparation fee.)

MERCURY MERKUR—XR4Ti 3-door hatchback (5-speed), $16,361. (**Power steering, power disk brakes, radio, air conditioning** are standard. Automatic transmission is $427.) (Price includes dealer prep fee.)

MITSUBISHI—Mirage—2-door sedan (4-speed), $5,389; L 2-door sedan (5-speed), $6,249; L 2-door sedan (automatic), $6,619; LS 2-door sedan (5-speed), $6,729; Turbo 2-door sedan (5-speed), $7,749; Turbo 2-door sedan (automatic), $8,119. **Tredia**—4-door sedan (5-speed), $7,079; L 4-door sedan (5-speed), $8,229; L 4-door sedan (automatic), $8,599; LS 4-door sedan (automatic), $9,359; Turbo 4-door sedan (5-speed), $9,499. **Cordia**—L 2-door hatchback (5-speed), $8,579; L 2-door hatchback, (automatic), $8,959; LS 2-door hatchback, (automatic), $9,658; Turbo 2-door hatchback (5-speed), $10,119. **Galant**—4-door sedan (automatic), $12,229; 4-door sedan with ECS package (automatic), $13,139. **Starion**—LS Turbo coupe (5-speed), $12,629; LE Turbo coupe (5-speed), $14,869; LE Turbo coupe (automatic), $15,409; ESI Turbo coupe (5-speed), $15,279. **Montero Sport/Utility Vehicles**—Montero (5-speed), $9,639; Montero Sport (5-speed), $10,409; Montero Sport (automatic), $10,769. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Mirage and base Tredia. **Radio** standard on all models except Mirage, base Tredia and base Montero. **Air conditioning** standard on Galant, Starion LE and Starion ESI.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive—Mighty Max (5-speed), $5,799; Mighty Max Sport (5-speed), $6,199; SP (automatic), $7,029; SP Turbodiesel (5-speed), $7,599; SPX (5-speed), $7,239; SPX Turbodiesel (5-speed), $8,109. **Four-Wheel Drive**—SPX (5-speed), $9,229; SPX Turbodiesel (5-speed), $10,109. (**Power disk brakes** standard on all models. **Power steering** standard on all SPX models. **Radio** standard on SPX 2-wheel-drive models.)

NISSAN—Sentra—Standard 2-door sedan (5-speed), $5,499; Deluxe 2-door sedan (5-speed), $6,649; Deluxe 2-door sedan (automatic), $7,279; MPG Diesel 2-door sedan (4-speed), $7,099; XE 2-door sedan (5-speed), $6,849; Deluxe 4-door sedan (automatic), $7,479; XE 4-door sedan (5-speed), $7,499; XE 4-door sedan (automatic), $7,879; Deluxe 4-door wagon (5-speed), $7,349; Deluxe 4-door wagon (automatic), $7,979; XE 4-door wagon (automatic), $8,379; XE 2-door hatchback (5-speed), $7,799; XE 2-door hatchback (automatic), $8,179; SE 2-door hatchback (5-speed), $8,699. **Pulsar NX**—Coupe (5-speed), $8,249; coupe (automatic), $8,629. **Stanza**—XE 4-door hatchback (5-speed), $8,949; XE 4-door hatchback (automatic), $9,449; GL 4-door notchback (5-speed), $9,549; GL 4-door notchback (automatic), $10,049. **200-SX**—Deluxe notchback coupe (5-speed), $8,999; Deluxe notchback coupe (automatic), $9,499; XE notchback coupe (5-speed), $10,249; XE notchback coupe (automatic), $10,749; Deluxe hatchback coupe (5-speed), $9,199; Deluxe hatchback coupe (automatic), $9,699; XE hatchback coupe (5-speed), $10,749; XE hatchback coupe (automatic), $11,249; Turbo hatchback coupe (5-speed), $12,349. **Maxima**—SE 4-door sedan (5-speed), $13,499; GL 4-door sedan (automatic), $13,499; GL 4-door wagon (automatic), $14,399. **300-ZX**—Coupe (5-speed), $17,199; coupe (automatic), $17,699; 2+2 coupe (5-speed), $18,399; 2+2 coupe (automatic), $18,899; Turbo coupe (5-speed), $19,699; Turbo coupe (automatic), $20,199. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Sentra Standard, Sentra Deluxe and Sentra MPG Diesel. **Radio** standard on all models except Sentra Standard, Sentra Deluxe 5-speed and Sentra MPG Diesel. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Standard regular bed (5-speed), $5,999; Standard regular bed (automatic), $6,379; Deluxe regular bed (5-speed), $7,295; ST regular bed (5-speed), $8,295; ST regular bed (automatic), $8,795; Standard long bed (5-speed), $6,299; Standard long bed (automatic), $6,679; ST long bed (5-speed), $8,445; ST long bed (automatic), $8,945; cab and chassis (5-speed, dual rear wheel), $7,595; King Cab Standard (5-speed), $7,395; King Cab Standard (automatic), $7,775; King Cab Deluxe (5-speed), $7,895; King Cab Deluxe (automatic), $8,275, King Cab ST (5-speed), $8,895; King Cab ST (automatic), $9,395. **Pickup Trucks (4-Wheel Drive)**—Standard regular bed (5-speed), $8,395; Deluxe regular bed (5-speed), $9,095; ST regular bed (5-speed), $9,995; Deluxe long bed (5-speed), $9,245; ST long bed (5-speed), $10,145; King Cab Deluxe (5-speed), $9,695; King Cab ST (5-speed), $10,595. (**Power disk brakes** standard on all models. **Power steering** standard on all Deluxe and ST models and on cab-and-chassis model. **Radio** standard on all ST models.) (Prices include dealer prep fee.)

PEUGEOT—505 Series (gasoline engine)—GL 4-door sedan (5-speed), $11,900; GL 4-door sedan (automatic), $12,280; S 4-door sedan (5-speed), $15,580; S 4—door sedan (automatic), $15,960; STI 4-door sedan (5-speed), $16,630; STI 4-door sedan (automatic), $17,010; GL 4-door wagon (5-speed), $12,440; GL 4-door wagon (automatic), $12,820; S 4-door wagon (5-speed), $16,695; S 4-door wagon (automatic), $17,075. **505 Series (turbodiesel)**—GL 4-door sedan (5-speed), $13,220; GL 4-door sedan (automatic), $13,600; S-4-door sedan (5-speed), $16,900; S 4-door sedan (automatic), $17,280; STI 4-door sedan (5-speed), $17,950; STI 4-door sedan (automatic), $18,330; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **505 Turbo (gasoline engine)**—4-door sedan (5-speed), $18,150. (**Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on all models except 505 GL sedan and wagon.) (Prices do not include dealer prep fee.)

PININFARINA—Spider convertible (5-speed), $16,995; Spider convertible (automatic), $17,490. (**Power disk brakes, radio, air conditioning** are standard.) (Prices do not include dealer prep fee of $179.)

PLYMOUTH COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices include dealer prep fee.)

PLYMOUTH COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Prices include dealer prep fee.)

PLYMOUTH CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

PORSCHE—944-Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe (5-speed), $31,950; Targa coupe (5-speed), $33,450; Cabriolet (5-speed), $36,450. **928**—Coupe (automatic), $50,000. (**Power brakes, air conditioning** standard on all models. **Power steering** standard on 944 and 928.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), $5,995; L 2-door sedan (4-speed), $6,400; L 4-door sedan (4-speed), $6,650; L convertible (5-speed), $10,295; DL 2-door sedan (5-speed), 7,000; DL 4-door sedan (5-speed), $7,250; DL convertible (5-speed), $11,295; Limited 4-door sedan (5-speed), $7,250. **Encore**—3-door liftback (4-speed), $5,895; S 3-door liftback (4-speed), $6,360; S 5-door liftback (4-speed), $6,610; LS 3-door liftback (5-speed), $7,060; LS 5-door liftback (5-speed), $7,310; GS 3-door liftback (5-speed), $7,560. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4—door wagon (5-speed), $9,895; Touring Edition 4-door wagon (5-speed), $11,700. **Fuego**—Coupe, (5-speed), $9,295. (**Power disk brakes** standard on all models. **Power steering and air conditioning** standard on Sportwagon. **Radio** standard on all models except base Alliance 2-door sedan and base Encore 3-door liftback. **Automatic transmission** prices: $348 on Alliance and Encore 5-speed; $438 on Alliance and Encore 4-speed; $438 on Sportwagon and Fuego.) (Prices include dealer prep fee.)

ROLLS-ROYCE—Silver Spirit—4-door sedan, $98,500. **Silver Spur**—4-door sedan, $109,000; Limousine, $185,000. **Camargue**—2-door sedan, $150,600. **Corniche**—Convertible, $156,000 (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, $11,850; 4-door sedan, $12,170. **900-S**—3-door hatchback, $15,040; 4-door sedan, $15,510. **900 Turbo**—3-door hatchback, $18,150; 4-door sedan, $18,620. (**5-speed transmission** standard on all models; **automatic** is $400. **Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on 900-S and 900 Turbo.) (Prices include dealer prep fee.)

SUBARU—2—Door Hatchbacks—Standard hatchback (4-speed), $5,118; GL hatchback (5-speed), $7,053; GL hatchback (automatic), $7,363; GL hatchback (4-speed, 4-wheel drive), $7,603. **4-door Sedans**—DL sedan (4-speed), $7,238; DL sedan (5-speed), $7,337; GL sedan (5-speed), $7,887; GL sedan (automatic), $8,262; GL-10 sedan (5-speed), $10,306; GL-10 sedan (automatic), $10,681; GL sedan (automatic, 4-wheel drive), $9,410; RX Turbo sedan (5-speed, 4-wheel drive), $11,160; Turbo sedan (5-speed, 4-wheel drive), $11,582; Turbo sedan (automatic, 4-wheel drive), $11,957. **4-door Wagons**—DL wagon (5-speed), $7,638; GL wagon (5-speed), $8,188; GL wagon (automatic), $8,565; GL-10 wagon (5-speed), $10,478; GL-10 wagon (automatic), $10,853; DL wagon (5-speed, 4-wheel drive), $8,188; GL wagon (5-speed, 4-wheel drive), $8,738; GL wagon (automatic, 4-wheel drive), $9,113; Turbo wagon (automatic, 4-wheel drive), $12,046. **BRAT** (4-wheel drive)—GL (4-speed), $7,927; GL (automatic), $7,927. (**Power disk brakes, radio** standard on all models. **Power steering, air conditioning** standard on GL-10 and Turbo models.) (Prices include dealer prep fee.)

TOYOTA—Tercel—Standard 3-door liftback (4-speed), $5,348; Deluxe 3-door liftback (5-speed), $6,338; Deluxe 3-door liftback (automatic), $6,648; Deluxe 5-door liftback (5-speed), $6,488; Deluxe 5-door liftback (automatic), $6,798; Deluxe 4-door wagon (5-speed), $6,918; Deluxe 4-door wagon (automatic), $7,228; Deluxe 4-door wagon (6-speed, 4-wheel drive), $7,898; Deluxe 4-door wagon (automatic, 4-wheel drive), $8,208; SR-5 4-door wagon (6-speed, 4-wheel drive), $8,778. **Corolla**—Deluxe 4-door sedan (5-speed), $6,938; Deluxe 4-door sedan (automatic), $7,308; LE 4-door sedan (5-speed), $7,738; LE 4-door sedan (automatic), $8,258; LE LTD 4-door sedan (automatic), $9,258; Deluxe 5-door liftback (5-speed), $7,198; Deluxe 5-door liftback (automatic), $7,568; LE 5-door liftback (automatic), $8,358; Deluxe 4-door sedan (automatic, diesel engine), $7,898; Deluxe 5-door liftback (5-speed, diesel $7,788. **Corolla Sport**—SR-5 Sport coupe (5-speed), $8,058; SR-5 sport coupe (automatic), $8,578; GTS sport coupe (5-speed), $9,298; SR-5 3-door liftback (5-speed), $8,238; GTS 3-door liftback (5-speed), $9,538. **Camry**—Deluxe 4-door sedan (5-speed), $8,948; Deluxe 4-door sedan (automatic), $9,748; Deluxe 4-door sedan (automatic, turbodiesel), $10,-

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698; LE 4-door sedan (automatic), $10,898; Deluxe 5-door liftback (automatic), $9,988; LE 5-door liftback (automatic), $11,248. **MR2**—Coupe (5-speed), $10,999. **Celica**—ST sport coupe (5-speed), $8,449; ST sport coupe (automatic), $8,909; GT sport coupe (5-speed), $9,639; GT sport coupe (automatic), $10,099; GT-S sport coupe (5-speed), $11,199; GT-S sport coupe (automatic), $11,659; GT 3-door liftback (5-speed), $9,989; GT 3-door liftback (automatic), $10,449; GT-S 3-door liftback (5-speed), $11,549; GT-S 3-door liftback (automatic), $12,009; GT-S convertible (5-speed), $17,669; GT-S convertible (automatic), $18,129. **Supra**—L-Type coupe (automatic), $15,998; coupe (5-speed), $16,558; coupe (automatic), $17,158. **Cressida**—4 door sedan (5-speed), $15,690; 4-door sedan (automatic), $15,690; 4-door wagon (automatic), $15,750. **Van (Car type)**—Deluxe Van (5-speed), $9,748; Deluxe Van (automatic), $10,268; LE Van (5-speed), $11,348; LE Van (automatic), $11,868. **Land Cruiser**—4-door wagon (4-speed), $14,218. **4Runner (Car type)**—SR-5 (5-speed), $12,568. **(Power disk brakes** standard on all models. **Power steering** standard on Corolla LE LTD, all Camry except Deluxe sedan with 5-speed, all Celica except ST coupe, all Supra, all Cressida, LE Van and 4Runner SR-5. **Radio** standard on Tercel SR-5 4WD wagon, Corolla LE and LE LTD, all Corolla Sport, Camry LE, all Celica, all Supra, all Cressida and LE Van. **Air conditioning** standard on Celica convertible, all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,998; Standard short bed (5-speed), $6,198; Standard short bed (automatic), $6,628; Standard long bed (5-speed), $6,498; Standard long bed (automatic), $6,928; Deluxe long bed (5-speed), $6,898; Deluxe long bed (automatic), $7,328; Deluxe Xtracab (5-speed), $7,228; Deluxe Xtracab (automatic), $7,718; SR-5 short bed (5-speed),$8,098; SR-5 long bed (5-speed), $8,268; SR-5 Xtracab (5-speed), $8,448; SR-5 Xtracab (automatic), $8,878; Deluxe long bed (5-speed, diesel engine), $7,648; Deluxe long bed (5-speed, turbodiesel), $8,548; Deluxe Xtracab (5-speed, diesel), $7,888; Deluxe Xtracab (5-speed, turbodiesel), $8,788; one-ton pickup (5-speed), $7,338; commercial cab/chassis (4-speed), $6,918; camper cab/chassis (4-speed $7,198; camper cab/chassis (automatic), $7,728. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,398; Deluxe long bed (5-speed), $9,058; Deluxe Xtracab (5-speed), $9,298; SR-5 short bed (5-speed), $10,258; SR-5 long bed (5-speed), $10,428; SR-5 Xtracab (5-speed), $10,648; Deluxe long bed (5-speed), diesel), $10,558. **Van (Truck type)**—Cargo Van (5-speed), $9,198; Cargo Van (automatic), $9,718. **4Runner (Truck Type)**-4Runner truck (5-speed), $10,568. **(Power disk brakes** standard on all models. **Power steering** standard on SR-5 4WD models. **Radio** standard on SR-5 2WD and SR-5 4WD models.) (Prices include dealer prep fee.)

TVR—280i convertible (4-speed), $21,996; 280i coupe (4-speed), $23,796. **(Power disk brakes, radio, air conditioning** standard on both models.) Prices include dealer prep fee.)

VOLKSWAGEN—GOLF—2-door sedan (5-speed, diesel engine), $6,790; 2-door sedan (5-speed), $6,990; 4-door sedan (5-speed, diesel engine), $7,000; 4-door sedan (5-speed), $7,200. **GTI**—2-door sedan (5-speed), $8,990. (All Golf and GTI models are built in the U.S.)

Jetta—2-door sedan (5-speed, diesel engine), $7,775; 2-door sedan (5-speed), $7,975; 4-door sedan (5-speed, diesel engine), $7,995; 4-door sedan (5-speed), $8,195; GL 4-door sedan (5-speed), $8,495; GLI 4-door sedan (5-speed), $9,995. **Cabriolet**—convertible (5-speed), $11,595. **Scirocco**—coupe (5-speed), $9,990. **Quantum**—GL 4-door sedan (5-speed), $13,295; 4-door wagon (5-speed), $11,570. **Vanagon**—L 7-seater (4-speed), $12,290; L 9-seater (4-speed), $12,345; GL 7-seater (4-speed), $13,140; Camper (4-speed), $17,190; 5-seater conversion bus (4-speed), $11,790. **(Power disk brakes** standard on all models. **Power steering** standard on Jetta GLI, Quantum, Vanagon GL and Vanagon Camper. **Radio** standard on Cabriolet and Quantum sedan. **Air conditioning** standard on Quantum sedan and wagon. **Automatic transmission** is $425 on Golf (gasoline engine), Jetta (gasoline engine), Cabriolet and Scirocco; $450 on Quantum and Vanagon.) (Prices include dealer prep fee.)

VOLVO-GL Series—4-door sedan, $13,920; 4-door sedan (automatic), $14,355; 5-door wagon, $14,395; 5-door wagon (automatic), $14,830. **GL Series**—4-door sedan, $16,225; 4-door sedan (automatic), $16,660; 5-door wagon, $16,755; 5-door wagon (automatic), $17,190. **Turbo**—4-door sedan, $18,420; 4-door sedan (automatic), $18,855; 5-door wagon, $18,950; 5-door wagon (automatic), $19,385. **740-GLE**—4-door sedan, $16,150; 4-door sedan (automatic), $16,585. **740 Turbo**—4-door sedan, $20,130; 4-door sedan (automatic) $20,565. **760-GLE**—4-door sedan (automatic), $21,985. **760 Turbodiesel**—4-door sedan (automatic), $23,185. **760 Turbo**—4-door sedan, $22,965; 4-door sedan (automatic), $23,400. **(Power brakes, power steering, air conditioning** standard on all models.)

New Car Prices and Consumer Expenditures Per New Car

(Domestic vs. Import—1967-84)

Year	Domestic	Import	Average
1967	$3,310	$2,272	$3,212
1968	3,531	2,353	3,406
1969	3,697	2,496	3,557
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,929	8,892	8,922
1982	9,889	9,660	9,824
1983	10,504	10,829	10,586
1984	11,059	11,954	11,274

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis.

Money miser

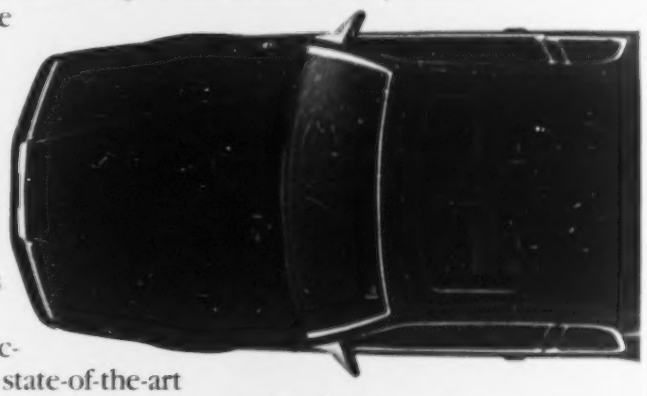
Lowest-priced '85 model import car is Subaru's standard two-door hatchback with four-speed manual transmission and 1.6-liter engine. The price sticker reads $5,118.

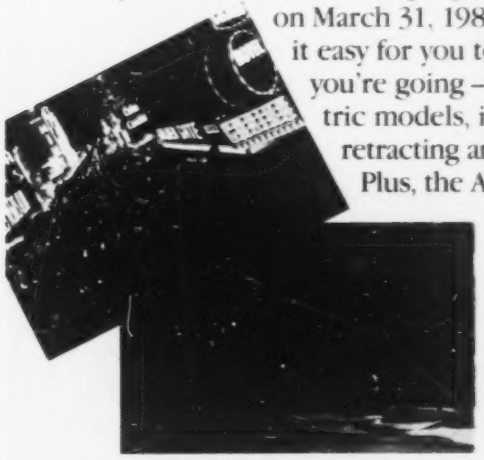
Adamson appointed

TAMPA.—Jodi Adamson has been named parts manager for Tampa Volvo. A veteran of the U.S. Air Force, she has been with the dealership 3½ years.

Have you heard the one about the traveling sunroof salesman?

It's no joke. You can go far selling American Sunroof Company open-air systems – all the way to Palm Beach or San Francisco or New Orleans, even to Jamaica. Beginning January 1, 1985, all dealership salespersons can earn free round-trip coach tickets to anywhere Eastern Airlines flies in the 48 contiguous states plus San Juan, Montego Bay, and Kingston. Thats up to a $900 value per ticket. For every five ASC electric sunroofs* you sell, you get your choice of destinations. And there's no limit to the number of trips you can earn before the program ends on March 31, 1985. ASC makes it easy for you to get where you're going – four ASC electric models, including the state-of-the-art retracting and venting ASC II, give you a sunroof to fit almost any car. Plus, the American Sunroof Company name (the best-known name in the business) means instant customer recognition and acceptance for quick and easy sales. Free airfare to almost anywhere in the U.S. and quality products backed by years of sunroof experience – with American Sunroof Company, you can write your own ticket. Contact your local ASC installing associate today for complete details, destinations, and conditions. (See list at left). The traveling sunroof salesperson? It could be you.





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Tally passes 200

Import model count is on a roll

By John K. Teahen Jr.
Managing Editor

The number of models of imported cars available to U.S. buyers has climbed above the 200 mark.

The annual *Automotive News* tabulation found 216 models in the lineups of the leading imported makes. The figure compares with 199 at this time last year, and it continues a steady, although not uninterrupted, advance over the past several years.

Here are the totals for other recent years:

March, 1983	188
March, 1982	180
March, 1981	181
March, 1980	156
March, 1979	158
March, 1978	150

The 216 models in this year's count are offered by 30 makes. Those makes account for virtually all of the imported cars sold in the U.S.

The 1985 list has four newcomers. Chevrolet Spectrum and Sprint, both from Japan, are new, and so is the Merkur, which Lincoln-Mercury imports from Germany.

Also added to the "leaders" this year is Italy's Maserati. Low volume kept Maserati off the list in the past, but the arrival of the Biturbo coupe has boosted its sales to a higher level.

Toyota leads the imports with 31 models, and Nissan is second with 24.

When it comes to country of origin, it's no contest. There are 127 Japanese models on the U.S. market. West Germany is a distant second with 38, followed by Sweden, 17; France, 14; Italy, 12, and Great Britain, 8.

The domestic makers offer considerably more choices than the imports—291 to 216—but there are similarities in the model mixes. Here are the totals:

	Imports	Domestics
Four-dr. models	85	107
Two-dr. models	95	133
Convertibles	9	13
Four-dr. wagons	27	38
Totals	216	291

Four-door sedans or hatchbacks make up 39 percent of the import total and 37 percent of the domestic. There's also a two-point spread in two-door models, but this time it's the other way around: 44 percent of the import selections are two-doors, compared with 46 percent for the U.S. cars.

Convertibles provide 4 percent of the choices in each group, and station wagons make up 13 percent in each camp.

Some of the imports and some of the domestics call their hatchbacks "three-door" or "five-door" models, but only side doors are counted in this tabulation. The same applies to "five-door" wagons. They're four-doors here.

And Targa-type cars are counted as coupes, not convertibles.

In counting import models, Automotive News uses the same crtiteria as in tabulating U.S. cars. A choice of transmissions (4-speed, 5-speed or automatic) or a choice of engines (gasoline or diesel) does not necessarily constitute a separate model. And vans are excluded from the count for both imports and domestics.

Turbo units are counted separately when they are priced that way. It is felt that they have enough differences in trim, equipment and mechanicals to merit the separate-model designation.

As noted, Toyota (31) and Nissan (24) have the most models among the imports. Following them are Subaru, 16; Mitsubishi, 15; Mazda, 14; Peugeot, 11; Volvo, 11, and Honda, 10.

Totals for other leading import makes are: Mercedes-Benz, 9; BMW, 8; Volkswagen, 8; Audi, 7; Saab, 6; Dodge Colt, 5; Plymouth Colt, 5; Porsche, 5; Rolls-Royce, 5; Ferrari, 4; Alfa Romeo, 3; Jaguar, 3; Maserati, 3; Renault, 3; Spectrum, 2; Isuzu, 2; Bertone, 1; Sprint, 1; Dodge Conquest, 1; Plymouth Conquest,1; Merkur, 1, and Pininfarina, 1.

The U.S.-made models of Honda, Renault and Volkswagen are not included in the import total. The VW Golf and GTI, the Renault Alliance and Encore and the Honda Accord, Accord LX and Accord SEi are counted in the domestic total.

Another dozen import models are excluded from the count because of extremely low volume. For the record, those makes and the models offered are Aston Martin, 4; Bentley, 3; TVR, 2; Lamborghini, 2, and Lotus, 1.

MODELS OFFERED BY LEADING IMPORTS

(As of March 1, 1985)

	4-Door Models	2-Door Models	Convertibles	4-Door Wagons	1985 Totals	(Totals, March 1, 1984)
Alfa Romeo	0	1	2	0	3	(2)
Audi	4	2	0	1	7	(8)
Bertone	0	1	0	0	1	(1)
BMW	5	3	0	0	8	(5)
Chevrolet Spectrum	1	1	0	0	2	(0)
Chevrolet Sprint	0	1	0	0	1	(0)
Colt (Dodge)	3	2	0	0	5	(4)
Colt (Plymouth)	3	2	0	0	5	(4)
Conquest (Dodge)	0	1	0	0	1	(1)
Ferrari	0	2	2	0	4	(4)
Honda*	1	7	0	2	10	(9)
Isuzu	1	1	0	0	2	(3)
Jaguar	2	1	0	0	3	(3)
Maserati**	1	2	0	0	3	(0)
Mazda	5	9	0	0	14	(14)
Mercedes-Benz	5	3	0	1	9	(9)
Mercury Merkur	0	1	0	0	1	(0)
Mitsubishi	5	10	0	0	15	(11)
Nissan	6	15	0	3	24	(24)
Peugeot	7	0	0	4	11	(11)
Pininfarina	0	0	1	0	1	(1)
Porsche	0	4	1	0	5	(5)
Renault*	0	1	0	2	3	(4)
Rolls-Royce	3	1	1	0	5	(4)
Saab	3	3	0	0	6	(6)
Subaru	6	4	0	6	16	(17)
Toyota	12	14	1	4	31	(27)
Volkswagen*	4	2	1	1	8	(11)
Volvo	8	0	0	3	11	(10)
TOTALS	85	95	9	27	216	
Totals (March 1, 1984)	70	96	7	26		(199)

*—U.S. built models of Honda, Renault and Volkswagen are omitted from the import model count, they are included in the U.S.-model tabulation. Those models are Honda Accord, Renault Alliance and Encore and VW Golf and GTI.

**—Maserati was not included among the "leading import makes" in the 1984 tabulation.

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Making the list

The German-made Merkur XR4Ti, above, is one of three new nameplates on the 1985 import list. The other two additions are Chevrolet imports from Japan, the Sprint and Spectrum.

Decision due by June

Volvo ponders new plant

It looks as if AB Volvo is set to build another car factory, for two good reasons. The Swedish auto maker can barely squeeze more production out of its existing facilities; and it has a long waiting-line of would-be customers.

The company's innate conservativeness is personified in the announcement: "Volvo considers new car plant in Uddevalla, Sweden." Its competitors seem dynamic in comparison. Daimler-Benz AG recently commissioned a new factory in Bremen, West Germany. BMW AG is building a car assembly plant in Regensburg, West Germany. Saab-Scania AB plans to increase production in Sweden nearly 50 percent during the next three years.

Volvo management fears the prospect of increasing its production capability beyond the break-even point.

Volvo announced that group income before taxes and allocations in 1984 doubled to SEK 7.63 billion ($830 million) on sales that fell 12 percent to SEK 87.2 billion ($9.5 billion). The sales decline was attributed to a cutback in oil trading and to the fact that two of the group's companies were not consolidated last year. Excluding those areas, sales increased 22 percent over 1983.

Car sales income climbed 20 percent to SEK 30.25 billion ($3.3 billion). Trucks jumped 36 percent to SEK 15.3 billion ($1.67 billion).

The factory Volvo is considering would be able to make 40,000 passenger cars annually on a single-shift basis. It would be a complete facility with body, paint and final assembly areas. Volvo estimates it would employ more than 1,000.

A final decision will be made by June. Planning and construction would take 30 to 40 months, meaning Uddevalla, 55 miles north of group headquarters at Gothenburg, could be operating in 1988.

Total Volvo production last year was 379,500 compared to 372,400 in 1983.

Volvo Car's consolidated sales totaled Fl 1.8 billion ($500 million), up 13 percent from the previous year. Profit climbed about 15 percent to Fl 16 million ($5.5 million).

$300 million ad budget

Toyota jumps for joy

By Joseph Bohn
Marketing Editor

Toyota Motor Sales U.S.A. Inc. gets quite a feeling every time it runs an ad campaign. That's because it has nearly $300 million worth of advertising support to draw on.

At the national level, there's a budget of nearly $100 million. Toyota dealer associations spend another $90 million, according to Robert McCurry, senior vice president in charge of sales, marketing, distribution, public affairs, parts, service and customer relations. Individual dealers spent on average another $125 per vehicle, equal to about $102.8 million based on 822,000 vehicle sales last year.

The multi-tiered approach is important for a marketer like Toyota because its buyer demographics and sales penetration vary widely throughout the U.S. In Los Angeles, for example, where imports account for 55 percent of new-car sales, Toyota is tops; but in Detroit, where import penetration is six percent, Toyota is nowhere near the giant it is on the West Coast.

"So our philosophy is a little different. We try to do what each market can do and can afford," says McCurry, who recently addressed the Adcraft Club of Detroit, in the city where he spent 28 years with Chrysler Corp.

Problems of TV clutter are universal, McCurry says, noting that in the last five years the auto industry produced over 10,000 different commercials. Research by Toyota's agency, Dancer Fitzgerald Sample, revealed that on one weekend, TV stations in Los Angeles ran 855 car-truck commercials—an average of 18 an hour.

That's why Toyota strove so hard to create an identity with its "Oh, what a feeling," jump-for-joy commercials. It's also why the company looks for different ways to say things, as in the new MR2 car ads where fun, not performance, is the key word.

These days Toyota is moving a bit more upscale with cars like Cressida, launched last October in the $15,000-plus luxury sedan market, and MR2, recently introduced as the company's first true sports car for the U.S. market.

James H. Lindsey, chairman of Dancer Fitzgerald Sample's California office and management director on the Toyota account, points to golf sponsorship as a new promotional area for Toyota, which signed pro golfer Lee Trevino as ad spokesman. Golf sponsorships typify the somewhat greater emphasis on top-of-the-line models and older-age buyers the company seeks as it moves upscale, Lindsey says.

Along with the MR2 launch, Toyota is pumping up ad volume on the cargo version of its van this spring. The passenger version has been well received and ad support for it will continue as Toyota seeks to hype up the utilitarian unit. Toyota hopes to sell 20,000 cargo vans this year, but objectives are only that within the limitations of the import-quota agreement.

Still, Toyota continues to sell vehicles like there's no tomorrow. It had a five-day supply of vehicles in inventory in early February. Trucks, as important as ever, are accounting for about 40 percent of Toyota's ad support. Toyota, king of the compact truck market, expects to sell 300,000 in 1985, up from 255,000 last year.

Handcuffed on cars, the Japanese created a new alternative market with compact pickups. Their aggressive merchandising and advertising have made pickups practically the lowest-priced vehicles available, and emphasis on fun and versatility has added to their appeal.

McCurry stresses, however, that a company is perceived as its cars are perceived, and "advertising must consider that, with the company and its products reinforcing each other; but even the best advertising can't save a bad product, and that seems unfair because bad advertising can sure screw up a good product."

Japanese companies are strong marketing companies, which is why their dealers are able to sell their products quicker and at a better profit than their American counterparts, McCurry contends, noting that Japanese management is "from the bottom up," starting with the consumer, moving up through the dealer, then to the company where the bottom-up philosophy continues.

Volvo and Clark work on forming new company

GOTHENBURG, Sweden.—Ongoing negotiations between Volvo BM and Clark Michigan have resulted in a preliminary decision to form a new joint company.

The new concern will be one of the largest in the world for contractor equipment and is expected to have annual sales approaching $1 billion. The joint company will be based in the Netherlands and managing director will be Eric Johansson, now manager of Volvo BM. The final deal is subject to government approval in the countries involved.

Chevy, Rinaldi sign

SHENANDOAH, Pa.—R.V. Rinaldi has signed with Chevrolet for Vito Rinaldi Chevrolet, Inc.

Sixes and sevens

Mercedes sold over 4,000 Class 6 and 7 trucks wholesale and 3,500 were retailed in the U.S. last year.

TRUCK RETAIL SALES BY GROSS VEHICLE WEIGHT GROUP

Year	Truck Retail Sales (Thousands) Domestic (lbs. GVW) 0-14,000	Over 14,000	Imports	Total	Percent Change from Same Period Prior Year Domestic (lbs. GVW) 0-14,000	Over 14,000	Imports	Total
1971	1,679	333	85	2,096				
1972	2,103	383	143	2,629	25.3	15.0	68.2	25.4
1973	2,470	446	233	3,148	17.5	16.4	62.9	19.7
1974	2,109	403	176	2,688	-14.6	-9.6	-24.5	-14.6
1975	1,974	275	229	2,478	-6.4	-31.8	30.1	-7.8
1976	2,663	281	237	3,182	34.9	2.2	3.5	28.4
1977	3,012	341	323	3,675	13.1	21.4	36.3	15.5
1978	3,406	367	336	4,109	13.8	7.6	4.0	11.8
1979	2,636	374	470	3,480	-22.6	1.9	39.9	-15.3
1980	1,735	266	487	2,487	-34.2	-28.9	3.6	-28.5
1981	1,587	222	451	2,260	-8.5	-16.5	-7.4	-9.1
1982	1,968	178	414	2,560	24.0	-20.3	-8.2	13.3
1983	2,477	181	471	3,129	25.9	1.7	13.8	22.2
1984	3,208	267	618	4,093	29.5	47.5	31.2	30.8

NOTE: Domestic sponsored imports included with total imports and excluded from domestic sales. Beginning January 1980 passenger vans previously reported as passenger cars are now included with trucks.
SOURCE: Motor Vehicle Manufacturers Association

U.S. Motor Vehicle and Parts Trade Percent of Total Merchandise Trade, GNP

Year Quarter	Motor Vehicle and Parts Exports Billions of Dollars	% U.S. Total Merchandise Exports	% U.S. Gross National Product	Imports Billions of Dollars	% U.S. Total Merchandise Imports	% U.S. Gross National Product	Motor Vehicle & Parts Trade Deficit (Billions)
1970	4.1	9.5	0.41	5.9	14.7	0.59	1.8
1971	5.0	11.3	0.46	7.9	17.1	0.73	2.9
1972	6.0	12.0	0.51	9.6	17.0	0.80	3.6
1973	7.3	10.2	0.55	11.3	16.0	0.85	4.0
1974	9.3	9.4	0.65	12.4	12.0	0.86	3.1
1975	11.2	10.4	0.72	12.1	12.3	0.78	0.9
1976	12.6	10.9	0.73	16.8	13.6	0.98	4.2
1977	13.7	11.3	0.71	19.4	12.9	1.01	5.7
1978	16.2	11.3	0.75	25.1	14.4	1.16	8.9
1979	18.8	10.3	0.78	26.5	12.6	1.10	7.7
1980	17.9	8.1	0.67	28.0	11.4	1.06	10.1
1981	20.4	8.6	0.68	30.8	11.8	1.04	10.4
1982	17.5	8.2	0.57	34.3	14.1	1.12	16.8
1983	19.3	9.6	0.58	42.0	16.3	1.27	22.7

Quarterly data at seasonally adjusted rates.
SOURCE: "Exports", Statistics Canada and U.S. Department of Commerce, Bureau of Industrial Economics. "Imports", U.S. Department of Commerce, Bureau of the Census.

Imports look for a piece of the action

Muscling in on medium trucks

By Arthur Flax
Assistant Truck Editor

Although domestically built trucks dominate the U.S. medium-duty market, offshore competitors have tried to make inroads. They haven't gotten far.

Offshore truck makers aren't discouraged, however. They look at the more than 90 percent market held by Ford Motor Co., General Motors and International Harvester Co. as a great opportunity.

So far most offshore competition in the medium market has come from Europe, but now Japanese manufacturers are entering the race. Isuzu entered the market with a Class 3 commercial truck sold by its own distributors and a Class 6 truck marketed by Chevrolet and GMC.

In 1984 General Motors sold almost 700 Chevrolet Tiltmaster and 600 GMC Forward trucks built by Isuzu Motors Ltd., Japan. Michael H. Erdman, Chevrolet marketing manager-trucks, projects about 3,000 Tiltmaster sales in 1985. He says, "The reason Chevrolet is importing the truck is simple—we want to get more market share. GM also owns 34.2 percent of Isuzu and wants to take advantage of that connection."

Hino Motors (U.S.A.) Inc., which entered the U.S. market in five southeastern states last year, recently announced plans to expand its distribution network to California, Texas, Louisiana and 10 eastern states from Virginia to Massachussetts.

Mitsubishi Motor Corp. is planning to introduce its Fuso FK/FN Class 6 and 7 diesel trucks in the U.S. this fall through an independent dealer network. To be based in the eastern U.S., the new truck operation expects to sell 3,000 to 5,000 units per year and will run separately from MMC and Chrysler car and light truck channels. Marketing will start in the northeast and gradually expand to the Gulf states.

The company said it is looking for existing commercial truck dealers to carry the Fuso line.

Nissan Diesel America Inc. has set up headquarters in Irving, Tex., but has yet to introduce a commercial truck in the U.S. Nissan manufactures trucks with gross vehicle weights from 20,000 to 100,000 pounds.

The medium-duty market covers Class 4 through 6 trucks, but lighter Class 3 and heavier Class 7 vehicles can overlap into medium-duty applications.

Import truck makers face the tough task of breaking into the predominantly gasoline-powered Class 3-5 market. To cut a swath there, import manufacturers must sell U.S. customers on the advantage of diesels over gasoline engines in the face of easing fuel prices.]

Isuzu slipped into the lighter end of the market with a Class 3 vehicle. Steven M. Allen, vice president and general manager of Isuzu Trucks of America Inc., believes the new KS22, introduced in October, will appeal to many truck customers currently using U.S. van cutaways with cargo boxes. The van-based vehicles, Allen claims, are registered as Class 2 units but have been upgraded to handle Class 3 (10,001-14,000 pounds gvw) loads. Some 10 percent of the Class 2 market and all of Class 3—some 130,000 to 150,000 vehicles—are commercial units, and that's where Isuzu sees an opportunity to sell its KS22.

Allen says, "We see an opportunity because U.S. manufacturers have left the Class 3 to 5 market and there's still demand for those classes." The diesel-powered Isuzu KS is designed like a heavy-duty truck with a reinforced ladder frame. Isuzu has sold about 600 of them to dealers, who have retailed about 200.

Isuzu plans to retail some 4,000 KS trucks in 1985 and 7,000 in 1986. Allen predicts they will have strong demand in air and local freight industries, with about 20 percent of sales going to companies that deliver products to the construction industry.

Isuzu also plans to import other trucks, according to Allen. By the end of 1985, he says, Isuzu expects to market its Class 6 truck now imported by GM. A Chevrolet spokesman says GM has "no problem with that." Chevrolet officials believe a strong dealer body gives their division a marketing edge.

Plans to market an Isuzu heavy-duty truck also are under consideration, but that's at least three years away, Allen says. A Class 8 Isuzu tractor was displayed at the American Trucking Assns. convention last October to position Isuzu as a maker of heavy trucks.

Early this year Isuzu Trucks of America cut its affiliation with American Isuzu Motors Inc., U.S. distributor of Isuzu cars and compact trucks, and is now a direct subsidiary of Isuzu Motors, Japan. The truck firm has franchised about 75 dealers and plans to have about 250 in every region of the U.S. except Alaska by the end of 1985, according to Allen.

Iveco Trucks of North America Inc. is aiming at the Class 3 through 5 market with its Z-Range line of cabover straight trucks. James R. Bostic, president, says, "In recent years there had been no domestic offerings in these classes." Domestic manufacturers left the market, he says, because it became more cost efficient to build Class 2 vehicles on passenger car components and to share components between Class 6-8 vehicles.

The Class 2 through 5 commercial truck market currently supports 150,000 to 160,000 truck sales a year, according to Bostic, who predicts sales in those classes will grow five percent in 1985. He projects 202,000 commercial Class 2-5 sales a year by 1990 compared with 100,000 to 110,000 Class 6 and 7 sales by that time.

Bostic claims the Class 3-5 market is the fastest growing in the industry, saying, "There are three to four million potential customers—the non-industrial backbone of the economy such as auto supplies, florists, linen companies and computer stores."

Iveco's entry has encouraged competition, both domestic and offshore, according to Bostic, who says he welcomes it: "Our worst problems have been brand loyalty and product awareness. You see situations where a buyer says he's always bought Fords, as his father did before him. Iveco has a strong lower-cost-of-ownership story to tell; as the competition fosters greater awareness of alternatives, it'll be impossible to ignore Iveco."

Of the Japanese, Bostic says, "They have size and resources, but there are things our product can do that the Japanese cannot." He says Japanese and U.S. trucks can beat Iveco on initial cost, but Iveco can compete on cost of ownership: "Our truck is more expensive to buy, less to own."

Bostic also sees a change in the way freight is moved that will benefit Iveco. "What we're seeing is a breaking down of larger loads

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Import 1985 model light-duty truck specifications

Make and Model	Dimensions and Capacities: Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Standard Engine: Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engines
NISSAN-Pickup	101.4	110.8	172.8	187.0	63.4	62.0	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
King Cab Pickup	110.8	—	187.0	—	63.4	61.2	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
DODGE-Ram 50	109.4	—	184.6	—	65.0	60.6	4,045-4,520	1,520-1,680	14	18.0	4	2.0/122	2V	90	X	2.6/156,2.3/143(turbo-diesel)
ISUZU-P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1,035-1,690	14	13.2	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
'86 MAZDA-B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI-Pickup	109.4	—	184.4	—	65.5	57.5	4,045-4,491	1,341-1,612	14	18.0	4	2.0/122	2V	88	X	2.6/156,2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	70.9	4,293-4,338	1,033-	15	15.9	4	2.6/156	2V	106	X	None
TOYOTA—Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.4/144 F.I., 2.4/149 (diesel and turbo-diesel)
4 Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	F.I.	116	X	None
Vans (LE,Deluxe,Cargo)	88.0	—	175.4	—	65.7	70.1	4,480-4,520	1,500-1,680	14	15.9	4	2.0/122	F.I.	90		None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	1.9/117	F.I.	82		None

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into smaller loads—unconsolidating. Just-in-time (shipment of parts to auto makers) is a perfect example. Thinking has become entirely different. It's changing to smaller loads, shipped more frequently."

Iveco trucks are assembled in Italy, but Bostic predicts knocked-down units will be assembled in the U.S. before the end of the decade. "It's all a function of volume," he says. "When we reach a certain critical mass, we'll go to (knocked down) assembly here. The company position is that when annual sales hit 10,000 units, we'll go to fully integrated manufacture."

In 1984 Iveco sold a company-record 3,452 trucks to dealers in the U.S. and retail sales were up 31 percent over 1983. Bostic predicts the company will sell at least 4,000 units in 1985.

Among those fighting for a piece of the heavier Class 6 and 7 truck market are Mercedes-Benz, Volvo and Renault. All three have an established presence in the U.S.—Volvo with Volvo White Truck Corp., Mercedes-Benz with Freightliner Corp. and Renault with controlling interest in Mack Trucks Inc. Officials of all three companies say their targets are U.S. manufacturers, not each other.

Peter Rupp, president and chief executive officer, Mercedes-Benz Truck Co., says, "We watch Renault and Volvo, but if we are to add to our success, we must get into the traditional North American market."

Class 6 and 7 sales are expanding faster than Class 8. In 1984 Class 8 sales were 137,000 units compared with 133,000 in Classes 6 and 7. "It's already close," Rupp says. "In previous years it was predominantly Class 8. We see a crossover."

In 1984 Mercedes sold over 4,000 Class 6 and 7 units wholesale and 3,500 retail. Rupp says sales were inhibited by lack of supply: "In a market of 133,000, that's simply too small. This year our target is 5,000 units."

He adds, "If we can't double our (sales) quantity (to 10,000 units) in four to five years, I should be fired. We've got the force to do it." Mercedes' plan, Rupp says, is to increase its number of truck offerings. The company will introduce the 1525, a 250 horsepower Class 7 tractor, in April.

Mercedes embarked on a product improvement program two-and-a-half years ago to "Americanize" its vehicles, Rupp says. Since then the company has made engine, cab, frame and braking improvements. Rupp claims Mercedes is competitive in spare-parts pricing with U.S. trucks, and has 99 percent parts availability.

Mercedes assembles knocked-down trucks, shipped from Brazil, in Hampton, Va., and uses 16 percent U.S. components. The company is increasing local content in order to respond more quickly to market demand. Also, it is cheaper to add certain parts here, and U.S. assembly with locally built components allows Mercedes to customize its trucks. Rupp says, "We build an integrated truck, but one that is flexible to the U.S. market."

Mack Trucks imports the Renault-built Class 6 and 7 Mid-Liner fully assembled, but it contains U.S. components such as filters, rear axles and transmissions. Selling the Mid-Liner, says Joseph P. Rossetti, Mack Trucks executive vice president-marketing, helps Mack distributors weather the peaks and valleys of the truck market. The Class 6 and 7 market, he notes, has been more stable than Class 8 the past several years.

Mid-Liner customers, Rossetti says, include beverage and fuel haulers, fleets and the pickup-and-delivery market.

Rossetti breaks down the Class 6 and 7 sector into about 66,500 diesel vehicles in a 130,000-unit market. He says Mack had about 8.2 percent of the diesel market, or 5,468 units, in 1984 and about 50 percent of the low-cabover diesel market in Classes 6-7.

He says 1984 medium-duty diesel sales finished about 4,000 units stronger than antcipated. Mack predicts about the same or somewhat better medium-duty sales in 1985. Rossetti says the market probably will support more Class 7 and fewer Class 6 sales in the future, and is undergoing a shift from heavier to lighter Class 8 trucks.

Capitalizing on that trend is Volvo White Truck Corp. Dave Wilson, vice president of marketing, says, "Class 6 is coming off a high in the mid-'70's of 250,000 units. In our perspective, Class 7 is where the action is. As a company, Volvo White has focused on Class 8 and 7. We made a decision not to participate in Class 6."

In Class 7 Volvo sells the low cabover F-6 which Wilson says "fits in with the growth of diesel. We aim the F-6 at segments that really need a truck that has the beef." The F-6 is popular in the food, leasing, retail and wholesale-delivery businesses that Wilson calls "private segments with higher than average mileage." Volvo sold 1,482 F-6 trucks and tractors in 1984 compared to 1,104 in 1983.

Volvo anticipates further growth in Class 7 as the economy expands and the need increases to deliver products from warehouse to retail delivery point. The 12 percent excise tax charged to buyers of trucks over 33,000 pounds and all tractors is also a positive factor for the Class 7 truck market.

Volvo also offers a Class 8 truck, the F-7, as an alternative to Class 7 vehicles. The F-7, sold principally as a tractor, is a dual-purpose unit designed for city and interstate use.

"Typically, a mid-range tractor isn't strong enough to do the job in the city and also have to travel on the interstate," Wilson says." The F-7 competes in Class 7 at a premium price. About 600 were sold last year.

Mercedes' Peter Rupp

"We must get into the traditional North American market."

IMPORT PENETRATION INTO U.S. TRUCK MARKET
(Units in Thousands)

U.S. Truck Retail Sales

Year Quarter	Domestic (lbs. GVW) 0-14,000	14,001-33,000	Over 33,000	Imports From Japan	Total	Total	Share of U.S. Mkt Japan	Total Imports	Domestic Sponsored Imports
1971	1,679	234	99	82	85	2,096	3.9	4.1	
1972	2,103	257	126	142	143	2,629	5.4	5.4	48
1973	2,470	291	155	232	233	3,148	7.4	7.4	93
1974	2,109	255	148	175	176	2,688	6.5	6.6	75
1975	1,974	192	83	228	229	2,478	9.2	9.3	102
1976	2,663	184	97	236	237	3,181	7.4	7.5	100
1977	3,012	200	141	321	323	3,675	8.7	8.8	133
1978	3,406	205	162	334	336	4,109	8.1	8.2	141
1979	2,636	201	173	466	470	3,480	13.4	13.5	226
1980	1,735	149	117	481	487	2,487	19.3	19.6	231
1981	1,587	122	100	444	451	2,260	19.6	20.0	163
1982	1,968	102	76	407	414	2,560	15.9	16.2	99
1983	2,477	99	82	464	471	3,129	14.8	15.1	60
1984	3,208	129	138	608	618	4,093	14.8	15.1	59

NOTE: Domestic sponsored imports included with total imports and excluded from domestic sales. Beginning January 1980 passenger vans previously reported as passenger cars are now included with trucks.
SOURCE: Motor Vehicle Manufacturers Association.

U.S. TRADE IN MOTOR VEHICLE AND PARTS WITH CANADA AND THE WORLD
(Dollars in Billions)

Year Quarter	U.S. Exports To All Countries	To Canada	Percent with Canada	U.S. Imports From all Countries	From Canada	Percent with Canada	Net Exports To All Countries	To Canada	To all Countries Less Canada
1970	4.1	2.9	71.4	5.9	3.5	59.3	-1.8	-0.6	-1.2
1971	5.0	3.8	76.2	7.9	4.5	57.0	-2.9	-0.7	-2.7
1972	6.0	4.5	75.0	9.6	5.3	55.2	-3.6	-0.8	-2.8
1973	7.3	5.7	78.1	11.3	6.0	53.1	-4.0	-0.3	-3.7
1974	9.3	6.8	73.1	12.4	5.6	45.2	-3.1	1.2	-4.3
1975	11.2	7.6	67.9	12.1	5.8	47.9	-0.9	1.8	-2.7
1976	12.6	9.0	71.4	16.8	8.0	47.6	-4.2	1.0	-5.2
1977	13.7	10.3	75.2	19.4	9.3	47.9	-5.7	1.0	-6.7
1978	16.2	11.0	67.9	25.1	10.5	41.8	-8.9	0.5	-9.4
1979	18.8	12.3	65.4	26.5	9.7	36.6	-7.7	2.6	-10.3
1980	17.9	10.6	59.2	28.0	8.8	31.4	-10.1	1.8	-11.9
1981	20.4	12.1	59.3	30.8	10.6	34.4	-10.4	1.5	-11.9
1982	17.5	10.9	62.3	34.3	13.3	38.8	-16.8	-2.4	-14.4
1983	19.3	14.6	75.6	42.0	16.9	40.2	-22.7	-2.3	-20.4

Quarterly data at seasonally adjusted rates.
SOURCE: Statistics Canada and U.S. Department of Commerce, Bureau of the Census.

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Porsche Cars North America, Inc. 200 South Virginia St. Reno, Nev. 89501 702/348-3000	John A. Cook President	Gerhard Blendstrup VP., Mkting.		**Chiat/Day** 517 South Olive St. Los Angeles, Calif. 90013 212/622-7454	Steve Goldman Gene Cameron	**Dr. Ing.h.c.F.Porsche AG** 7 Stuttgart-Zeffenhausen Porschestrasse 42 West Germany	Ferdinand Porsche Chairman Peter W. Shutz Mging. Dir.	John Nedelcu
Renault USA, Inc. 499 Park Ave. New York, N.Y. 10022 212/980-8500	Michele Leclere-Bessonnet President Pierre A. Gazarian Exec. VP.			**Grey Advertising** 27777 Franklin Rd. Southfield, Mich. 48034 313/353-2711	Rick Cusato	**Regie Nationale des Usines Renault** 34, quai du Point ju Jour 92109 Boulogne-Billancourt France	Georges Besse Chairman Pierre Semerena President, Auto Div.	
Rolls-Royce Motors, Inc. P.O. Box 476 Lyndhurst, N.J. 07071 201/460-9600	Peter Ward President	Robert Scwartz VP., Sales & Mkting.	Reg Abbiss Sr. Exec. Pub. & Ind. Affairs	**Della Femina Travisano & Partners** 625 Madison Ave. New York, N.Y. 10022 212/421-7180	Matt Mansfield	**Rolls-Royce Motors Ltd.** Crewe Chesnire CWI 3PL England	R.W. Perry Mging. Dir.	Peter Ward
Saab-Scania of America, Inc. Saab Drive Orange, Conn. 06477 203/795-5671	P. Henry Mueller Chairman Robert J. Sinclair President	Sten O. Helling VP., Sales & Mkting.	Peter A. Berla Nat. Adv. Mgr.	**Ally & Gargano, Inc.** 805 Third Ave. New York, N.Y. 10022 212/688-5300	Robert Blair	**Saab-Scania AB** Linkoping, Sweden S 581 88	Sten Gustafsson Chairman Georg Karnsund President	Bengt Odmann
Subaru of America, Inc. 7040 Central Highway Pennsauken, N.J. 08109 609/488-8500	Harvey Lamm President	Thomas R. Gibson Exec. VP., Oper.	David W. Wager	**Levine Huntley Schmidt & Beaver** 250 Park Ave. New York, N.Y. 10017 212/557-0900	Bob Schmidt			
Toyota Motor Sales, USA, Inc. 19001 S. Western Ave. Torrance, Calif. 90509 213/618-4000	Yukiyasu Togo President	Robert McCurry Sr.VP.	Jim Press Gen. Mkting. & Distrib. Mgr.	**Dancer Fitzgerald Sample, Inc.** 3878 Carson St. Torrance, Calif. 90503 213/540-2554	Jim Lindsey VP.	**Toyota Motor Corp.** 1 Toyota-cho Toyota City Aichi Prefecture, Japan	Eiji Toyoda Chairman Shoichiro Toyoda President	
Volkswagen of America, Inc. 888 W. Big Beaver Rd. Troy, Mich. 48007-3951 313/362-6000	Carl H. Hahn Chairman Noel Phillips President/CEO	Peter Weiher Exec. VP., Sales & Mkting.		**Doyle Dane Bernbach** 755 W. Big Beaver Rd Troy, Mich. 48084 313/362-2339	Robert Reese	**Volkswagenwerk AG** P.O. Box 3180 Wolfsburg 1 Wolfsburg, West Germany	Carl Hahn Chairman	Werner P. Schmidt
Volkswagen Div. Volkswagen of America, Inc. 888 W. Big Beaver Rd. Troy, Mich. 48007-3951		James R. Fuller VP.	Richard Marcy Dir. Mkting.	**Doyle Dane Bernbach** 755 W. Big Beaver Rd. Troy, Mich. 48084	Robert Reese	**Volkswagen AG** P.O. Box 3180 Wolfsburg 1 Wolfsburg, West Germany	Carl Hahn Chairman	Werner P. Schmidt
Volvo Cars of North America Building A Rockleigh, N.J. 07647 201/767-4704	Bjorn Ahlstrom Chairman Joseph L. Nicoiato President	William J. Hoover VP., Mkting.	Mitt Gravatt Mgr., Mkting. Serv.	**Scali McCabe & Sloves** 800 3rd Ave. New York, N.Y. 10022 212/421-2050	Jerry Sherman	**AV Volvo** 5-405 08 Gothenburg, Sweden	Pehr G. Gyllenhammar Chairman Hakan Frisinger President	
Yugo America, Inc. 180 Summit Ave. Montvale, N.J. 07645 201/391-8100	Malcolm Bricklin Chairman William Prior President	John Slaven VP. Marketing Stephen Knickerson VP., Sales						

Import Vehicle Television Advertising:

January-September 1983-84

	1983			1984		
	Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
Nissan	$30,499,000	$19,067,400	$49,566,400	$33,003,400	$33,880,400	$66,883,800
Toyota	34,999,500	12,803,300	47,802,800	44,366,700	9,405,200	53,771,900
Volkswagen	9,524,700	12,167,000	21,691,700	12,649,500	8,963,100	21,612,600
Mazda	1,568,100	20,152,200	21,720,300	2,091,000	18,365,200	20,456,200
Honda	9,809,900	2,388,700	12,198,600	3,300,000	11,241,500	14,541,500
Subaru	4,146,200	6,958,600	11,104,800	3,859,800	7,248,200	11,108,000
Mercedes-Benz	581,600	6,807,000	7,388,600	73,500	8,306,200	8,379,700
Mitsubishi	8,141,300	.....	8,141,300	7,872,000	.....	7,872,000
BMW	2,585,400	1,488,200	4,073,600	4,710,200	1,920,700	6,630,900
Isuzu	2,338,400	1,735,800	4,074,200	1,490,300	3,199,700	4,690,000
Volvo	1,878,900	225,300	2,104,200	4,056,900	331,700	4,388,600
Peugeot	2,874,600	.....	2,874,600	1,615,400	.....	1,615,400
Saab	361,300	.....	361,300	608,600	.....	608,600
Total	109,308,900	83,793,500	193,102,400	119,697,300	102,861,900	222,559,200

Note: Includes cars and trucks. Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

Imports pass $200 million

TV ad spending climbs

Television advertising spending on imported cars and trucks climbed in the first three quarters of 1984, but not as much as it will if quotas on Japanese cars are lifted this year. A free market for the Japanese would heighten both sales competition and TV ad spending.

In January-September 1984, 13 major importers spent $222.6 million in network and spot TV, up from $193.1 million the previous year. Spot TV continues as the favorite. Importers spent $119.7 million in spot, up from $109.3 million in 1983. Network spending jumped to $102.9 million, up from $83.8 million in 1983.

Nissan and Toyota continued to dominate TV spending, but their use of network versus spot shows a marked difference in approach. Nissan spent its budget almost evenly divided between network and spot while Toyota concentrated mainly on spot advertising.

—Joseph J. Bohn

Gigliotti signs

TROY, N.Y.—A. Andrew Gigliotti has signed with Chevrolet for Action Chevrolet, Inc.

J. D. Power study outlines AutoSegmentation

Auto-phile or auto-phobe?

By Matt De Lorenzo
Los Angeles Reporter

Although demographics are a benchmark tool for marketing, people with similar income, education and age can have different ideas or attitudes about cars. The study of those differences, called pyschographics, is on its way to becoming another important measure in determining car-buying patterns.

In a survey of car owner attitudes, J.D. Power & Assoc. has developed AutoSegmentation, which groups car buyers in six categories based on their perceptions and general feelings toward automobiles. Demographics then are drawn from the sample and interesting patterns can be observed.

The six categories developed by Power are auto-philes, comfort seekers, necessity drivers, sensible centrists, auto-cynics and auto-phobes.

Auto-philes are enthusiasts, likely to service their own cars and are knowledgeable about them.

Comfort seekers also like cars, but prefer larger, more comfortable makes and don't do their own service work.

Necessity drivers are car haters who don't take pleasure in owning or driving one and would just as soon do without.

Sensible centrists—courteous drivers who look for fuel economy and price when buying cars—see vehicles as functional objects and stay away from sporty or flashy types.

Auto-cynics think driving is fun, are fairly knowledgeable about cars, like sporty looks and don't admit to liking any product very much. The group includes independent types, baby boomers and cynical youth.

Auto-phobes generally let others do the driving and are safety concious. They don't necessarily dislike cars, and lean toward large ones.

The three largest groups are auto-philes, representing 24 percent of the sample, sensible-centrists (20 percent) and comfort seekers (17 percent).

According to the *Power Newsletter*, auto-philes have the greatest proportion of males, lowest median income and second-lowest median age. They are among the most likely to own a domestic vehicle and are highest of all groups in purchasing used vehicles, pickups and sport/utility four-by-fours.

Sensible centrists, representing "quintessentially average middle Americans," have the highet median age (49) of any group, second- lowest median income, are more likey to own a four-door sedan and have the largest-size families, and are third most likely (22 percent) to own imports.

Although comfort seekers like cars, they are not very knowledgeable about them. This group is second in median household income at $28,700, first in median purchase-price of cars at $12,900, has the highest percentage of new car purchases and a high level of domestic-vehicle ownership.

In the three smaller groups—auto-cynics, necessity drivers and auto-phobes—import penetration is highest in two: auto-cynics (28 percent) and necessity drivers (29 percent).

Auto-cynics, the youngest group with a median age of 32.8, are most likely to own two-door and sporty vehicles, and a high proportion of vans.

Necessity drivers have the highest educational level (62 percent attended college), and their median income is third highest ($27,-800). They represent only 13 percent of the general automotive population, are likely to live in urban areas and "have the highest incidence of station wagon ownership, as well as ownership of imports and four-cylinder vehicles," according to the study.

Auto-phobes are predominantly women (85 percent), have the highest median household income ($29,200), are most likely to be married and have the highest rate of automatic transmission purchases.

However, the auto-phile, a heavy domestic buyer, may continue to buy up as income increases.

Power concludes that dealers should heed the different attitudes and expectations revealed in the study: "Reading the prospect accurately—and that probably means listening, above all else—is the only way to successfully steer them toward an appropriate choice."

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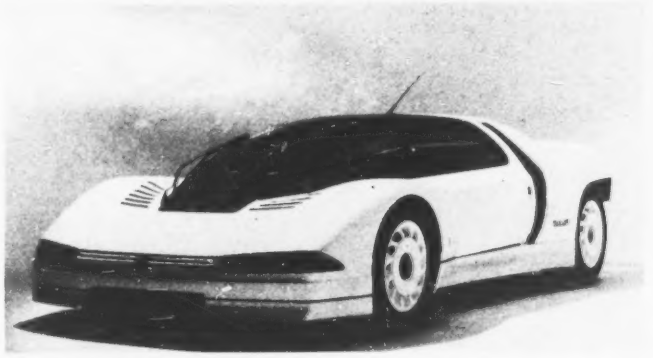
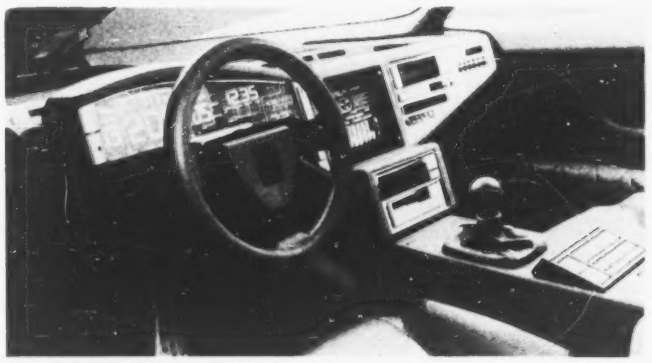
IMPORTED CAR SALES

	12 Mos., 1984	12 Mos., 1983
Alfa Romeo	3,702	3,002
Audi	71,237	47,934
BMW	70,897	59,243
Chevrolet Spectrum	2,077	.....
Chevrolet Sprint	10,927	.....
Dodge Colt	36,560	39,158
Dodge Conquest	3,725	14,024
Dodge Vista	7,805	2,311
Fiat	.....	4,489
Honda	374,819	350,670
Isuzu	17,233	20,731
Jaguar	18,044	15,815
Maserati Biturbo	2,023	.....
Mazda	169,666	173,388
Mercedes-Benz	79,222	73,692
Mitsubishi	39,104	32,755
Nissan	485,298	521,902
Peugeot	20,007	15,241
Plymouth Colt	32,819	34,513
Plymouth Conquest	3,344	11,571
Plymouth Vista	7,465	1,992
Porsche	20,024	21,831
Renault	12,243	33,229
Saab	33,631	26,323
Subaru	157,385	156,840
Toyota	557,981	555,766
Volkswagen	103,479	77,009
Volvo	99,541	88,857
TOTAL	2,440,258	2,382,799



Dreaming on a Quasar

Part dream, part reality, the Peugeot Quasar is a vision of the future anchored in the realities of today's most advanced technologies. Quasar, a concept car making its U.S. debut, uses kevlar and carbon fiber body construction and has a twin-turbo version of the company's 16-valve competition engine.



Ready for takeoff

Created at Peugeot's La Garenne Advanced Research Center, the Quasar is the first Peugeot concept car ever to be publicly displayed. The space-age interior features advanced Clarion electronic instrumentation, navigation system and a component entertainment package.

Sports and autos, a dynamic duo

ESPN auto advertising up

By Joseph Bohn
Marketing Editor

Automotive companies, including importers Nissan, Mazda and Honda, are the biggest category of advertisers on ESPN, the cable sports network.

The network's automotive advertising revenues, while still a modest $8 million in 1984, are growing by leaps and bounds, according to J. William Grimes, president and chief executive officer of ESPN.

Basically, the network's pitch is that it can deliver a more upscale (higher income, better educated) male audience than major networks at half the cost per thousand.

In 1985 it will carry 60 auto racing events, 18 tennis tournaments, 24 live weekend golf tournaments and a raft of college football, basketball and other specialized sporting events.

Looking ahead, Grimes believes ESPN will be economically sound enough to make an attractive proposal to the National Football League for a cable game of the week in 1987 when NFL contracts with the three networks expire. He also believes, because of parent ABC's deal for exclusive television rights to the 1988 Olympic Games, that ESPN will be able to bring some live action coverage to its subscribers.

In July ESPN will carry 168 hours of re-edited 1984 Olympic Games, and will start a new 13-week live bowling series.

Generally, auto companies like that kind of sports programming. As the number of cable subscribers and viewing audiences has grown, so has automotive participation.

Cable is now in 38 million homes, up from 28 million in 1982, Grimes says. Basic cable's share of cable viewing has increased to 13 percent on a weekly basis from eight percent two years ago, and advertising has jumped to $470 million the past two years, a 135 percent increase.

Household viewing averages 437 minutes a week per cable home, according to Grimes. He acknowledges there are some clouds on the horizon. One is the problem of getting additional cities like Detroit wired for cable. He points to Pittsburgh as a recent example of how renegotiations can resolve that problem.

He also notes an alarming increase of sports programming on TV, which tends to fragment audiences. However, CBS and ABC reductions in what they were willing to pay for college football last year is the harbinger of a positive trend, Grimes believes.

As the supply of sports programming increases and demand for individual programs decreases, the cost of telecast rights will level off. This will benefit sports programmers, advertisers and viewers alike.

Grimes says the issue of declining sports popularity is debatable. A *USA Today* poll of college football viewers, for example, shows 60 percent were "very" or "somewhat" satisfied with viewing the games, and a Nielsen rating indicates viewing of college football games increased from 15 million in the fall of 1983 to 16 million last fall.

New Honda deal

MURRAY, Utah.—Ground has been broken here for Heritage Honda. The 40,000-square-foot facility will open in the summer.

factories list auction dates

American Motors

March 12—Aptco Auto Auction, Taylor, Mich.

March 13—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 14—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 15—St. Louis Auto Auction, Bridgeton, Mo.

March 19—High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

March 12—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and NuCar Prep System, Santa Fe Springs, Calif.

March 13—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

March 14—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto

Continued on Page 39, Col. 4

Used Car Sales
Auction Averages

March to date	$4,835
Month ago	$4,699
Year ago	$5,178

Model Breakdown
Auction Averages

	MAR. 1985	FEB. 1985	JAN. 1985
1985 ...	$14,385	$14,691	$11,375
1984 ...	$8,889	$8,850	$8,726
1983 ...	$6,106	$6,171	$5,978
1982 ...	$5,241	$5,185	$5,343
1981 ...	$4,129	$4,049	$4,350
1980 ...	$3,390	$3,301	$3,600
1979 ...	$2,776	$2,742	$2,771
1978 ...	$1,937	$1,907	$2,117
Overall Average	$4,835	$4,782	$4,992

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times. $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

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NEW-CAR BUYER DEMOGRAPHICS

	% Male	Median Age Years	% Married	Median Household Income	% Two Full-Time Wage-Earners	Median Price Paid
Domestic	**59**	**46**	**65**	**$35,310**	**29**	**$11,467**
AMC/Renault	50	35	64	31,496	34	8,260
Buick	60	52	72	38,955	25	12,485
Cadillac	70	59	79	57,702	21	21,773
Chevrolet	56	41	65	33,423	31	10,466
Chrysler	60	50	70	38,861	30	13,392
Dodge	59	40	62	31,795	30	9,710
Ford	58	43	65	30,222	30	9,553
Lincoln	67	57	76	63,427	23	23,381
Mercury	57	51	70	35,406	27	11,966
Oldsmobile	63	51	72	37,339	29	12,517
Plymouth	59	42	68	30,322	27	8,817
Pontiac	56	38	61	34,070	31	11,682
Japanese	**57**	**35**	**59**	**$37,480**	**36**	**$10,102**
Honda	56	34	58	37,477	36	10,092
Isuzu	58	35	58	40,715	38	11,333
Mazda	59	33	49	34,853	30	11,127
Mitsubishi	62	33	52	38,031	38	9,984
Nissan	56	36	61	37,808	35	9,781
Subaru	59	35	66	34,591	44	9,360
Toyota	59	37	60	38,798	36	10,280
European	**66**	**37**	**68**	**$57,570**	**35**	**$17,500**
Audi	67	40	73	62,918	38	18,422
BMW	65	35	58	61,030	45	18,780
Jaguar	64	44	80	100,000+	28	33,520
Mercedes-Benz	68	46	76	87,501	29	28,904
Porsche	78	36	62	81,251	32	26,118
Saab	62	35	62	53,001	37	15,000
Volkswagen	66	32	55	36,754	37	9,529
Volvo	65	37	75	51,393	36	15,202

Source: J. D. Power Assoc. "1984 New-Car Buyer Survey"

Used-car auction directory

MISSOURI

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Two separate markets, research firm says

Import-U.S. buyer profiles steady

By Matt De Lorenzo
Los Angeles Reporter

Despite strong domestic-car sales and limits placed on Japanese imports, differences in buyer demographics have not narrowed between import and U.S.car buyers, according to a market research firm that suggests there are two separate car markets—import and domestic.

Even though Detroit has introduced products designed to appeal to young upscale buyers, J.D. Power & Associates has found "there is still a full 11-year difference between the median ages of domestic-car buyers (46 years old) and Japanese-car buyers (35 years old) and a nine-year difference between the median ages of domestic and European-car buyers (37 years old)."

The study also found that 41percent of domestic-car buyers are over 50 years old compared with 21 percent of import buyers.

The gap also extends to income. Buyers of Japanese imports have a median income of $37,480 compared with $35,310 for domestic-make buyers. However, those numbers pale in comparison with the figure for European-import buyers who have a median income of $57,570 and paid a median price of $17,500 for their cars.

Power said these demographics have changed little in relation to each other over the past four years. Although car prices and income levels are higher than in 1981, relative positions between the groups have remained stable. Since the majority of cars sold in the U.S. are domestics, their demographics are likely to be closer to the total industry norm; but imports have a decided edge in the youth market that Detroit would like to crack into.

Regarding that, Power said,"There is little brand loyalty in the marketplace, and Japanese-car buyers have the least of all. So there is an opportunity to put some of those buyers into domestic cars."

But the toughest sell, Power said, will be precisely those Detroit wants most—the more educated and affluent, who tend to be less favorable about buying American.

"An even tougher sell may be going after upscale professionals who have purchased a European import," Power said. "For example, putting a BMW enthusiast/owner into a domestic car promises to be extremely difficult if the perception has long existed that there is no domestic car comparable to a BMW."

Demographics of BMW buyers are the cream of the crop with a median age of 35 and median household income of $61,000.

Said Power: "Realistically, domestic manufacturers and their dealers probably should focus less on winning back import owners—at least in the near term—and concentrate instead on the buyer who might have been headed in an import direction. The message for the import side is that the domestics will be actively pursuing this market with more-competitive products, and competition could heat up several years out."

4WD sales in Japan rise 40 pct.; midgets pace gain

TOKYO.—Sales of four-wheel-drive vehicles increased 40 percent in Japan last year. However, almost all the growth was for the tiny 550-cc midget vans and trucks.

This year, a different situation is expected as a number of makers, led by Nissan and Toyota, introduce 4WD passenger cars aimed at the sporty end of the market.

Registrations in the midget class amounted to 298,000 units, up 32 percent over 1983. The biggest selling 4WD vehicle was the Suzuki Carry van and truck with 60,000 units, ahead of the Subaru Sambar van/truck with 55,000. Next came Daihatsu's van/truck with 48,000 sales.

Among passenger cars, Subaru's 1600/1800 continued its position as the best-selling 4WD with 21,000 registrations against 19,000 for its 550-cc Rex and 17,-500 for the Toyota Tercel 4WD.

The little Subaru J-10 accounted for 16,900 sales in 4WD form, and the Subaru Domingo forward-control 1,000-cc van was next with 11,900 sales, just ahead of the Suzuki Alto 550-cc hatchback at 11,000 units.

Overall, Subaru sold 124,400 4WD units; Suzuki sold 86,800, and Mitsubishi and Daihatsu both sold more than 57,000. Honda sold 47,000 units, almost all of which were 550-cc vans and trucks, while Toyota sold 33,000.

Peugeot expands dealer ad groups, 'lifestyle' series

LYNDHURST, N.J.—Peugeot Motors of America will refine its advertising campaign this model year, with increased exposure in upscale magazines and greater use of the company's new dealer advertising groups.

"Upscale magazines have produced very well for Peugeot and are most efficient in reaching our target audiences," said John DeWitt, Peugeot national advertising manager. "We will build on that success and the success of our lifestyle themes by increasing our exposure in lifestyle magazines during the coming year."

The company's dealer ad groups, formed last year, will be expanded, Peugeot said.

"Peugeot created a cooperative advertising program to enable dealers to capitalize on our national effort with a complementary local one, and we encouraged the development of dealer groups so they could make maximum use of the available co-op dollars," DeWitt said. "The yield to dealers has been very high, and we will continue in that direction."

Dealer groups in Houston, Chicago, Los Angeles and Boston are using about 80 percent of their available co-op funds, Peugeot said. The development of dealer groups in other local areas with strong growth potential will be considered in the coming months, the importer said.

Peugeot's lifestyle campaign, now in its second year, was created by Ogilvy & Mather.

Hughes named partner in Toyota dealership

ANGLETON, Tex.—Roger D. Hughes, formerly general manger of Jack Whittemore Toyota here, has become vice president and partner in the dealership.

Before coming to the Angleton dealership, Hughes was president of Roger Hughes Chevrolet-Olds, Elwood, Ind.

NEW-CAR INTENDERS VS. 1984 BUYERS

	Total Population		1984 New-Car Buyers			
	Driving-Age Public	New-Car Intenders	Total Industry	Domestic	European	Japanese
Male	42%	53%	59%	59%	66%	57%
Median Age	44 Yrs.	44 Yrs.	43 Yrs.	46 Yrs.	37 Yrs.	35 Yrs.
Married	58%	53%	66%	68%	68%	59%
Median House. Income	$22,400	$29,380	$36,450	$35,450	$57,570	$37,480
College Grad.	27%	41%	38%	33%	63%	52%

Source: J. D. Power Asso. "1984 New-Car Buyer Survey."

factories list auction dates

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Auction, Springfield, Mo.

Ford Motor Co.

March 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Southwest Auto Auction, Phoenix.

March 14—Arena Auto Auction, Chicago; Dallas Auto Auction, Dallas, and Denver Auto Auction, Englewood, Colo.

March 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 21—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

March 22—Big H Auto Auction, Houston.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

General Motors

March 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana Calif.

March 14—166 Auto Auction, Springfield, Mo., and Nashville Auto Auction, Nashville.

March 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 20—Metro Auto Auction, Kansas City, Mo.

March 21—Indianapolis Auto Auction, Indianapolis, and Southwest Auto Auction, Phoenix.

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City, and Clanton's Auto Auction, Darlington, S.C.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Offshore assembly remains a possibility

Chrysler shoots for 'Saturn' car

Continued from Page 2

close to the program, Chrysler now is planning a car with a conventional sheet-metal structure, assembled with a variation of the so-called "modular" technique.

Large subcomponents would be fabricated by outside manufacturers and brought to a central assembly site. Earlier, Chrysler was considering an integrated plant that could form a molded composite chassis. One side effect of the modular technique is that it allows the subcomponents to be assembled at various sites, including offshore.

Chrysler executives recently left for a tour of the Far East, including Japan and Korea, and their agenda reportedly includes discussion with Korean officials about a small-car plant for Samsung, Chrysler's proposed Korean source for small cars.

Domestic car companies have been working on a trilogy of such advanced small-car programs—GM's Saturn project, Ford's so-called Alpha program and Chrysler's Concept 90 (some sources indicate the program now is referred to internally as the "Liberty project").

Although only GM's Saturn so far has made the Phil Donahue Show, reflecting a highly unusual public interest in such advanced-concept programs, Ford, Chrysler and GM are in a near dead heat in terms of getting such a low-cost car into production.

GM in fact, which is attempting organizational changes simultaneously with its car development project, may well be behind Chrysler today in terms of finalizing its Saturn car in production form, according to sources close to the program.

Each project car is a test bed of advanced manufacturing technology, and many are viewing the success of the cars as a final test of the U.S. as a competitive manufacturing base.

While the three programs resemble each other, they also reflect significant differences in approach.

GM's complex, multi-plant sourcing structure has caused the corporation to place emphasis on the costs associated with in-house components. GM also hopes its Saturn car will allow it to cut business costs, such as the cost of dealer repairs, by developing a car that could be serviced in modules by the factory.

Ford's Alpha project is reportedly a cost-review of a 1990 Escort-sized car, with manufacturing costs reduced by a combination of automated manufacturing techniques, worldwide volume and offshore engineering.

Ironically, Ford's program is likely to be a U.S.-assembled car built from offshore components. The most prominent plan at Chrysler today is a kind of mirror image, with subcomponents coming from suppliers in the U.S.

AMC to fight GM lawsuit on 4WD patents

DETROIT.—American Motors, sued by General Motors for patent infringement in federal court here, said it will vigorously defend itself.

The suit involves on-the-fly shifting from two-wheel drive to four-wheel drive and vice versa. GM said its system is covered by patents issued in 1982 and 1983. It has not been able to reach a licensing agreement with AMC, the company said.

GM contends AMC induced its supplier, Dana Corp., to copy GM devices in making 4WD mechanismns for Jeeps and Eagles.

AMC said it is studying the GM complaint and will respond in due course. It said its initial reaction is that there are serious issues of validity of the GM patents and their application to AMC products. It said it intends to defend itself.

February sales down a fraction from last year

Continued from Page 6

percent from 25.22 percent, and Honda was up to 2.07 percent from 1.59 percent. GM slipped to 53.71 percent from 57.08 percent, AMC dropped to 1.56 percent from 2.82 percent and VW stopped at 0.97 percent, down from 1.01 percent a year earlier.

Domestic-make sales were a mixed bag of pluses and minuses in February. The three Chrysler makes were up: Plymouth, up 42.39 percent; Chrysler, up 3.73 percent, and Dodge, up 34.16 percent. Ford was up 0.77 percent, Mercury was off 5.51 percent and Lincoln was up 28.69 percent.

Buick notched record sales for the second consecutive month in February, beating out the former record from 1984 by a scant 309 units. Cadillac was off 15.48 percent, Chevrolet was down 3.02 percent, Oldsmobile dropped 18.31 percent and Pontiac was down 3.94 percent.

American Motors' AMC sales were down 34.76 percent and Renault was down 46.37 percent. VW dropped 6.28 percent but Honda was up 28.10 percent.

February import sales included records for Jaguar, BMW, Saab and Volvo and increases for Nissan and Toyota. Toyota was up 8.23 percent; Nissan, 4.10 percent; Jaguar, 37.77 percent; BMW, 17.09 percent; Saab, 9.35 percent, and Volvo, 2.63 percent.

Audi sales were down for the month by 13.20 percent. Honda was down 7.43 percent; Mercedes-Benz, 0.50 percent; Subaru, 6.75 percent, and Volkswagen, 11.41 percent.

Imports expanded to 23.05 percent of the total February market from 22.14 percent the previous year. U.S. intermediates had 26.26 percent this year; compacts, 17.39 percent; subcompacts, 15.82 percent; standards, 9.68 percent, and luxury models, 7.80 percent.

Excluding imports, the February, 1985, market was comprised of 34.12 percent intermediates, 22.60 percent compacts, 20.56 percent subcompacts, 12.58 percent standards and 10.14 percent luxury cars.

Late-February domestic sales of 251,335 were best for that period since 1973, when 282,530 deliveries were reported. Chrysler was up 40.97 percent and earned 16.94 percent of the market. Ford was up 8.27 percent and had 26.11 percent of the total. GM was down 7.76 percent with 51.17 percent. Honda was up 16.46 percent and had 2.60 percent. AMC was down 45.80 percent with 1.90 percent of the total and VW dropped 7.86 percent and had 1.28 percent.

A year earlier, market shares were: Intermediates, 26.56 percent; compacts, 18.24 percent; subcompacts, 14.85 percent; standards, 10.28 percent; luxuries, 7.93 percent, and imports, 22.14 percent.

U.S. CAR SALES BY MARKETING UNITS

	Feb., 1985	Feb., 1984	2 Mos., 1985	2 Mos., 1984
Chevrolet	122,698	121,675	256,773	236,004
Ford	109,155	108,320	209,672	201,869
Oldsmobile	79,125	96,856	167,268	185,241
Buick	72,560	72,251	142,438	140,801
Toyota	43,161	39,879	86,113	79,871
Pontiac	55,537	57,813	108,938	107,225
Nissan	36,493	35,056	78,923	72,092
Mercury	42,950	45,184	80,675	81,015
Honda	42,952	42,403	92,256	86,312
Dodge	44,229	33,865	80,708	64,411
Plymouth	38,250	27,652	69,454	54,101
Cadillac	21,397	25,315	42,890	49,318
Chrysler	26,446	25,495	51,592	47,151
AMC/Renault	10,774	19,263	21,590	34,845
Mazda	14,163	12,259	26,242	25,494
Volkswagen of America	19,159	23,378	40,281	46,176
Subaru	12,518	13,424	23,919	26,874
Lincoln	15,013	11,666	27,669	21,508
Volvo	8,317	8,104	18,245	17,496
Mercedes-Benz	6,226	6,256	12,146	12,637
BMW	6,138	5,242	11,577	9,505
Mitsubishi	2,466	3,250	5,698	6,583
Saab	2,655	2,428	5,545	5,136
Isuzu	1,849	1,453	4,262	2,655
Jaguar	1,419	1,030	2,268	2,085
Peugeot	1,130	1,507	2,169	3,019
Alfa Romeo	252	210	637	368
Maserati Biturbo	75	——	226	——
Porsche*	1,500	——	3,482	——
TOTAL	838,607	841,234	1,673,656	1,609,792

*—Estimate
Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984.

IMPORTED CAR SALES

	Feb., 1985	Feb., 1984	2 Mos., 1985	2 Mos., 1984
Alfa Romeo	252	210	637	368
Audi	4,715	5,432	10,086	10,662
BMW	6,138	5,242	11,577	9,505
Chevrolet Spectrum	3,341	——	6,089	——
Chevrolet Sprint	1,360	——	2,822	——
Dodge Colt	2,618	2,676	5,570	6,370
Dodge Conquest	208	397	462	835
Dodge Vista	654	419	1,311	1,135
Honda	29,610	31,988	65,548	67,250
Isuzu	1,849	1,453	4,262	2,655
Jaguar	1,419	1,030	2,268	2,085
Maserati Biturbo	75	——	226	——
Mazda	14,163	12,259	26,242	25,494
Mercedes-Benz	6,226	6,256	12,146	12,637
Mercury Merkur	256	——	392	——
Mitsubishi	2,466	3,250	5,698	6,583
Nissan	36,493	35,056	78,923	72,092
Peugeot	1,130	1,507	2,169	3,019
Plymouth Colt	2,415	2,317	5,328	5,710
Plymouth Conquest	186	379	396	750
Plymouth Vista	682	399	1,301	1,047
Porsche*	1,500	2,027	3,482	3,952
Renault	675	821	1,504	2,132
Saab	2,655	2,428	5,545	5,136
Subaru	12,518	13,424	23,919	26,874
Toyota	43,161	39,879	86,113	79,871
Volkswagen	8,208	9,265	18,077	17,689
Volvo	8,317	8,104	18,245	17,496
TOTAL	193,290	186,218	400,302	381,347

*—Estimate.

DOMESTIC CAR SALES

	Feb 21 to Feb. 28, 1985	Same Period, 1984	Feb., 1985	Same Month, 1984	Feb 21 to Feb. 29, 1984	Same Period, 1984
Alliance		——	5,616	9,700	11,250	17,180
Encore		——	3,312	6,947	6,287	11,790
Total Renault		——	8,928	16,647	17,537	28,970
Eagle		——	1,171	1,795	2,549	3,743
Total AMC		——	1,171	1,795	2,549	3,743
AMERICAN MOTORS	4,779	8,717	10,099	18,442	20,086	32,713
Horizon	5,107	2,648	12,524	6,949	19,701	13,178
Turismo	2,877	1,473	7,377	3,735	11,133	6,712
Reliant	4,223	5,009	10,295	12,771	22,510	24,969
Caravelle	1,179	——	3,065	——	6,019	——
Plymouth	777	432	1,706	1,102	3,066	1,745
Total Plymouth	14,163	9,562	34,967	24,557	62,429	46,594
Laser	2,637	1,432	5,162	4,634	8,618	8,581
LeBaron K	2,884	2,984	6,903	7,964	13,823	14,322
LeBaron GTS	1,242	——	3,096	——	6,247	——
Cordoba	——	——	——	39	——	124
Fifth Avenue	2,610	2,113	6,993	5,658	14,283	10,472
E-Class	1,863	2,542	4,292	2,665	8,621	5,213
New Yorker	——	1,660	——	4,535	——	8,439
Total Chrysler	11,236	9,071	26,446	25,495	51,592	47,151
Omni	4,025	2,104	9,695	5,536	15,653	11,050
Charger	3,036	1,822	7,649	4,532	11,862	7,891
Daytona	2,588	1,249	4,738	3,605	7,857	6,826
Aries	3,561	3,974	8,809	10,661	18,770	19,658
Lancer	902	——	2,628	——	4,898	——
Dodge 400-600	——	776	——	1,878	——	3,297
Diplomat	1,136	469	2,637	1,114	5,434	1,654
Mirada	——	——	——	91	——	250
Dodge 600	1,916	1,163	4,593	2,956	8,927	5,445
Total Dodge	17,164	11,559	40,749	30,373	73,401	56,071
CHRYSLER CORP.	42,563	30,192	102,162	80,425	187,422	149,816
EXP	1,142	801	2,932	2,142	5,841	3,550
Escort	10,383	10,356	29,539	26,143	58,540	53,531
Mustang	4,686	3,957	12,711	12,371	25,693	22,932
Tempo	12,549	9,194	25,874	22,567	45,735	42,233
Thunderbird	4,148	5,662	10,831	14,217	21,813	26,025
LTD	5,546	5,707	14,644	15,617	28,544	29,983
Crown Victoria	4,926	4,794	12,624	13,263	23,506	23,615
Total Ford Division	43,380	40,471	109,155	106,320	209,672	201,869
Lynx	2,112	2,000	6,276	5,546	11,889	10,485
Topaz	3,295	2,463	7,063	6,385	12,739	11,779
Cougar	3,488	3,886	9,308	10,658	17,907	18,500
Capri	485	617	1,360	2,057	2,641	3,783
Marquis	2,916	3,072	8,031	8,626	14,811	15,901
Grand Marquis	4,406	4,074	10,656	11,912	20,296	20,567
Total Mercury	16,702	16,112	42,694	45,184	80,283	81,015
Continental	1,083	613	3,215	1,829	6,330	3,555
Lincoln	3,604	2,365	9,528	6,540	17,439	10,148
Mark VII	867	1,060	2,270	3,297	3,900	7,805
Total Lincoln	5,554	4,038	15,013	11,666	27,669	21,508
Total L-M Division	22,256	20,150	57,707	56,850	107,952	102,523
FORD MOTOR	65,636	60,621	166,862	165,170	317,624	304,392
Skyhawk	3,001	3,826	6,972	7,943	13,579	14,427
Skylark	4,056	3,654	10,049	7,930	18,702	15,069
Somerset Regal	3,285	——	7,001	——	14,522	——
Century	7,020	7,631	17,596	15,560	34,138	30,651
Regal	3,093	7,689	8,699	16,948	17,677	33,046
LeSabre	4,901	5,951	12,318	13,184	25,243	25,752
Electra	2,763	2,832	5,305	6,277	9,704	12,953
Riviera	2,034	2,045	4,620	4,409	8,873	8,903
Total Buick	30,153	33,628	72,560	72,251	142,438	140,801
Cimarron	526	493	1,376	1,699	2,466	3,277
Seville	744	960	2,105	2,977	4,470	5,730
Cadillac	4,529	4,689	13,211	14,809	26,247	29,141
Eldorado	1,706	1,828	4,705	5,830	9,707	11,170
Total Cadillac	7,505	7,970	21,397	25,315	42,890	49,318
Chevette	3,482	5,369	10,136	14,480	23,874	29,728
Cavalier	10,136	9,960	26,745	26,499	61,892	51,892
Citation	2,562	2,044	6,163	5,218	12,501	11,231
Camaro	5,812	6,145	15,475	16,769	32,712	29,748
Celebrity	8,816	9,633	25,682	24,373	52,127	46,879
Monte Carlo	3,346	4,651	8,936	11,798	17,003	22,777
Chevrolet	7,508	7,875	20,242	19,948	42,105	39,371
Corvette	1,106	958	2,618	2,590	5,648	4,808
Total Chevrolet	42,768	46,635	117,997	121,675	247,862	236,004
Firenza	1,290	1,483	3,691	4,871	9,439	9,030
Omega	0	1,140	0	3,837	0	7,080
Calais	2,921	——	8,142	——	16,585	——
Cutlass Ciera	7,948	6,433	24,575	20,235	49,739	39,493
Cutlass Supreme	5,229	11,059	15,516	33,622	34,137	61,980
Olds 88	5,778	7,321	16,336	21,752	34,476	41,541
Olds 98	3,076	2,863	8,170	9,261	16,648	19,540
Toronado	902	1,176	2,595	3,278	6,244	6,577
Total Oldsmobile	27,144	31,475	79,125	96,856	167,268	185,241
Fiero	2,715	2,843	6,362	9,692	11,846	17,735
1000	640	774	1,797	2,199	3,826	4,341
Sunbird	3,027	3,177	8,137	8,512	16,002	16,278
Phoenix	41	317	41	1,038	896	2,166
Firebird	2,798	3,090	7,284	8,685	14,265	15,241
Grand Am	2,693	00	7,451	——	14,922	——
6000	4,053	3,853	10,818	10,735	20,610	19,750
Bonneville	1,571	2,199	4,414	6,593	8,165	12,067
Grand Prix	1,730	2,149	4,582	6,288	8,634	11,878
Parisienne	1,777	1,329	4,651	4,071	9,772	7,729
Total Pontiac	21,045	19,731	55,537	57,813	108,938	107,225
GENERAL MOTORS	128,615	139,439	346,616	373,910	709,396	718,589
VOLKSWAGEN	3,212	3,486	6,236	6,654	12,118	13,873
HONDA	6,530	5,607	13,342	10,415	26,708	19,062
DOMESTIC TOTAL	251,335	248,062	645,317	655,016	1,273,354	1,238,445
IMPORT TOTAL	——	——	193,290	186,218	400,302	381,347
INDUSTRY TOTAL	——	——	838,607	841,234	1,673,656	1,609,792

•AMC does not provide 10-day nameplate sales.

Plan involves purchasing, production, imports, products

Chrysler charts post-VRA program

Continued from Page 1

will be visiting those nations in April to explore Chrysler's options.

Chrysler's total capital spending budget remains firm at $2.8 billion for 1985 and $10.5 billion for the next five years, but more of the budget will be shifted into larger cars, Iacocca said.

Beginning in 18 months, Chrysler will introduce a new luxury model every six months. Included in the "new upscale product" will be a new Imperial model, new V-6 engines, new Maserati products and new turbochargers.

Although Chrysler's new marketing strategy made it clear that the decision to let the VRA expire on March 31 will have profound ramifications for the North America car business, there was no clear consensus elsewhere on exactly what those ramifications might entail. Special interest groups, labor and their political allies were quick to denounce the decision.

UAW President Owen Bieber called the VRA termination "a severe blow to the recovering U.S. vehicle industry and especially the 2.5 million Americans and their families" whose livelihoods depend directly on a healthy auto sector.

"No less than our middle-class standard of living is at stake as America's best jobs are allowed to shift overseas," Bieber said.

Bieber, who sits on the Chrysler board of directors, was present at the meeting last Thursday when the new strategy was approved.

Following the meeting, he called the Chrysler plan a "disturbing aftershock" of the Reagan Administration decision. He called upon Congress to take action to avoid "the beginning of the end of small-car production in the U.S."

At the other auto companies, corporate officials quickly and succinctly expressed opinions on the decision, but the marketing people who must sell cars if the floodgates open were more measured in their responses.

"We have a number of scenarios but they are all in the what-if category," a Chevrolet spokesman said. "We won't know exactly what we're going to do until we see how it all shakes out and how many more cars will really be coming here from Japan."

Chevrolet, of course, plans to import up to 300,000 Japanese-built cars a year and sell them in Chevrolet dealerships. Its position in the post-VRA market could well improve if its Japanese partners Isuzu and Suzuki are allowed by the Japanese Government to increase shipments.

The General Motors corporate response said President Reagan acted "responsibly" and that "the time has come to return to free trade." At the same time, GM urged Japan to "end the non-tariff barriers that restrict access to Japanese markets."

As soon as the Reagan Administration decision was announced, Marvin Stucky, American Motors governmental affairs vice president, called the decision "unfortunate." He said the dollar/yen situation remains unchecked.

"The trade deficit will rise, and U.S. jobs will be exported to Japan," Stucky said. "It's just that simple."

Joseph E. Cappy, AMC group vice president—sales and marketing, will try to prevent that from happening.

"We're going to keep the fire going on what we've been doing," Cappy said. "We really don't know yet how many more Japanese cars will be coming, and we really don't know what the market saturation point is for Japanese cars in any one segment."

Cappy said once the saturation point is reached, dealers who sell Japanese makes will be forced to eliminate premium markups and "will have to do the same things the rest of us have been doing."

As a means of comparison, Cappy pointed to the light-truck market, where the VRA had no effect.

Ford Motor Co. Chairman Donald E. Petersen said his company was "disappointed" in the decision and said jobs would be created in Japan instead of in the U.S.

"Ending the Japanese export restrictions means that the rules have changed and we shall have to assess our options," Petersen said.

Ford and Lincoln-Mercury divisions declined to comment on what those options might be.

Volkswagen and Honda, which have built plants in the U.S., took no position on the propriety of the VRA decision, although spokesmen for both companies said they believed it would eventually mean more competition and likely price-cutting in the "low end" of the market.

Honda said its Accord sales would probably "increase gradually but not spurt." Roughly half of the Accord models sold in the U.S. are built at Honda's plant in Marysville, O..

Volkswagen said it has developed a number of "ways to approach" the expected increase in competition and the anticipated price-cutting, without necessarily slashing its own prices.

Reaction elsewhere was more predictable. Senator Donald M. Riegle, Michigan Democrat, called the decision a "serious mistake." He said ending VRA could add "$30 billion to the federal budget deficit and over $100 million to the trade deficit."

Rep. John D. Dingell, Michigan Democrat, said the Reagan Administration decision "shows ignorance of the unfairness of our current situation."

In January, Dingell and 31 cosponsors introduced a "Made in America" bill, which Dingell said was designed to prevent or remedy injury caused by auto imports to the nation's economy, the domestic industry and its suppliers.

The bill calls for the Secretary of Commerce to determine annually how many total cars were sold in the U.S. and to set a limit of not more than 15 percent for imports. The secretary would then make allocations among the import companies depending upon their respective shares during the prior year.

"Foreign" makers are those importing at least 100,000 new vehicles in the prior year. The bill includes civil penalties of up to $2,000 per vehicle for violation. The bill does not affect the U.S.-Canada auto products agreement. Import restrictions would end after 1990 if the injury to the U.S. is remedied.

Rep. Marcy Kaptur, Ohio Democrat, has introduced a bill to impose mandatory quotas on Japanese auto imports at current levels. She told her colleagues she took this action as a "direct result of President Reagan's misguided decision" to let the VRA expire.

She said fully one-third of the U.S. trade imbalance is with Japan, $19 billion of that in autos. Meanwhile, she said, American products are restricted from entering Japan.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1984 VERSUS DECEMBER, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	61517	99463	10671	126,076
Encore FWD	3,934	68,588	6,627	15,757
Spirit	0	0	94	4,975
Concord	0	0	69	9,167
Concord SW	0	0	50	4,242
Eagle 4WD	320	3,847	706	9,626
Eagle 4WD SW	1,913	16,704	2,822	20,944
TOTAL AMC	12,318	188,602	21,039	190,797
Chrysler Laser FWD	3,772	51,973	4,311	9,518
LeBaron GTS FWD	1288	1,678	0	0
LeBaron FWD	6,351	86,606	6,216	67,886
LeBaron SW FWD	736	10,189	1,126	11,578
E Class-NY FWD	5,218	78,708	8,273	81,845
Cordoba	0	0	135	10,421
NY Fifth Ave-Newpt	8,488	91,369	5,343	71,663
Imperial	0	0	16	1,264
Total	25,853	320,523	25,420	254,175
Plymouth Horizon FWD	6,402	77,378	6,621	56,485
Turismo FWD	3,253	46,610	3,507	35,381
Reliant FWD	6,547	98,114	9,036	108,802
Reliant SW FWD	2,796	36,448	5,159	45,877
Caravelle FWD	2,872	7,662	0	0
Gran Fury	1,023	15,253	428	12,139
Total	27,393	281,465	24,751	258,684
Dodge Omni FWD	5,176	66,938	5,718	50,022
Charger FWD	3,574	51,126	4,260	44,938
Daytona FWD	3,335	43,474	3,414	7,412
Aries FWD	5,630	78,480	7,127	81,043
Aries SW FWD	2,182	30,776	4,116	36,945
Lancer FWD	1,141	1,499	0	0
600 84 400 83 FWD	2,054	24,366	1,781	28,929
Diplomat	2,718	26,705	554	20,857
Mirada	0	0	136	4,435
600 FWD	2,958	36,343	3,330	33,052
Total	28,768	359,707	30,436	307,633
TOTAL CHRYSLER CORP.	77,014	961,695	80,607	820,492
Ford Escort FWD	23,872	268,228	22,753	242,622
Escort SW FWD	6,362	81,327	7,401	80,938
EXP FWD	3,123	30,177	965	20,333
Fairmont	0	0	332	46,869
Tempo FWD	23,188	254,4437	24,632	124,060
LTD	10,749	144,547	12,426	117,337
LTD SW	3,302	49,998	5,724	47,993
LTD Crn. Victoria	10,187	137,385	8,211	9,4705
LTD Crn. Victoria SW	2,228	29,066	2,303	20,930
Mustang	13,401	1,366,067	10,438	113,957
Thunderbird	13,952	153,845	16,446	124,992
Total	110,364	128,507	111,631	1,034,732
Lincoln Town Car	8,978	86,162	4,829	57,348
Mark VII	1,715	28,349	2,941	26,353
Continental	2,444	29,767	1,536	13,505
Total	13,137	144,278	9,306	97,206
Mercury Lynx FWD	4,501	52,645	4,571	61,599
Lynx SW FWD	1,025	13,816	1,321	17,135
LN7 FWD	0	0	103	4,945
Capri	1,588	17,647	2,055	22,951
Zephyr	0	0	73	13,361
Topaz FWD	6,279	77,879	7,231	36,106
Marquis	6,837	87,535	5,541	49,689
Marquis SW	781	13,333	1,248	15,678
Grand Marquis	9,235	125,931	7,092	80,388
Grand Marquis SW	1,140	15,449	1,041	12,092
Cougar	10,284	119,466	9,507	80,388
Total	47,814	387,946	35,448	287,708
Lincoln-Mercury Division Total	54,807	653,979	49,089	492,247
TOTAL FORD MOTOR CO.	165,173	1,949,056	160,720	1526979
Buick Skylark FWD	7,949	102,203	9,388	100,213
Skyhawk FWD	6,214	108,642	5,504	61,409
Skyhawk SW FWD	704	10,672	755	10,092
Somerset Regal FWD	4,824	11,013	0	0
Century FWD	16,004	180,945	16,110	145,481
Century SW FWD	2,460	28 359	616	730
Regal	10,231	182,814	19,031	214,999
Regal SW	0	0	148	11,967
LeSabre	11,997	145,321	12,769	127,412
Electra	122	34,618	7,360	76,479
Electra FWD	6,716	46,294	9	159
Buick SW	1,526	15,217	1,579	18,192
Riviera FWD	4,901	52,223	6,637	51,123
Total	73,648	918,321	79,906	818,256
Cadillac DeVille	854	81,998	13,145	126,867
DeVille FWD	7,760	47,342	0	103
Cimarron	1,227	17,992	1,740	19,124
Fleetwood & Chassis	4,356	39,690	5,360	43,437
Fleetwood FWD	3,019	18,780	0	33
Eldorado FWD	6,206	68,763	7,673	69,487
Seville FWD	3,261	35,113	4,159	32,501
Total	26,663	309,678	32,077	291,552
Chevrolet Chevette	11,002	165,630	17,719	176,053
Camaro	15,077	198,624	17,306	175,690
Cavalier FWD	2,3717	186,097	20,519	180,228
Cavalier SW FWD	6,043	86,109	7,695	69,469
Citation FWD	5,519	90,413	7,296	92,126
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	18,425	226,426	22,812	170,410
Celebrity SW FWD	6,715	90,569	1,707	1,940
Monte Carlo	6,184	115,310	12,820	102,628
Impala	3,076	49,601	4,492	46,037
Caprice	10,877	146,274	13,951	126,744
Chevrolet SW	4,569	59,145	6,135	57,644
Corvette	3,407	30,367	2,753	26,037
Total	114,611	1,544,565	136,422	1,310,503
Oldsmobile Omega FWD	369	34,418	3,577	49,081
Firenza FWD	3,418	47,109	2,975	31,491
Firenza SW FWD	905	13,524	1,074	12,405
Calais FWD	5,749	12,048	0	0
Cutlass Ciera FWD	14,878	197,283	19,920	183,141
Cutlass Ciera SW FWD	2,894	40,525	2,176	2,615
Cutlass Supreme-Calais	18,115	300,973	31,455	301,620
Cutlass SW	0	0	135	17,454
Delta 88	15,875	227,572	18,167	193,981
98	124	37,025	12,018	114,409
98 FWD	8,791	60,508	1	24
Oldsmobile SW	1,219	26,114	2,857	25,907
Toronado FWD	3,379	41,074	4,715	39,101
Total	75,716	1,038,173	99,070	971,229
Pontiac 1000	2,249	27,211	2,681	33,710
Firebird	6,921	98,8678	9,537	90,859
Sunbird FWD	7,888	112,617	8,037	73,119
Sunbird SW FWD	689	11,506	1,182	12,316
Grand Am FWD	6,154	13,858	0	0
Phoenix FWD	438	13,057	1,674	24,619
Bonneville	3,910	64,310	7,509	69,209
Bonneville SW	0	0	234	12,789
6000 FWD	8,816	102,581	10,106	89,116
6000 SW FWD	1,207	18,069	691	774
Grand Prix	4,136	70,725	7,470	87,012
Parisienne	4,645	44,176	3,260	19,122
Pontiac SW	1,248	15,996	1,349	5,721
Fiero	4,840	92,374	7,485	18,038
Total	53,141	685,347	61,215	536,404
TOTAL GM CORP.	343,799	4,496,084	408,690	3,927,944
Miscellaneous Domestic	13	267	23	617
Domestic Station Wagon Total	52,144	712,911	61,051	615,882
Domestic Grand Total	598,315	7,595,704	671,079	6,466,829
Import Total	224,406	2,522,527	238,581	2,457,357
Grand Total All Registrations	822,721	10,118,231	909,660	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

And February output trails 1984

Car production slips for week

By Louise Kertesz
Detroit Reporter

U.S. car makers scheduled assembly of 177,685 units last week, 2.36 percent less than the 181,986 completed the previous week and 2.32 percent below the year-ago week's 181,909.

Year-to-date, 1,657,119 cars have been assembled, a pace slightly ahead of (up 1.87 percent) last year's 1,626,765 units completed at this point.

February output of 673,423 cars was down 12.18 percent from January's 766,824 and was 3.13 percent below the 695,171 built in February, 1984.

Companies shared last week's scheduled production as follows: General Motors, 60.52 percent; Ford Motor Co., 19.69 percent; Chrysler Corp., 14.41 percent; American Honda, 2.17 percent; American Motors, 2.05 percent; Volkswagen of America, 1.13 percent, and New United Motor Mfg. Co., 0.03 percent.

AMC's Kenosha facility, which produces the Renault Alliance and Encore, is down this week (March 11) for one week for inventory adjustment.

GM scheduled two overtime shifts Saturday (March 9) at its plants in Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Linden, N.J.; Lordstown, O.; Oklahoma City; Orion Township, Mich., and Wilmington, Del.

One shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Chrysler scheduled two nine-hour daily shifts this week at its plants in Belvidere, Ill.; Newark, Del., and St. Louis (No. 2).

Chrysler's Jefferson (Detroit) plant is scheduled to operate two 8½-hour daily shifts this week.

Ford scheduled daily overtime this week at its plants in Atlanta, Chicago, Lorain, O., Kansas City, Dearborn and Wixom, Mich.

Overtime is scheduled Saturday, March 16, at Ford's Dearborn plant.

Overseas auto subsidies detailed in ITC report

Continued from Page 8

duced the level of local content to 85 percent for passenger cars and 75 to 80 percent for trucks. Where components were sourced from member countries of the Latin American Integration Assn., local-content levels were reduced further.

The ITC said those arrangements were originally intended to last 10 years, but were renewed in 1982. The ITC said its latest statistics showed the Brazilian auto industry committed to $17 billion in exports in exchange for access to $4 billion of imported components and capital and subsidies.

The Taiwanese Government is now working to overcome several recent setbacks to its fledgling auto industry: The failure to consummate a cooperative venture with Toyota, which had been the centerpiece of the government's auto sector development policy, and the withdrawal of General Motors from a joint venture truck plant in 1982.

According to the ITC, the Taiwanese have responded to those developments by proposing to reduce tariffs and other barriers to imported cars and car parts to 30 percent (from 60 percent) over an 8-year period.

The trade commission reported that the Taiwanese hope this move will force domestic auto and auto parts makers to rationalize and combine production facilities, making it possible to increase export sales for replacement and OE parts from $200 million in 1983 to $2 billion by 1991.

The government is also encouraged by a recent Ford Motor Co. commitment to invest $40 million to double to output of its subsidiary, Ford Lio Ho Motor Co., and to export 30,000 cars by 1987. It is reported that Ford will recieve substantial tax and financial incentives for its investment.

The Taiwanese are also reported to be backing a cooperative venture between Japan's Hino truck company and Taiwanese firms, the ITC said.

There are presently six vehicle assembly companies in Taiwan, all producing under license from foreign manufacturers. Costs are said to be high however, and the domestic market is small with only 150,000 vehicles sold in 1983.

Although most of the ITC's data on auto export is based on 1982 shipments, it is interesting to note an ITC tabulation listing the hourly compensation cost index for auto production workers in the five countries during 1983.

Using 100 percent to represent U.S. labor cost, Canada's rate was given at 72 percent that of the U.S. compensation cost, Mexico's labor cost was listed at 14 percent of the U.S. rate, Brazil's wage was 12 percent, and Korea's wage was lised as 9 percent of U.S. wage cost.No figure was given for Taiwan.

Truck production holds steady; 69,504 assembled

Domestic makers targeted assembly of 69,504 trucks last week, a dip of 0.71 percent from the previous week's 69,999 but 7.92 percent more than the year-ago week's 64,404.

So far this year, 641,159 trucks have been built, 7.90 percent better than the 594,202 completed last year at this time.

Makers produced 280,318 trucks in February, 3.50 percent less than January's 290,492 but 7.29 percent more than the 261,265 built in February, 1984.

General Motors scheduled two overtime shifts Saturday (March 9) at its plants in Flint (Nos. 1 and 2), Janesville, Wis., and Lordstown, O.

One overtime shift was scheduled Saturday at GM's Baltimore plant.

Ford Motor Co. also scheduled Saturday overtime at its Twin Cities plant.

Daily overtime is scheduled this week (March 11) at Ford plants in Lorain, O.; Wayne, Mich. (Michigan Truck); Kansas City; Norfolk; Twin Cities, and Louisville.

Chrysler Corp. scheduled two nine-hour daily shifts at its plant in Warren, Mich., this week.

Output of cars in Canada dips 2.5 pct. for week

Canadian makers scheduled production of 20,207 cars last week, 2.51 percent fewer than the previous week's 20,727 and 13.55 percent below the year-ago week's 23,373.

So far this year, 191,876 cars have been assembled, 7.69 percent less than the 207,855 built last year at this point.

Makers produced 79,326 cars in February, 6.53 percent less than the 84,871 built in January and 12.69 percent less than the 90,853 completed in February, 1984.

American Motors' Brampton (Ont.) plant is closed for two weeks for inventory adjustment. Production is scheduled to resume March 18.

Truck makers expected to build 18,516 units last week, about the same (up 0.54 percent) as the previous week's 18,417, but 46.37 percent more than the year-ago week's 12,650.

Year-to-date, 173,102 trucks have been assembled, 9.33 percent more than the 158,133 completed last year at this point.

February's production total of 71,170 trucks was 9.39 percent less than January's 78,546 but 1.52 percent more than last February's 70,106.

CANADIAN CAR PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
AMERICAN MOTORS	.....	608	609	1,057	5,829	2,143
FORD MOTOR	11,385	8,644	11,076	42,855	71,824	106,076
GENERAL MOTORS	8,597	13,896	8,817	34,559	128,049	81,542
VOLVO	225	225	225	855	2,153	2,115
Total Cars, Canada	20,207	23,373	20,727	79,326	207,855	191,876

TRUCK PRODUCTION IN U.S.☆

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
CHEVROLET	24,330	20,364	22,807	95,779	192,731	218,459
DODGE	3,900	4,144	4,125	15,198	40,341	37,491
FORD	24,145	24,738	25,246	97,892	224.075	223,317
GMC	7,204	7,328	7,097	29,618	60,588	65,258
INTERNATIONAL	1,640	1,459	1,766	6,560	13,020	14,490
JEEP	4,300	3,508	4,381	16,991	33,936	39,007
NISSAN	2,215	1,813	2,807	10,364	19,221	23,637
AM GENERAL	50*	50*	50*	200	490*	480*
MISCELLANEOUS	1,720*	1,000*	1,720*	7,716*	9,800*	19,020*
Total Trucks, U.S.	69,504	64,404	69,999	280,318	594,202	641,159

CANADIAN TRUCK PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
CHRYSLER CORP.	8,568	2,677	8,722	31,377	65,310	79,950
FORD MOTOR	3,460	3,450	3,510	13,795	31,094	33,435
GENERAL MOTORS	6,248	6,375	5,952	25,018	60,565	57,558
INTERNATIONAL	240	148	233	980	1 364	2,159
Total Trucks, Canada	18,516	12,650	18,417	71,170	158,333	173,102
N. American Trucks	88,020	77,054	88,416	351,488	752,535	814,261

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U. S. CAR PRODUCTION

	Week Ended March9, 1985	Week Ended March 10, 1984	Week Ended March 2, 1985	Feb. Total	Jan.1 to March 10, 1984	Jan. 1 to March 9, 1985
AMERICAN MOTORS	3,650	4,688	3,390	6,374	36,569	18,534
Renault Total	3,650	4,688	3,390	6,374	36,569	18,534
Alliance	1,950	2,569	1,876	3,839	18,362	11,099
Encore	1,700	2,119	1,514	2,535	18,207	7,435
CHRYSLER CORP.	25,600	28,161	30,392	95,975	250,668	240,244
Plymouth Total	7,300	8,060	8,833	28,290	76,024	69,954
Horizon	2,800	3,514	2,620	9,744	31,322	24,065
Reliant	3,200	3,941	4,366	12,715	40,015	31,179
Caravelle	800	165	1,372	4,499	1,597	11,182
Gran Fury	500	440	525	1,332	3,090	3,528
Chrysler Total	8,300	9,698	10,071	31,099	79,955	81,417
LeBaron	2,300	2,667	2,474	8,592	24,842	22,136
LeBaron GTS	1,500	.....	1,831	5,574	.....	13,435
Laser	900	1,869	884	3,131	15,028	9,422
New Yorker E-Class	1,200	2,071	1,995	5,608	19,949	13,604
Fifth Avenue	2,400	3,091	2,887	8,194	20,136	22,820
Dodge Total	10,000	10,403	11,438	36,586	94,689	88,873
Omni	3,100	3,469	2,937	10,248	28,344	25,783
Aries	2,900	3,096	3,449	9,942	32,379	24,284
Daytona	800	1,285	952	3,867	12,811	8,865
Dodge 600	1,300	1,686	1,812	6,035	15,911	14,330
Lancer	1,200	.....	1,426	4,117	.....	10,054
Diplomat	700	867	862	2,377	5,244	5,557
FORD MOTOR	34,988	38,774	38,462	146,094	321,866	357,518
Ford Division	22,622	26,133	26,473	96,895	216,109	234,890
Escort	5,606	7,709	7,111	26,550	66,567	64,025
Mustang	3,283	2,862	4,283	13,850	23,962	33,207
LTD	4,521	4,692	5,099	19,014	46,654	46,620
Thunderbird	5,435	4,030	6,019	20,816	32,268	43,891
Crown Victoria	.....	2,030	.....	.....	15,735	7,122
EXP	.....	618	.....	1,479	6,441	3,838
Tempo	3,777	4,192	3,961	15,186	24,482	36,187
L-M Division	12,366	12,641	11,989	49,199	105,757	122,628
Mercury Total	9,508	9,042	8,501	35,049	74,977	89,208
Lynx	2,177	1,582	2,339	7,231	13,419	17,299
Capri	331	385	425	2,621	3,347	4,591
Marquis	2,404	2,281	1,907	8,420	18,524	21,094
Cougar	3,223	2,167	2,727	11,372	15,341	29,003
Grand Marquis	.....	1,599	.....	.....	17,479	4,733
Topaz	1,373	1,028	1,103	5,405	6,867	12,488
Lincoln Total	2,858	3,599	3,488	14,150	30,780	33,420
Continental	518	659	629	2,554	5,669	6,056
Lincoln	2,025	2,249	2,470	10,022	16,074	23,671
Mark VI/VII	315	691	389	1,574	9,037	3,693
GENERAL MOTORS	107,547	105,066	103,823	403,954	972,527	990,265
Buick Total	19,411	20,940	18,350	74,257	210,418	188,273
Skylark	2,245	2,389	2,358	9,589	19,687	23,367
Skyhawk	2,177	3,918	1,934	9,356	33,293	20,636
Somerset Regal	2,900	.....	3,208	10,543	.....	24,370
Century	4,002	4,249	4,446	18,035	44,946	42,847
Regal	1,902	4,650	1,402	5,737	45,682	20,443
LeSabre/Electra	2,392	4,473	1,195	6,955	53,350	27,492
Riviera	1,418	1,185	1,260	5,432	11,967	12,620
Electra (fwd)	2,375	76	2,547	8,610	1,493	16,498
Cadillac Total	8,337	7,558	7,406	31,419	66,949	76,265
Cimarron	754	428	783	2,457	4,407	5,671
Seville	974	905	824	3,594	8,015	8,571
Eldorado	1,826	1,629	1,477	6,362	14,758	15,693
Cadillac (rwd)	906	4,240	1,037	4,199	38,073	10,882
DeVille (fwd)	3,877	356	3,285	14,807	1,696	35,448
Chevrolet Total	39,404	33,918	36,870	146,022	331,776	355,171
Chevette	3,616	4,902	3,136	13,442	43,169	32,147
Cavalier	11,147	9,079	11,112	38,670	81,842	96,834
Celebrity	6,857	6,379	5,824	23,870	59,459	57,151
Camaro	5,054	5,255	4,819	18,295	52,772	45,327
Citation	1,755	1,849	1,717	6,584	19,161	16,130
Malibu/El Camino	.....	817	.....	.....	6,236	.....
Monte Carlo	3,330	2,779	3,479	14,344	38,302	29,896
Chevrolet	6,645	2,234	5,755	26,777	23,823	69,774
Corvette	1,000	624	1,010	4,050	7,012	7,912
Oldsmobile Total	26,030	30,622	27,186	100,664	254,272	246,190
Omega	.....	1,386	.....	.....	9,857	.....
Firenza	1,535	1,614	1,632	5,189	14,637	14,066
Cutlass Supreme	3,029	8,789	4,063	14,086	75,704	36,332
Cutlass Ciera	8,903	6,116	8,961	31,445	51,146	77,744
88/98 (rwd)	5,106	11,544	4,629	19,603	92,504	50,922
Olds 98 (fwd)	2,933	181	2,995	12,718	1,556	27,640
Calais	3,457	.....	3,956	13,762	.....	30,092
Toronado	1,067	992	950	3,861	8,868	9,394
Pontiac Total	14,365	12,028	14,011	51,592	109,112	124,366
Acadian**	.....	275	265	1,019	3,060	2,171
2000 Sunbird	3,128	3,623	3,220	11,046	29,034	28,645
1000	770	669	639	2,703	8,132	6,568
Firebird	2,783	2,174	2,739	9,909	22,224	24,572
Phoenix	.....	329	.....	.....	3,190	.....
Grd. Prix/Bon'vle	.....	1,802	.....	.....	14,697	.....
6000	770	.....	625	2,579	.....	4,738
Parisienne	1,519	534	1,358	6,389	4,728	14,791
Fiero	2,400	2,622	2,367	9,147	24,047	21,143
Grand Am	2,995	.....	2,798	8,800	.....	21,738
HONDA	3,855	2,880	3,760	12,856	21,894	31,402
NUMMI (Nova)	45*	.....	50*	117*	.....	200*
VOLKSWAGEN	2,000	2,340	2,109	8,053	23,241	18,956
Total Cars, U.S.	177,685	181,909	181,986	673,423	1,626,765	1,657,119
Total Cars, Canada	20,207	23,373	20,727	79,326	207,855	191,876
N. American Cars	197,892	205,282	202,713	752,749	1,834,620	1,848,995
N. American Trucks	88,020	77,054	88,416	351,488	752,535	814,261
North American Cars and Trucks	285,912	282,336	291,129	1,104,237	2,587,155	2,663,256

*Revised estimate.
**— All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

March 18, 1985

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Car supply drops back to 59½ days

By Arthur Flax
Automotive News Staff

The stockpile of domestic cars on March 1 reached a level not seen in almost four years, but a strong selling pace reduced the days' supply to 59½ from 65 a month earlier.

The actual number of new domestic cars in stock rose to 1,603,527, the highest count since Aug. 1, 1981, when 1,675,193 represented an 87½-day supply.

A month ago, the inventory totaled 1,565,456, and a year ago it was 1,537,290 units.

The ideal days' supply figure is generally considered to be 60, and although the entire industry was right in line with that count, there were shortages of certain models.

Notable was the drop in inventory among Chrysler's small cars on which factory incentives are currently offered. Days' supply of Horizon, Turismo, Omni and Charger models ranged from 28 to 34 days on March 1, down from a range of 80 to 88 a month earlier.

Supplies of Pontiac's Grand Am and 6000 models remained low, the Grand Am at 24½ days and the 6000 at 38, both a couple days lower than the month-earlier stock. Stocks of Oldsmobile's Cutlass Ciera and Supreme models as well as Chevrolet's Celebrity were also under 40 days.

Chevrolet Camaro supplies dropped from 70 days on Feb. 1, to 44 days on March 1. Ford Topaz dipped from 73 days to 54½ and Tempo fell from 81 days to 57½.

Inventories were split this way by maker: GM, 47.92 percent; Ford, 32.12 percent; Chrysler, 16.04 percent; AMC, 3.06 percent; VW, 0.83 percent, and Honda, 0.03 percent.

The March 1 split by market class: Subcompact, 18.89 percent; compact, 22.57 percent; intermediate, 30.87 percent; standard, 17.17 percent, and luxury, 10.50 percent.

The days' supplies of subcompacts on March 1: Domestic Accords, 1; Horizon, 28; Turismo, 29; Omni, 31; Charger, 34; Golf, 51½; Chevette, 55½; Pontiac 1000, 56½; Daytona, 69; Escort, 70; Laser, 75½; Fiero, 78; Lynx, 84; EXP, 106½; Alliance, 109½, and Encore, 127.

Compacts: Mustang, 43½; Camaro, 44; Cavalier, 53; Topaz, 54½; Skyhawk, 56; Tempo 57½; Sunbird, 64; Firebird, 69½; Aries, 70½; Reliant, 71; Cimarron, 76; Firenza, 82; LeBaron, 87; Capri, 96½, and Eagle, 120½.

Intermediates: Grand Am, 24½; Cutlass Ciera, 30; Century, 33; Celebrity, 36½ Cutlass Supreme, 37; Pontiac 6000, 38; Skylark, 43;

Continued on Page 57, Col. 1

Anniversary Model

Peugeot by Pininfarina

To observe its 30-year association with Peugeot, Pininfarina presented this Griffe 4 coupe at the Geneva International Motor Show. The roof is transparent and front and rear bumpers have been replaced by impact zones that form an integral part of the bodywork. The Griffe 4 is 161 inches long with a wheelbase of 105.5 inches. Story and other pictures on Page 3.

Import-car deals climb to 12,427; Chevy is reason

By John K. Teahen Jr
Managing Editor

The number of dealers handling imported cars took off like a skyrocket last year, but the reader should not be misled by the unaudited numbers.

The annual Automotive News census found 12,427 dealerships in the U.S. handling imported cars on Jan. 1 of this year, compared with 10,096 at the beginning of 1984. That's an increase of 2,331 outlets or 23 percent.

But don't sound the trumpets. At least not too loudly.

Chevrolet accounted for just about all of the 2,331-outlet increase by introducing the Sprint last May and the Spectrum in the fall. Both are from Japan. At year's end, the Sprint (from Suzuki) was handled by 516 West Coast Chevy dealers, and the Spectrum (from Isuzu) was offered by 1,561 Chevy outlets in the East.

That takes care of 2,077 of the additional import outlets. Another 124 were added by Chrysler Corp. to sell the cars it imports from Mitsubishi.

So the independent imports added a total of 130 dealerships last year. Not a shabby performance by any means, but quite a bit different from the gain of 2,331 that goes into the record book.

Last year's upturn was the second in a row for the imports. They followed five years in which the total declined.

The Automotive News census divides import dealerships into two categories—those that handle only foreign cars and those that sell both imported and domestic lines. There's a further breakout in each of those groups.

In the import-only class, there are exclusives—stores that carry only one import line—and duals, which sell two more imported makes but have no domestic cars in the showroom.

Continued on Page 62, Col. 4

Chrysler Liberty car project is gunning for GM's Saturn

By Edward Lapham
Marketing Editor

Chrysler Corp.'s five-year marketing strategy to supplant General Motors as the perceived "best" U.S. auto maker shifted to a higher gear last week, Automotive News has learned.

In a two-day, intensive presentation to Wall Street analysts, Chrysler bared its financial, product and marketing plans which leave little doubt that Chrysler has GM in its sights.

The main event in the confrontation is being billed as a lightweight championship bout between Chrysler's Liberty project and GM's highly publicized Saturn project.

Apparently, Chrysler felt compelled to tout its own wares in the wake of all the publicity GM's Saturn project has garnered before the company has even selected a plant site.

Chrysler Vice Chairman Gerald Greenwald fired the opening salvo when he told the analysts Chrysler intended to be the best, not necessarily the biggest, U.S. auto maker. He likened it to being Mercedes-Benz, not Volkswagen,in Germany and being Maserati or Ferrari, not Fiat, in Italy.

Chrysler Engineering Vice President Robert Sinclair gave the analysts a lot of detail on Liberty, which until recently was known as Concept 90 and thought to be in an early developmental stage.

According to Automotive News sources, Sinclair told the analysts a two-door, four-passenger hatchback Liberty prototype has scored EPA mileage results of 46 MPG on the city cycle and 70 MPG on the highway cycle at Chrysler's Chelsea (Mich.) test track.

Sinclair described the car as having a resin-injected body with

Continued on Page 58, Col. 1

Chrysler mini-minivan left without a home

By Dan McCosh
Detroit Reporter

One of the biggest sourcing casualties of Chrysler Corp.'s recent decision to drop options on two U.S. manufacturing plant sites may have been a proposed radically new mini-minivan codenamed the "Z-van."

It reportedly is still a live project but apparently is temporarily orphaned.

Meanwhile, Chrysler reportedly has decided to begin converting one of its St. Louis plants next year to produce the 1987 J-car, a new luxury intermediate.

The two plant sites on which Chrysler had options were near Indianapolis, and Peoria, Ill. When the plant-site acquisition program was launched, apparently late last year, it represented a major change in Chrysler's philosophy to restrain production capacity in the U.S.

While product plans for the new plant sites weren't firm, the most likely scenario was to use a portion of the additional capacity to produce a radically new minivan that insiders are calling a "tall car." It is due in the 1988-89 time frame and is code-named the Z-van.

A short, high people-carrier, the Z-van is expected to incorporate some of the technology that will be used later in the Liberty (formerly Concept 90) project, now expected to follow a year or two later.

Chrysler's shift in sourcing announced last week means its Sterling Heights (Mich.) plant will be making "two yuppie cars—a big yuppie car and a little yuppie car," with St. Louis getting the upcoming J-body, Chrysler's midsize luxury entry, according to Chrysler insiders.

The Sterling Heights "big yuppie car" is the H-body Dodge Lancer and Chrysler LeBaron GTS, already in production, and the "little yuppie car" is the 1986½ P-car.

Although Chrysler Chairman Lee A. Iacocca cited the flood of competition coming from the Japanese, both from imports and U.S.-based plants, as the primary reason for killing plans to expand

Continued on Page 58, Col. 1

GM & EDS
An in-depth report on the far-reaching implications of the General Motors-Electronic Data Systems relationship begins on Page 26.

breaking news

AMC puts Espace minivan 'on hold'

DETROIT.—American Motors' plans to import the Espace, a minivan built for Renault by Matra, have been placed "on hold" while AMC negotiates a price with Matra, according to an AMC spokesman. The vehicle had been scheduled for U.S. introduction next year. In addition, AMC has said it will import a new compact line from Renault sometime before introduction of the intermediate, front-wheel-drive vehicle to be built at a new Brampton (Ont.) plant beginning in mid-1987.

Ishihara: 'Let makers decide on exports'

TOKYO.—Takashi Ishihara, chairman of the Japan Automobile Manufacturers Assn. and head of Nissan Motor Co., thinks Japanese car makers should use their own discretion in deciding on how many vehicles they should export to the U.S. in the wake of the end of voluntary import quotas on Japanese-made cars. Said Ishihara, "We shouldn't curb our exports

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NEWSPAPER

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Air rules set for buses and heavy trucks

By Jake Kelderman
Washington Reporter

WASHINGTON.—It took a court order to do it, but the EPA has finally completed its job of setting emission standards for all vehicles.

The last to fall under the guidelines are heavy-duty truck and bus makers.

They received the word earlier this month when EPA set nitrogen oxide and diesel particulate standards for their products that will require them to commence controlling emissions with the 1988 model year. They must use catalyst and diesel particulate trap technology no later than 1994.

The agency's final rule set NOx standards of 1.2 grams per mile for trucks under 6,000 pounds GVW and 1.7 gpm for those between 6,000 and 8,500 pounds GVW, beginning the 1988 model year.

Heavy-duty engines would have to meet NOx standards of 6.0 grams per brake-horsepower-hour and diesel particulate emission standards of 0.6 grams per brake-horsepower-hour.

By 1991, those standards would drop to 5.0 g/BHP-hr NOx and 0.25 g/BHP-hr particulates for trucks and 5.0 g/BHP-hr NOx and 0.10 g/BHP-hr diesel particulates for buses.

By 1994, all heavy-duty diesel engines would have to meet a standard of 0.1 g/BHP-hr particulates.

This is the first time that EPA has required particulate emission control on heavy-duty diesel engines.

The agency expects the new requirements will boost the cost of a light-duty truck by $28 and heavy-duty gasoline-fueled vehicles by $21. Heavy-duty diesel engines, meanwhile, could see a cost increase of as much as $519, the agency estimated, because of the need to adopt trap oxidizer technology.

Because of the nature of the heavy-duty engine business, where product cycles are long, EPA has also given the makers the option of utilizing an averaging program whereby they can offset the greater emissions from some of their engines against those of some of their cleaner engines.

Available in the 1991 model year, the program is modeled after one currently in use in the light-duty diesel NOx and particulate control program. Like that program, it sets limits on the amount any engine may be above the base standard.

EPA, which was ordered by

Continued on Page 58, Col. 2

Customized Opel

This four-seater KC 5 convertible, based on the Opel Monza, is built by Keinath, the Opel dealer in Dettingen, Germany. The KC 5, displayed at the Geneva International Motor Show, is available in Europe with a 2.2-liter injected four or a 2.5-liter injected six.

GM expected to top Ford sales in Europe

By Richard Feast
European Editor

GENEVA—All the signs point to it. This looks to be the year when General Motors passes Ford in the European new-car sales race.

Robert A. Lutz, chairman, proclaims Ford of Europe will not defend its 1984 market leadership this year.

"I'd rather be profitable on 10 percent than be losing money with market leadership and 13 percent," he said at the International Motor Show here.

But John Bagshaw, sales director at Adam Opel, which co-ordinates GM's European passenger-car sales, took a more aggressive attitude.

"I think we'll take a good shot at No. 2 this year," he predicted. No. 2 to whom Bagshaw would not say, but Lutz' comment suggests it will not be Ford.

Last year, GM finished fifth among the European Big Six, while Ford enjoyed market leadership—for the first time—by the narrowest of margins over Fiat Auto.

The rising Italian group is emerging as the favorite in this year's race, having led for much of last year. Its product lineup is modern. Even in Geneva it was launching an additional model—the Lancia Y10—which will further strengthen its hand. The Italian market, which it dominates, is large and steady.

In contrast, there is doubt and pessimism over sales prospects in the West German market. This has been caused by the acrimonious public debate over exhaust-emission standards which could wipe a half-milion units from the marketplace this year.

Nine months ago, in the aftermath of the Metalworkers' strike, German demand was running at an annualized rate of 2.5 million. Today, company executives talk about 2 million or less for 1985.

While this trend will equally affect the major German groups—Volkswagen, Audi, Opel and Ford—it will hold back their overall standings in Europe, just as the French decline last year worsened Renault's problems.

This year, the French market has stablized at a lower level, but Renault is still in serious trouble and at the Peugeot Group (PSA), the Peugeot brand name is the only one doing really well. Citroen is stable, but Talbot is almost dead.

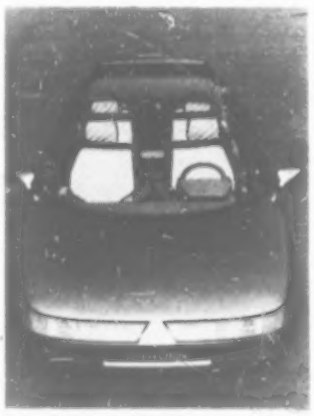
Thus, the combination of Fiat's and Italy's strength, and the weaknesses in other companies and countries, could give Fiat this year's title.

Last year, the Big Six were separated by only 1.9 percentage points in a market worth 10.17 million units. Ford was No. 1 with 12.8 percent, followed by Fiat, 12.7 percent; VW, 12.0 percent; PSA, 11.5 percent; General Motors, 11.1 percent, and Renault, 10.9 percent.

If GM does finish ahead of Ford, it will be the culmination of the major investment undertaking at the end of the 1970s. GM put a car-assembly plant into Spain and powertrain and transmission facilities into Austria to produce an additional model in its range of Opel-designed cars. The result turned GM from an also-ran sixth to a front runner in terms of sales.

The transformation has been particularly marked in the U.K., where within a few years Vauxhall has moved from around 9 percent to about 20 percent. It has been at the expense of Ford, the market leader, and Austin Rover.

Indeed, with German demand in the doldrums, what happens in the U.K. this year could provide the key to the Ford vs. GM needle match. For Ford, the country is the single most important national market. For GM, it is the second-most important, after West Germany. And it is sufficiently large (1.75 million last year) to affect the overal European picture.



Slippery Citroen

Citroen claims a drag co-efficient of 0.19 for its Eole, which it unveiled at Geneva. Posts and windows are flush, a glass dome covers the top of the car and the underbody is contoured. All wheels have fitted covers.

Volvo 280 coupe bows

New models, concepts in spotlight at Geneva

By Richard Feast
European Editor

GENEVA.—The absence of the Ford Scorpio sedan at the Geneva International Motor Show—it will be unveiled March 19—left the focus on just two newcomers.

While Lancia had already released photos and details of its baby Y10 model (Automotive News, Feb. 11), the ceremonial announcement of the luxury Volvo 280 coupe meant no outsider had seen the car until just after 3 p.m. on the press preview day.

The Volvo, designed and built by Italy's Bertone and aimed primarily at the U.S. market, was well received. Nuccio Bertone pronounced it "the best product we ever made." The car (Automotive News, March 11) will go into production in May.

But there were many other new developments at Geneva—smalll rays of sunshine amid the gloomy and endless talk of exhaust emissions and three-way catalysts that dominated the show.

Ford production four-wheeldrive and 16-valve versions of the Sierra sedan and a number of Japanese products made their European debuts. Among them were the Nissan Laurel, Subaru XT Turbo Coupe and all-wheel-drive versions of the Mitsubishi Tredia and space wagon.

On the Rolls-Royce stand, there was Volvo-style secrecy over the exhibit which remained firmly covered on the first press preview day. Only on the following day did the wraps come off to reveal a model of a Bentley which could be produced in the 1990s.

Known as Project 90, it is a deliberate throwback to the Bentley Continental R-Types of the 1950s. Rolls-Royce brought in stylists John Heffernan and Ken Greenley, the people responsible for the Panther Solo, to design it and had the full-scale model made at International Automotive Design, England.

Project 90 was designed around the mechanical components of the Mulsanne Turbo R, itself a show debutante. The R version has significant suspension changes to give the car sportier handling and better road holding.

There seems little doubt that the main inspiration for Project 90 came from the U.S., which last year took 52 percent (1,200 cars) of Rolls-Royce production. Bob Schwartz, the man in charge of U.S. sales, explained that the Bentley name is relatively unknown. He would like to take the Mulsanne Turbo but feels that a more distinctive vehicle is required for the American market. Hence Project 90, to test public reaction.

Project 90 could be made at Rolls-Royce's Mulliner Park ward body building facility in north London. But it would be very expensive. The regular Mulsanne Turbo costs almost $70,000 in its country of origin.

At Citroen, there was another concept vehicle. Known as the Eole (pronounced Ayol), it is constructed around the components of the big CX sedan.

Citroen claims that Eole is the first design study to be machined directly by computer from the stylist's drawings. The technique eliminated the need to produce a one-fifth scale model and reduced the period for finalizing the design to three weeks.

The emphasis is on aerodynamic efficiency. A drag coefficient of 0.19 is claimed.

The low drag comes in part from the use of glass placed on the outside of the vehicle structure, concealing windshield supports and pillars. A glass dome covers the upper part of the car and blends with the body.

The underside is completely contoured. External fittings are integrated with the body, and the windshield wiper is hidden. But perhaps most peculiar of all, all wheels have fitting covers. Those at the front are moved by hydraulic assistance when the wheels are turned.

Pininfarina celebrated 35 years of working with Peugeot by producing an upper-medium range coupe known as Griffe 4. There are no known production plans, but Pininfarina said the car represents "the seed of a new car generation."

Griffe 4 is a four seater, conservative yet modern in style. The roof is a transparent, smoked material and blends with the windows.

There is an absence of conventional bumpers. Instead, soft front and rear impact zones are integrated with the bodywork.

As always, the prize for the weirdest car at the Geneva auto show goes to local fantasist Franco Sbarro. This year's was named Challenger.

Challenger is an extreme, wedge-shaped and rounded two-seater. It has 4WD and is powered by either a Mercedes-Benz or Porsche V-8—each with twin turbos. Sbarro said he will produce 10 examples at prices from $62,000.

Bentley teaser

Bentley Project 90 was designed by Rolls-Royce as a deliberate throwback to the Bentley Continental R-types of 30 years ago (that's an R-type lurking in the background). The Project 90 on display at Geneva was a full-scale model, but it could go into production in the 1990s. The Project 90 was built to test public reaction, but Rolls-Royce obviously has the U.S. market in mind.

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60th year—No. 5066

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Chrysler, Ford, Honda show gains

Early-March sales decline 8 pct.

By Jenny L. King
Detroit Reporter

Early-March domestic new-car sales continued to dog their 1984 counterparts with the daily-rate keeping slightly ahead of 1984 and actual numbers for the period down. The year-to-date total was up just over one percent.

Buoyed by strong totals from Chrysler Corp., Ford Motor Co. and American Honda, sales numbered 193,625 for the March 1-10 period, down 8.34 percent from 211,240 a year earlier.

Sales were up 3.12 percent on a daily-rate basis, to 24,203 figured on eight days this year compared with 23,471 based on nine days in 1984.

Chrysler reported sales of 28,483 passenger cars, up 14.52 percent from 24,872 last year (up 28.80 percent daily rate). Ford was up 4.76 percent, to 53,435 from 51,006 (up 17.86 percent daily rate). Honda was up 72.67 percent, to 4,524 from 2,620, an increase of plus 94.50 percent daily rate.

General Motors sales were down more than 20,000 units, to 103,604 from 126,808, a decline of 18.30 percent (down 8.08 percent daily rate). American Motors was down 43.92 percent, to 2,650 from 4,725 (down 36.95 percent daily rate), and Volkswagen reported sales of 929 Golfs, down 23.16 percent from 1,209 (down 13.68 percent daily rate).

Chrysler and Ford made sizeable advances in market share over a year's time. Chrysler was up to 14.71 percent from 11.77 percent, and Ford climbed more than three percentage points, to 27.60 percent from 24.15 percent. Honda was up to 2.33 percent from 1.24 percent.

• GM plunged to 53.51 percent from 60.03 percent. AMC was down to 1.37 percent from 2.24 percent, and VW held just 0.48 percent, down from 0.57 percent.

Sales of individual make sales were mixed, with all GM makes down, all Chrysler makes up and good and bad news at Ford. Plymouth was up 17.17 percent, Chrysler was up 10.36 percent and Dodge was up 15.47 percent.

Ford was up 6.22 percent, Mercury was up 3.51 percent and Lincoln dropped 3.60 percent.

Buick was down 17.62 percent, Cadillac was down 24.43 percent, Chevrolet was down 20.44 percent, Oldsmobile was down 17.62 percent and Pontiac was down 13.31 percent. AMC was down an estimated 44.83 percent, Renault was down an estimated 43.75 percent, VW was down 23.16 percent and Honda was up 72.67 percent.

DOMESTIC SALES

	Mar. 1 10, 1985	Mar. 1 10, 1984
Renault		
Alliance-Encore	2,250†	4,000†
AMC	400†	725†
AMERICAN MOTORS	2,650†	4,725†
Chrysler	8,050	7,294
Plymouth	9,399	8,022
Dodge	11,034	9,556
CHRYSLER CORP.	28,483	24,872
Ford	36,103	33,989
Mercury	13,506	13,048
Lincoln	3,826	3,969
FORD MOTOR CO.	53,435	51,006
Buick	18,792	22,811
Cadillac	5,918	7,831
Chevrolet	35,726	44,905
Oldsmobile	24,337	29,541
Pontiac	18,829	21,720
GENERAL MOTORS	103,604	126,808
VOLKSWAGEN	929	1,209
HONDA	4,524	2,620
U.S. INDUSTRY TOTAL	193,625	211,240

† Estimate

'86 Dodge Dakota pickup aims at new market niche

By Edward Lapham
Marketing Editor

Dodge plans to use its new 1986 N-body Dakota truck to create its own niche between imported pickups, current compact trucks and the full-sized models.

Marketing plans for the new compact Dakota, due to be built at Dodge City in Warren, Mich., include a comprehensive list of standard items to beat the imported makes at their own game and an optional eight-foot load bed to better Ford Ranger and Chevrolet S-10 optional long beds by six inches, Automotive News has learned. The extra half-foot is important to tradesmen who haul four-by-eight-foot sheets of material.

Just as the Chrysler T-vans created a niche in the market, Dakota could change the pickup market by offering a conventional bed on a smaller, fuel-efficient truck. One drawback to the plan could be the buying habits of tradesmen who often opt for the less-expensive, base models.

The list of Dakota standard equipment is lengthy, according to one source familiar with the program. Standard powertrain will be the 2.2-liter L-4 engine with 5-speed manual transmission. Optional engine will be the 3.9-liter V-6. Optional transmission will be a 3-speed automatic.

Dakota will have a standard 15-gallon fuel tank or optional 25-gallon tank. Standard rubber will be blackwall P 195/75 R14 steel-belted radial tires.

Also standard will be aluminum wheels, halogen headlamps, vinyl interior trim, vented windows, dual exterior mirrors, tinted glass, three-person bench seat and rack and pinion steering.

Ford intends to alter its compact truck marketing plans for 1986, too, in order to compete more directly with Chevrolet. Ford will offer a two-wheel-drive version of the Bronco II and an extended-cab version of the Ranger pickup.

Ranger also is slated to get its own version of automatic locking four-wheel drive. The Ranger system, like the Chevrolet S-10 system, will use locking axle half shafts rather than locking wheel hubs. The Ranger control panel will be mounted in an overhead console, according to one well-placed source.

The Chevrolet Insta-Trac automatic locking half shaft system has worked well, although the automatic locking hub system on C/K 4WD models reportedly will be dropped in favor of old-style, lockup hubs which must be engaged outside the vehicle.

More Saturn data requested by GM

DETROIT.—General Motors has asked several states to furnish additional information on their facilities for the Saturn plant.

GM has asked for additional data on utility rates, rail lines and coal and water resources.

Missouri is among the states asked to provide more data. The state recently became the fifth state to enact a mandatory seat-belt-use law.

breaking news

Continued from Page 1

as the U.S. is not asking us to do. Each car maker should make its exports in an orderly manner, leaving the matter to its judgment." Analysts expect Japanese exports to the U.S. to increase by 300,000 to 750,000 units in the next year.

Ad blitz to launch Laser XT

DETROIT.—Chrysler-Plymouth will use 30-second television spots, radio spots, print ads and billboards to launch its spring special Chrysler Laser XT sports package beginning April 1. The theme line is "Gotta be hotter." Four-color gatefolds will run in top enthusiast publications and high-demo newsweeklies. Radio spots and billboards will be used in 17 markets. The XT package, available on high-line Laser XE models, features special paint, handling items and a turbocharged engine and is available with optional new T-bar roof.

Million a year in Mexico?

MEXICO CITY.—Mexican auto producers should be assembling more than a million cars a year by 1989, according to Oscar B. Marx, president of Ford of Mexico. Marx said he expects a 17-percent growth rate for Ford in Mexico this year, thanks in part to its expansion of its plant in Hermosillo.

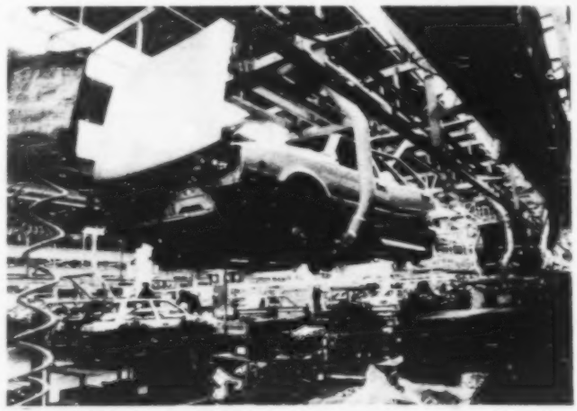
Korean autos head to Australia for first time

SEOUL, Korea.—It appears that Korean-made automobiles will be exported to Australia this year for the first time.

The Australian Government recently set a quota for 1985 imports of Korean cars that will allow Bond Co., of Australia, to import Korean-made vehicles.

Bond, which recently signed a contract with Korea's Hyundai Motor Co., is expected to import Hyundai's compact passenger cars, the Pony and the Stellar.

Australia has imported 200,000 automobiles annually. Korea previously could not export automobiles to Australia because that nation had no quota for Korean cars.



The mating process

As Excel body moves by cradle down the assembly line at Hyundai, hydraulic jacks are used to lift engine and transaxle for mating to the body overhead.

Hyundai's goal for 1990s: One of world auto leaders

EDITOR'S NOTE: *This is the last of a series of articles on the Korean auto industry.*

By John Hartley
Staff Correspondent

ULSAN, Korea.—"We aim to be one of the world's leading auto manufacturers in the 1990s," is the boast Hyundai, Korea's largest auto manufacturer, is now making.

With a new, front-wheel-drive subcompact and a new factory which together are claimed to have cost well over $400 million, it is all set to go.

Designed to supersede the Pony, the new subompact is based on Mitsubishi's 1.3/1.5-liter single-overhead-cam engine, transaxle and suspension, decked out with a five-door hatchback body. Clearly an up-to-date design, it is code-named X-car but called the Excel in Korea.

This is the car with which Hyundai plans to invade the U.S. market this fall.

The auto appears to be a competent design, with reasonable interior space and a six-window construction with very slim rear pillars formed by the deep rear door. There are exceptionally deep side windows, a sloping hood and a typically bland frontal appearance.

Still, what really sets the "new Hyundai" apart from the old is the new factory. Not only does it drag the Koreans into the modern world, it gives them so much extra capacity that the company will be anxious to push exports up in a dramatic manner.

Hyundai's plant was initially set up under the management of George Turnbull, the British auto leader who had left BL in the mid-1970s.

Capacity until the recent changes was around 150,000 units a year, according to statistics released by the Korea Auto Industries Cooperative Assn. Passenger cars accounted for some 121,000 units—91,000 Ponys and 30,000 Stellars.

Now, Hyundaid has a new welding shop with 11 robots and an additional final aassembly line. To keep costs down, Hyundai has extended the main shops to accommodate the new lines. Now there are two welding and two final assembly lines.

One high-speed line, which has a capacity of 200,000 units per year, is used to build the Pony and the Pony Excel.The slower line, on which there are a couple of welding robots supplied by Fanuc, is used to build the larger Stellar sedan. It has a capacity of 100,000 units per year.

It is well known that the new plant and car were designed with the technical assistance of Mitsubishi Motors of Japan which, with Mitsubishi Corp., holds a 10-percent stake in Hyundai.

How far did this help go?

Hwang Ho Park, Hyundai manager of production engineering, said, "The engine came from Mitsubishi and so did some of the ideas on welding. But the layout, process planning and design of the welding equipment are our own."

The welding layout does not just ape practice elsewhere, although, of course, the basic prin-

Continued on Page 56, Col. 1

Ready for the world

This five-door hatchback Hyundai Pony Excel has reached the end of the assembly line and is heading for the export market.

Van-Truk III introduced

Van-Truk, Inc., Fort Myers, Fla., has introduced Van-Truk III, a multiple-passenger van conversion with a full-length pickup-truck bed to haul a fifth-wheel travel trailer, a gooseneck horse trailer and other types of recreational equipment.

truck industry news

Compact-truck sales soar for February, 2 months

By Arthur Flax
Assistant Truck Editor

Compact truck sales, spurred by factory incentive programs, scored tremendous sales increases during February and led to new records among Big Three dealers.

Ford and Chrysler reported record sales for the first two months of any year and GMC set a record for February. Chevrolet was close to a record pace.

February sales of all trucks sold in the U.S. peaked at an estimated 372,174 units, up 17.2 percent from the record of 317,438 February sales set a year ago, according to import manufacturer's reports and preliminary MVMA figures for U.S.-based manufacturers.

The two-month total was an estimated 734,537, also a record, up 25.4 percent from the year-ago 585,572 sales. The previous record of 600,953 sales through the first two months of a year was set in 1979.

Light-truck sales in February totaled (estimated) 352,867, up 18 percent from 298,919 (exact sales) a year-ago; medium-duty truck sales totaled 3,866 units, down 9.9 percent from 4,293, and heavy-truck sales totaled 15,441, up 8.5 percent from 14,226.

In the first two months of 1985, (estimated) light truck sales totaled 692,483 units, up 25.6 percent from 551,218 (exact sales) a year ago; medium-duty truck sales totaled 8,604 units, up 7.3 percent from 8,022 and heavy-truck sales totaled 33,449, up 27 percent from 26,332.

Big Three truck dealers retailed

Continued on Page 24, Col. 1

Ford and Iveco offer incentives to boost sales

Ford Truck Operations is offering special discounts on its 9000-Series models, while IVECO Trucks of North America is using cash rebates to promote sales of its medium-duty diesels.

Ford is running a major marketing program from Feb. 11 to May 10 to promote the sale or lease of Ford CLT-9000 Series trucks.

The program offers potential customers special discounts averaging about $5,000 on CLT-9000 models. They are roughly similar to what fleet customers would receive, except that they are available to all customers.

Ford also offers "red carpet"

Continued on Page 22, Col. 1

Big Three February, year-to-date sales

	February		Year to Date	
	1985	1984	1985	1984
Ford				
Vans	14,843	14,867	29,490	26,039
Club Wagon	2,572	3,000	5,846	5,474
Ranger	31,129	15,493	49,708	28,577
Bronco	3,844	3,652	7,933	7,025
Bronco II	7,573	6,823	16,396	13,152
Pickups	42,381	41,909	85,011	80,811
Mediums	3,310	3,161	6,846	5,139
Heavies	1,088	860	2,397	1,425
Chevrolet				
Vans	11,686	13,505	24,379	25,695
Sportsvan	1,847	1,754	3,771	3,494
Astro	3,459	___	6,159	___
S-10	25,157	13,907	42,502	27,322
S-10 Blazer	12,222	9,841	26,185	19,545
El Camino	1,463	1,898	3,167	3,721
Blazer	3,712	4,419	7,445	8,318
Suburban	4,138	4,002	8,635	7,149
Pickups	34,763	34,951	73,996	68,660
Mediums	1,419	1,101	2,917	2,157
Chrysler				
Vans	5,243	5,780	10,052	11,206
Ram Wagon	3,014	3,601	5,890	6,469
Voyager	8,134	6,745	15,667	10,863
Caravan	8,565	7,071	16,504	11,143
Mini Ram Van	2,017	160	4,142	172
Ram 50	6,906	3,539	13,038	6,642
Other Plymouth Trucks	___	___	___	378
Ramcharger	3,514	2,316	6,685	4,333
Rampage	___	804	___	1,448
Pickups	14,509	11,556	27,037	20,806
GMC				
Vans	3,133	4,198	6,057	8,742
Safari	659	___	1,243	___
S-15	5,428	3,247	8,817	6,567
S-15 Jimmy	2,791	2,371	5,836	5,140
Jimmy	606	721	1,386	1,626
Caballero	164	209	367	403
Suburbans	1,432	1,200	2,734	2,458
Pickups	9,646	9,404	18,903	19,916
P Models	349	378	2,096	899
Mediums	2,111	1,948	3,995	3,543
Heavies	538	1,078	1,371	2,026

Meanwhile, they're converting Astro-Safari cargo units

GM dealers want passenger vans

By Joseph Bohn
Truck Editor

General Motors' M-vans, often predicted to have their greatest appeal with commercial buyers, are really turning out to be most popular as people carriers and conversion units, according to Chevrolet and GMC dealers.

Faced with a temporary lack of passenger models, Chevrolet and GMC dealers have been successfully satisfying some of the demand by converting their Astro and Safari cargo units into passenger models on their own.

GM, as part of its quality-control effort, elected to build and ship the easier-to-produce cargo versions first.

The tight quality-control program has resulted in a number of constraints during the early launch months.

For example, passenger models aren't available in the base 2.5-liter engine or manual transmission configuration, a Chevrolet spokesman confirmed. For at least the next several months, passenger Astros will be available only with V-6 engines and 4-speed automatics. Both are options, and together they add $995 to the retail price of the vehicles.

But Chevrolet has solved all of its early supply problems and now is ready to roll full-tilt. Michael Erdman, Chevrolet marketing manager—trucks, said the division is now beginning to really crank out the passenger versions and expects to have 8,000 to 10,000 in the field by early to mid-April.

A full-scale promotional campaign will follow. Erdman said he didn't feel comfortable doing a full-court promotional press until there were at least 12,000 to 14,000 passenger-type Astros in dealers' hands.

Chevrolet still isn't sure what the mix of commercial to passenger model sales will be and is staying flexibile for the time being. But Erdman said it has the capability to build 65-70 percent of its Astros as people-carriers, if that's how demand shapes up.

Chevrolet has begun promoting Astro on a limited basis and plans to hammer home the "one van that stands alone against competitors" theme, Erdman said. That is predicated on a number of features like its eight-passenger carrying capacity, 4.3-liter V-6 engine and 5,000-pound towing capacity which competitive Chrysler and Toyota vans don't have.

Chevrolet will also use families and garageability settings, Erdman said, to drum home the fact that its van is a very viable choice for station-wagon and passenger-car owners who make up the strongest segment of the compact van market.

Competitors, he noted, "would love" to have people regard the Astro as basically a commercial vehicle, but Chevrolet isn't going to let that happen.

Meanwhile, dealers affirmed the strong interest in the passenger version.

Mark Eddins, of Friendly Chevrolet, Dallas, one of the largest Chevrolet stores in the country, said initial Astro sales were "relatively small because of the non-existence of the passenger van. However, we increased our sales by going to an outside vendor and installing the passenger package. That has really helped, and now we're selling them fairly consistently."

By early March, he had sold 10 Astros out of 40-50 received, after deciding to go the conversion route. Initially, as cargo models, they had just sat on his lot without much action.

His RV business with conversion companies is also picking up, he added, as "people see more and more of these vans."

But, surprisingly, Eddins doesn't feel the Astro will be a big commercial market seller, simply because the conventional Chevy van has too many advantages and is too well established among commercial buyers.

"The commercial market is non-existent for this size van," Eddins said. "If you just take the basics (dimensions), you're not looking at that much difference between the Astro and the regular van. And you're looking at more carrying capacity in the G-van.

"For the utility market, it's a duplicate entry, and there aren't enough significant differences to make someone buy it over a G-van which has a proven track record in that market," Eddins concluded.

His dealership retails 2,000 to 2,400 vans a year in all the different van sales segments.

Dick Gillilan, truck sales manager for Jack Wall Chevrolet, Pas-

Continued on Page 22, Col. 3

Mitsubishi plans medium duties for U.S. market

Mitsubishi Motor Corp. has announced plans to sell its Fuso FK/FN Class 6 and 7 diesel trucks in the U.S. this fall through a new marketing arm and dealer network.

To be based in the Eastern U.S., the new truck operation expects to sell 3,000 to 5,000 units per year and will operate separately from the car and light-truck channels of Chrysler Corp. and Mitsubishi Motor Sales of America.

Mitsubishi plans to start marketing the trucks in the Northeast and gradually expand to the Gulf states.

A Mitsubishi spokesman said the company is looking for established commercial truck dealers to sell its vehicles. According to sources, several dealer organizations have already been contacted.

The company said it will first display its trucks at the New England Truck Show, April 24-26, in Boston. Twelve test units are currently operating in the U.S., according to the firm.

Mitsubishi joins Isuzu Trucks of America, Inc., and Hino Motors (U.S.A.), Inc., as the third Japanese maker to enter the U.S. medium-truck market. A fourth Japanese company, Nissan Diesel America, Inc., has set up headquarters in Irving, Tex., but has yet to introduce a commercial truck in the U.S.

Sales of medium and heavy-duty trucks totaled 276,368 units in the U.S. in 1984 with U.S. makers controlling virtually all of it. The market is very price competitive and is expected to stay that way for some time to come.

A General Motors spokesman

Continued on Page 43, Col. 1

Cummins cuts production of NT heavy-duty diesel

COLUMBUS, Ind.—Cummins Engine Co. cut production of its NT heavy-duty diesel engine by about 15 percent at the end of February.

The cutback, Cummins said, was caused by an anticipated leveling of demand in the North American heavy-truck market and lower engine production required for some of the company's defense projects.

Total Cummins sales will not be significantly affected because of higher sales of L10 heavy-duty and B series medium-duty engines, the company said.

Truck buyers, a spokesperson noted, are beginning to shift their purchases from the 14-liter NT engine to the more fuel-efficient 10-liter L10, which overlaps some of the NT range in power output.

Some employes will be laid off because of the NT cutback, but the company said it had not made a final decision on the number.

He still has the touch

Ken Self, right, former head of Freightliner Corp., spent three years building a two-thirds scale replica of a 1958 Freightliner full-tilt cab-over-engine truck. The 1979 retiree spent nearly 40 years in the business, and "had to have something to do," he said. He proudly displays his model to Gorden Clark, Freightliner senior vice president of sales and marketing, as they compare it with the latest Freightliner COE.

Spoilers and skirts for Mercedes 190

Kamei USA, North Haven, Conn., has introduced the X1 Mercedes-Benz 190 system which consists of a front spoiler, side skirts, a rear skirt and rear spoiler.

Ford and Iveco offering incentives to boost sales

Continued from Page 16

36-month lease terms through Ford Motor Credit on "work-ready" trucks, with monthly lease payments of $1,663.36.

Kenneth F. Smith, Ford heavy-truck general sales and marketing manager, said the program is aimed at the premium diesel truck market, with particular emphasis on high-tilt CL and CLT-9000 models.

Ford is running salesmen and sales manager spiffs as part of the program. Salesmen can win merchandise, and sales managers get a shopping spree at Neiman-Marcus.

IVECO is offering $2,000 cash rebates to buyers of its diesel trucks sold by participating IVECO dealers. The rebate applies on new and unused 1984-85 models bought from March 1 to April 30.

James R. Bostic, IVECO president, said the program is called "Share IVECO's Success" because the company has over 12,000 of its Z-Range trucks on American roads.

Meanwhile, they're converting Astro-Safari cargo units

GM dealers want passenger vans

Continued from Page 16

adena, Calif., said the Astro was still moving slowly in early March, but "it'll be just a matter of time before it takes off."

Like Friendly Chevrolet, his dealership is doing conversions on the Astro, and "you'll find an awful lot of those will be people movers," Gillilan predicted.

"We originally thought it would have a lot of appeal to the commercial market, but it's not enough van for the electrician, carpenter or plumber who are the people that have been buying our cargo vans," Gillilan said.

By contrast, there are a great many rental companies in his area which run shuttle services for out-of-towners and, for them, the economy, easy of driving and roominess of the Astro is very appealing, Gillilan added.

He, too, pointed out the popularity of the G-van with conversion companies which have been installing TV sets, consoles, hide-a-beds and the like to make them into popular RV units.

The dealership, which sells 70 to 110 trucks a month, is one of the largest Chevrolet outlets in Southern California.

Capitol Mack-GMC, Baton Rouge, also found a lot of excitement in the new vans but not in the cargo version.

"People are waiting for the passenger model. I've taken the cargo version and had it customized and put in nice trim and captain's chairs and a sofa or couch. The reaction from people is they like what they see," said Santo Bentivegna, light-duty sales manager for Capitol Mack-GMC.

Bentivegna said he sold a couple of cargo units to commercial users, but is mainly concentrating on passenger conversions to fill the gap until factory versions arrive.

"I could get a lot of orders for passenger Astros. We're taking orders and submitting them, but we can't promise delivery" and that has turned some buyers off, he added.

He put in 20 passenger-model orders, two of which have deposits from customers who are willing to wait. He figures there were at least 10 other people who would have placed firm orders, if he had been able to give them a delivery or production date.

He said that, even without heavy national ad support, the vans are drawing a lot of interest, judging by the number of brochures which dealership visitors have taken off his racks. He's had to replenish his supply of Astro informational literature twice.

Elsewhere, dealerships like Arroway Chevrolet, Katonah, N.Y., and Town Chevrolet, Middletown, N.J., also reported that customers are essentially waiting for the passenger versions.

"The cargo model has limited appeal," said Larry Tynan Jr., general manager, Town Chevrolet. "If we had more of these passenger vans and better variety, we'd be able to sell a lot more of them."

Added Armand Bassi, owner of Arroway Chevrolet, "People are waiting for the passenger versions. I think you'll see a fair number of Astros sold as cargo vans, but their real success will be as people movers."

New Chevy dealer

BLACKFOOT, Id.—Darrell Nichols has signed a Chevrolet sales and service agreement for Riverside Sales.

Parts group to explore changes in aftermarket

Continued from Page 20

Synnott, chairman, Worldparts Corp., will explain how a company can get into the import business. Experienced importers also will tell why it became a necessity and how they got involved.

At another session on importing, John Dyer, University of Miami Marketing Department, and a panel of aftermarket exporters will demonstrate how a company can profit through exports.

Arnold Slight, Fram Division technical sales manager, and William Wade Jr., corporate development vice president, CR Industries, will be leaders of a workshop on "Catalogs, the Necessary Evil."

At the opening seminar May 17, Heartsill Wilson, management consultant, will discuss theories prescribed to by successful American companies and how a firm can put them into practice.

There will be five concurrent workshops after the seminar. Speakers and their topics will be:

S. E. Sanderson, president, Geneva Corp. mergers and acquisitions; Richard Teasel, consultant, Champion Spark Plug Co.; Stan Stephenson, Motor Age editor, and C. Dick Perkins, staff administrator, General Motors Service Research, technical revolution; Jane Symons, general manager, Wetacom, and Richard D. Kudner, advertising/merchandising vice president, Champion Spark Plug, teleconferencing.

Also, Robert Williams, Arthur Young & Co., office automation; Ollie Furnish, senior vice president, Guarantee Auto Stores, Inc.; Jim Maynard, automotive service training and technical director, Montgomery Ward & Co.; Bruce Allen, automotive service group manager, Canadian Tire Co., and David Reale, marketing vice president, FMC Corp., accelerating sales through service.

Communication in the Aftermarket will be the topic of a post-luncheon seminar, featuring Julian C. Morris, APAA president, and Lilot S. Moorman, principal, Lilot S. Moorman Associates.

Sharlene Weiss, president, Healthy People, will speak on managing stress at a session following the seminar.

Calif. seminar will focus on service systems

Continued from Page 20

winners, the money is divided and a minimum of $100 is awarded to the high scorers.

Arrow conducts the seminars twice a year, usually within a week or two of the registration deadline for the certification tests. The clinics are held in different locations around the country and, Rosenstein said, attracts mechanics of every stripe, ranging from helpers and independent shop workers to car-dealership, service-station and fleet-service personnel.

The April 3 clinic will be held at the Anaheim Marroitt beginning at 7 p.m. Rosenstein said advance registration is recommended and can be obtained from Arrow Automotive in Framingham, Mass., or through Arrow's warehouse distributors in Southern California.

They include Apollo Warehouse in Carson, Desert Automotive Warehouse in Cathedral City, Davidson Conroy in Los Angeles, or D.C. Automotive Warehouse in Highland Park. Registration forms are also available from Southern California AAA, jobbers and dealers handling the Arrow product line and the Automotive Service Council.

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Incentives spur February gains

Compacts lead sales explosion

Continued from Page 16

285,390 units in February, up 18.2 percent over the 241,469 units sold a year earlier. For the first two months of 1985, the dealers sold 554,731 units, up 21 percent from the year ago total of 458,483.

Ford's 203,627 sales through February this year were 9.3 percent ahead of the 186,284 units sold through February, 1978, the previous record, and 21.5 percent more than the 167,642 units sold through February, 1984.

Ford sold 106,740 trucks in February, 18.9 percent more than the 89,765 units sold a year earlier and just short of the February record of 106,993 sales, set in 1978.

February sales of Ranger compact pickups, for which Ford has offered 8.8 percent financing since Feb. 5, totaled 31,129 units, 67.5 percent ahead of January's 18,579 sales and double last February's count of 15,493.

Edson P. Williams, general manager, Ford Truck Operations, viewed the light-duty market as "going absolutely mad."

Total industry sales during February, he said, point to a record and match any rate seen in the 1978-1979 boom years.

Chrysler sales, apparently boosted by incentives and strong selling minivans, soared to records for the month and year.

February sales of 51,902 trucks were 14.1 percent ahead of the previous record 45,499 units set in 1977 and 24.8 percent over the year-earler 41,572 sales.

Chrysler's 99,015 sales for the year through February were also a record, 17.6 percent ahead of the 84,172 units retailed through February, 1977, and 34.8 percent over the year-earlier 73,460 sales.

Chrysler offered 8.8 percent financing on its Mitsubishi-built Ram 50 pickups for two months through March 10 and is offering $300 to $500 rebates on pickups and Ramchargers through May.

Comparing sales of those vehicles through February, 1985, with year-earlier figures showed Ram 50 sales up 96.3 percent, pickups up 29.9 percent and Ramchargers up 54.3 percent. Minivan sales were up 33.9 percent.

GMC retailed a record 26,859 units in February, 2.7 percent higher than the 26,147 sales reported in the previous record February of 1979 and 8.5 percent greater than the year-earlier 24,754 sales.

Sales for the year through February totaled 52,845 units, up 3 percent over the previous record 51,320 units retailed a year-earlier.

Sales of S-15 pickups were up 67.2 percent for the month and 34.3 percent for the year. GMC began a two-month 8.8 percent financing program on those vehicles on Feb. 1.

However, sales of heavy-trucks were off 50.1 percent in February and 47.8 percent for the year, compared with year-earlier figures.

A GMC spokesman said of the heavy market, "We are optimistic for the industry and for GMC. We think 1985 will be a stronger year than 1984 . . . There is a lot of interest from the fleets, but some hesitancy to buy."

Fleets, the spokesman noted, are concerned with the government deficit and the stability of the economy.

Chevrolet retailed 99,889 units in February, 17 percent over the 85,378 units sold a year earlier. This year, Chevrolet has sold 199,244 trucks, 20 percent more than the 166,061 sold in the first two months of 1984.

In 1979, Chevrolet sold a February record of 103,014 units and a two-month record of 201,625 units.

Chevrolet is also offering 8.8 percent GMAC financing on S-10 pickups and sold an alltime monthly record 25,157 in February, surpassing the old record of 25,046 sales set in March, 1982.

February sales of Jeep four-wheel-drive vehicles were up 9.4 percent to 12,622 units, compared with 11,536 in the same month a year ago. Sales of the downsized Cherokee represented 56 percent of the total.

The two-month count of 25,804 sales was up 15.1 percent over the year-ago 22,405 units retailed.

Japanese manufacturers retailed 70,232 units, including the 6,906 Chrysler Ram 50s, during February, compared with 57,534 a year earlier.

Toyota sold 24,432 units, up 36.7 percent from the year-ago 17,870 sales; Nissan sold 21,932, down 5.5 percent from 23,313; Mazda sold 8,726, down 11.8 percent from 9,890; Isuzu sold 6,755, up 262.6 percent from 1,863, and Mitsubishi sold 1,481 under its own nameplate, up 27.8 percent from 1,159.

Of Nissan's February, 1985, sales, 10,942 were U.S.-built, down 3.2 percent from 11,303 a yearearlier.

For the first two months of this year, Japanese makers sold 142,759 units, including the 13,038 Ram 50s, compared with 101,391 a year-earlier.

Nissan sold 52,531 units, up 45.1 percent from the year-ago 36,202 sales; Toyota sold 48,341 units, up 41.7 percent from 34,105; Mazda sold 15,850, down 14 percent from 18,439; Isuzu sold 9,787, up 175.4 percent from 3,554, and Mitsubishi sold 3,212 units under its own nameplate, up 31.2 percent from 2,449.

Diesel-car sales rise 84 percent in Britain

LONDON.—Sales of diesel-engine cars in Great Britain totaled 45,386 in 1984, an increase of 84.4 percent over 24,602 in 1983, according to the Society of Motor Manufacturers and Traders.

Ford topped the diesel-car market last year with sales of 17,614 units. PSA was second with 11,357, and General Motors was third with 6,217.

Downey Toyota grants volunteer $500 scholarship

DOWNEY, Calif.—Candida Gallegos received a $500 scholarship from Downey Toyota here for her more than 340 hours of voluntary service to Downey Community Hospital.

Gallegos, a member of the Candy Stripers Board for two years, plans to study nursing and pediatrics in college.

She also received a 14-karat gold necklace and a commemorative plaque.

Participating in the ceremony were Greg Burke, business manager of Downey Toyota, and Bill Hunter, marketing director of G. Terzis Candy Co., which helped organize the event.

B-W names Gardner

TROY, Mich.—Lee M. Gardner has been appointed operations vice president for the Borg & Beck unit of Borg-Warner Automotive, Sterling Heights, Mich. He formerly was business development director for Borg-Warner Industrial Products, Los Angeles.

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factories list auction dates

American Motors

March 19—High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.; Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Metro Milwaukee Auto Auction, Caledonia, Wis.

March 21—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Model Breakdown
Auction Averages

	MAR. 1985	FEB. 1985	JAN. 1985
1985	$12,817	$14,691	$11,375
1984	$8,724	$8,850	$8,726
1983	$5,691	$6,171	$5,978
1982	$5,097	$5,185	$5,343
1981	$4,153	$4,049	$4,350
1980	$3,416	$3,301	$3,600
1979	$2,629	$2,742	$2,771
1978	$1,913	$1,907	$2,117
Overall Average	$4,778	$4,782	$4,992

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Ford Motor Co.

March 20—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

March 21—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

March 22—Big H Auto Auction, Houston.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

General Motors

March 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

March 20—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

March 21—Indianapolis Auto Auction, Indianapolis, and Southwest Auto Auction, Phoenix.

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

March to date	$4,778
Month ago	$4,699
Year ago	$4,877

Will also study diesel venture

DDA and Deere sign marketing agreement

By Joseph Bohn
Truck Editor

Detroit Diesel Allison Division of General Motors and Deere & Co. have signed a letter of intent under which they will study the feasibility of forming a joint venture in the diesel engine business.

The two companies also are striking a marketing/distribution agreement which, more immediately, will allow each to distribute and sell selected diesel engine products made by the other.

Deere is particularly interested in a new, high-tech Series 60 engine line which DDA is developing.

The new engine line will be "larger than their average engine," a Deere spokesman added and "larger than the average engine we make. Of course, We'll be looking at a lot more than that."

The engine products they select will augment product lines of both companies.

"We have a mutual marketing agreement so they have an opportunity to look at ours (engines) and we have an opportunity to look at theirs. It should be synergistic to both organizations," a DDA spokesman said.

DDA builds a 6.2-liter diesel in Moraine, O., for Chevrolet and GMC pickup trucks, Suburbans and four-wheel-drive vehicles. It builds an 8.2-liter diesel for medium-duty trucks in Romulus, Mich., and heavy-duty engines in Redford, Mich., in the 53, 71, 92 and 149 series. The latter are large, heavy-duty two-cycle engines for a variety of industrial, off-highway/on-highway, marine and other markets.

A spokesman said the new arrangement would be geared more toward allowing DDA to better serve *existing markets than pursuing* new ones.

DDA sells directly to large OE customers, like International Harvester, Ford and PACCAR, and indirectly to smaller-volume customers through 46 North American and 125 overseas distributors. Its distributor organization, a spokesman added, is primarily geared toward providing parts and service on its products.

A Deere spokesman said that, although it builds a full range of engines from 50 HP up to 400 HP, most of its volume is in the smaller, heavy-duty 240-HP and under range.

"Their average engine is larger than the average engine we produce," he said.

Most of Deere's engines go into its own products. Only a small percentage is sold to OEM customers.

Deere has only about 50 dealers in North America.

"If we use their (DDA's) distribution system, we automatically have more dealer outlets," the Deere spokesman concluded.

Belt-use programs win DOT awards for four cities

WASHINGTON.—Secretary of Transportation Elizabeth H. Dole honored the mayors of four winning cities that participated in a contest designed to increase the use of safety belts in communities across the country.

Dole presented trophies to Mayors John Mercer, of Sunnyvale, Calif., and Dale Danks Jr., of Jackson, Miss., and to New York City Commissioner of Transportation Anthony Ameruso, representing Mayor Edward I. Koch, and Gail Beagle, administrative assistant to Rep. Henry B. Gonzalez, representing Mayor Henry Cisneros, of San Antonio.

The contest was initiated last spring by Mayor Louis Montano, of Santa Fe, and became known as the Santa Fe Challenge. Cities with populations exceeding 15,000 that were conducting safety-belt-use programs were invited to enter the competition in an effort to increase belt use.

Dole also honored Mayor Montano and Mayor Ernest Morial, of New Orleans, president of the U.S. Conference of Mayors, which endorsed the competition and promoted participation through its membership.

In all, 25 cities registered to participate in the safety-belt contest and 13 submitted results.

used-car auction directory

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	Mar.1, 1985	Feb.1, 1985	Mar.1, 1984
Alliance	109	127	68
Encore	127	164	68
Eagle	120	115	90
AMERICAN MOTORS	116	136	70
Caravelle	74	77	.....
Horizon	28	80	50
Reliant	71	66	68
Turismo/TC-3	29	91	67
Plymouth	69	101	30
Plymouth Total	47	76	61
LeBaron	87	90	59
LeBaron GTS	71	64	.....
Laser	75	141	72
Fifth Avenue	87	89	57
N. Yorker E/EClass	93	97	60
Chrysler Total	84	95	62
Omni	31	77	53
Daytona	69	122	90
Charger/024	34	88	77
Aries	70	70	69
400/600	85	93	78
Lancer	71	80	.....
Diplomat	86	93	64
Dodge Total	57	84	71
CHRYSLER CORP.	60	85	65
EXP	106	122	64
Escort	70	74	56
Tempo	57	81	61
Mustang	43	44	49
Thunderbird	93	76	71
LTD	87	88	58
Crown Victoria	114	136	54
Ford Division	74	82	58
Lynx	84	92	77
Topaz	54	73	70
XR7/Cougar	74	80	56
Marquis	74	93	41
Grand Marquis	108	138	48
Capri	96	102	73
Total Mercury	82	99	56
Continental	45	56	55
Lincoln	50	62	25
Mark VII	47	81	76
Lincoln Total	48	63	44
FORD MOTOR	74	85	57
Skyhawk	56	58	90
Skylark	43	60	87
Century	33	41	54
Regal	51	62	54
Somerset Regal	63	53	.....
LeSabre	53	67	22
Electra	48	45	46
Riviera	47	52	60
Buick Division	47	55	61
Cimarron	76	77	94
Eldorado	78	71	36
Cadillac	61	57	44
Seville	40	71	36
Cadillac Division	68	63	45
Chevette	55	42	70
Cavalier	53	44	62
Citation	79	86	116
Camaro	44	70	67
Celebrity	36	36	60
Monte Carlo	53	47	99
Chevrolet	79	74	67
Corvette	69	54	44
Chevrolet Division	55	53	69
Firenza	82	56	84
Cutlass Ciera	30	27	36
Cutlass Supreme	37	31	44
Calais	70	58	.....
Olds 88	58	54	40
Olds 98	54	46	33
Toronado	89	60	56
Oldsmobile Division	48	41	44
Fiero	78	89	14
1000	56	57	91
2000 Sunbird	64	67	88
Firebird	69	73	62
6000	38	40	45
Bonneville	60	72	71
Grand Am	24	26	.....
Grand Prix	68	82	88
Pontiac	100	96	83
Pontiac Division	59	62	62
GENERAL MOTORS	53	52	58
VOLKSWAGEN	51	55	88
HONDA	1	0	13
Total Cars U.S.	59	65	59
SUBCOMPACT	55	73	53
COMPACT	59	64	66
INTERMEDIATE	54	54	60
STANDARD	81	86	53
LUXURY	62	61	44

At April 25 meeting

CARB to debate plan for warning device

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.— A proposal requiring a diagnostic and malfunction warning system on vehicles equipped with three-way catalysts will be considered by the California Air Resources Board (CARB) when it meets here April 25.

If passed, the rule would require that all 1988 and subsequent vehicles be equipped with a means of informing vehicle owners of malfunctions that would increase emissions to a specified degree and an on-board system that would identify the likely area responsible for the malfunction.

As part of the measure, CARB will also consider increasing the service maintenance requirements of oxygen sensors from 30,000 to 50,000 miles because of the the diagnostic and warning rule.

Currently, vehicles are equipped with an oxygen sensor light that automatically trips at 30,000 miles to remind the owner to have that part of the emission control system serviced.

According to the proposal, "manufacturers unable to equip their vehicles with 50,000-mile oxygen sensors would be required to provide free replacement of the sensor at the first maintenance interval, thereby extending their responsibility to 50,000 miles."

Other matters that will be taken up at the April 25 meeting include a proposal to reduce warranty requirements on fuel-injection pumps for diesel engines from 100,000 to 50,000 miles and a hearing on lowering sulphur content of gasoline and diesel fuel.

The petition to lower the warranty requirements on diesel fuel-injection pumps has been submitted by International Harvester. According to the board, IH has testified that it may have to replace a large number of pumps due to vehicle modifications resulting in excessive engine loadings.

The board's proposal would redefine the useful life of the pump as 5 years/50,000 miles or 3,000 hours of operation. This amendment would apply only to the 1985 and 1986 model years.

FTC has opening as Douglas quits

WASHINGTON.—Federal Trade Commissioner George W. Douglas has resigned, effective mid-September. This will leave a vacancy for a seven-year term for a Democrat or Independent.

Douglas, a Democrat, has consistently voted with FTC Chairman James C. Miller III in the Reagan philosophy of getting FTC rules off the backs of companies and having FTC make economic input to other government agency decisions.

Meanwhile, FTC Commissioner-designate Mary Ascuenaga, an Independent, has made her first appearance before the Senate Commerce Committee but she has not yet been confirmed. And rumors persist that Chairman Miller may be leaving for some as yet undefined greener pastures.

Only Quebec gets Suzuki's Forsa

MONTREAL.—Suzuki Canada, Inc., has introduced the Forsa, a front-wheel-drive, 5-speed, two-door auto, which is available only in Quebec and priced at $6,195 (Canadian) for the base model and $6,695 for the deluxe.

Similar models, made by Suzuki and distributed by General Motors, are sold on the U.S. West Coast as the Sprint and in British Columbia as the Firefly.

Supply of domestic cars drops back to 59½ days

Continued from Page 1

Regal, 51; Monte Carlo, 53; Bonneville, 60½; Somerset Regal, 63½; Grand Prix, 68½; Calais, 70; LeBaron GTS, 71; Lancer, 71½; Caravelle, 74; Cougar, 74½; Marquis, 74½; Citation, 79½; Dodge 600, 85; LTD, 87; New Yorker E/E Class, 93, and Thunderbird, 93

Standard-size cars: LeSabre, 53; Oldsmobile Eighty-eight, 58; Gran Fury, 69; Chevrolet, 79; Diplomat, 86½; Parisienne, 100; Grand Marquis, 108, and Crown Victoria, 114.

Luxury models:Continental, 45; Mark VII, 47½; Riviera, 47½; Electra, 48; Lincoln, 50½; Oldsmobile Ninety-Eight, 54; Cadillac, 61½; Corvette, 69; Eldorado, 78; Fifth Avenue, 87½; Toronado, 89, and Seville, 90.

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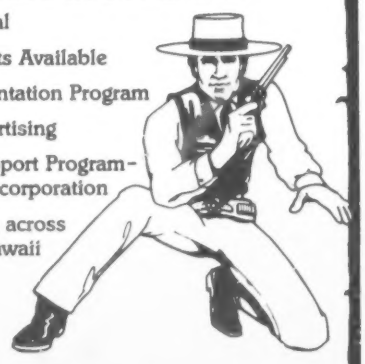

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Factory, dealers, suppliers

Computers link Chrysler operations

Continued from Page 6

the computer.

"As a result, we are launching 100 dealers a week," Quint said. "There is no way we could do that if we had to go out and physically train everyone in the dealership to use that system."

Zone offices will be hooked into the system.

District managers will also be part of the integration and will have the same inquiry and communication capacity as the dealers plus a little more. They will be able to check the dealers' status and financial condition. Those managers may even be carrying a portable computer.

The Chrysler plants will also be linked to the main systems as each is modernized, probably within two years, Quint said.

The Sterling Heights and Windsor assembly plants already are run on a state-of-the-art central computer in the plant which is linked to the corporate network and the suppliers. Other plants are linked in a less-sophisticated manner.

The interiors of those two plants were designed by computer simulation.

Chrysler's computer-aided design and computer-aided manufacturing systems are also integrated on three systems—a Control Data Cyber system at Highland Park Design, a General Electric Calma at Outer Drive (Detroit) Tool and Die and an IBM system at Highland Park. The IBM is used for management information, plant scheduling, dealer communcations and the like.

The Control Data CAD system at Highland Park Design and the GE Calma CAM system at Outer Drive Tool and Die already talk to one another, according to Jack E. Thompson, manager, technical system development.

Chrysler is linking the IBM system to the other two, he said.

The Outer Drive operation is a small plant laboratory for new ideas with conveyors and robots where new products can be tested under assembly condititions.

About 25 percent of the new model can be created at Outer Drive, Thompson said. The rest is done outside because it is more cost-effective.

"Our robot lab is really a pilot assembly line which simulated production conditions," Thompson said. "Go to Ford or GM and ask them to show you their robot lab. You'll see a room full of robots. It is not a product environment like we have."

Since the CAD/CAM systems are linked between Outer Drive and corporate design many things are possible.

The tools and dies for the 1986 P-car where made directly from computer data with no wood masters. Two-thirds of the LeBaron GTS was designed by CAD/CAM, Robert Sinclair, vice president engineering, told the analysts meeting.

All electronic systems for new Chrysler vehicles are done on the computer, he said.

Sinclair also told the analysts that Chrysler spends only eight-tenths of one percent of its sales dollar for CAD/CAM and information services while GM spends twice that much or about 1½ percent of its sales dollar.

Before Chrysler expands the CAD/CAM systems to do something new, it looks for a productivity gain of at least four to one, but it has been experiencing gains of as much as 40 and 50 to one, Sinclair said.

The current systems in design have already shown a 30 to one productivity increase when compared with those used in 1969 and 1970, Brauburger said.

Chrysler soon will be using 3-D holographs to replace clay models. It takes two man-months to produce each clay model and using the 3-D holographs can save two man-months per clay model, Sinclair told the analysts.

Chrysler is also using a Predictive Design process which provides crash-testing data without actually crashing the cars, he said.

Chrysler is showing a 15 percent productivity increase in design, according to Thompson.

That will increase as more of the CAD systems are linked. Powertains are still not part of the circle but will be as new engines are introduced.

The corporate CAD systems are also linked directly to the plants in some areas. A transmission case was designed on a computer and then machined without ever leaving the computer system, Brauburger said.

While Chrysler makes strides in its manufacturing capabilities through computization, so does its financial arm.

Chrysler Financial Corp. plans to diversify just as General Motors Acceptance Corp. plans to diversify.

Chrysler Financial has upgrading its in-house data processing so more functions are computerized. Productivity at Chrysler Financial improved 16 percent: at GMAC, it has improved at a 3-percent annual rate.

Chrysler Financial is looking at diversification into other financial services which can be offered through its existing organization. It reportedly has considered the credit card business.

"Each company is at a different phase of its maturity," said E.O. Grote, president of Chrysler Financial. "And so what is right for one company may not be right for another company at a given point in time.

"But I think you will see the captive companies broaden the scope of services they offer to the consumer, without being specific at this time what that might be."

Chrysler is moving ahead on its own to integrate its systems and feels it has a jump on the rest of the industry without spending megabucks. It has taken a "rifle shot instead of a shotgun approach" to the linkup, Thompson said.

"Throwing megabucks at something may or may not solve all the problems," Quint said. "It certainly may not do it the most efficent way. I think our approach is to direct our efforts where we think the payoff is the biggest."

Prechter realigns firm's structure, promotes two

SOUTHGATE, Mich.—Heinz C. Prechter, chairman and president of ASC, Inc., has announced a realignment within the company's structure.

The changes include two executive appointments and the realignment of several activities.

Larry V. Moore, a 20-year veteran of Ford Motor Co., has been appointed to the new position of executive vice president and chief operating officer. Reporting directly to Moore are the general managers of ASC's American Sunroof Co., Automobile Specialty Co. and Engineering and Technical Center.

Two other areas of the company that have been realigned under the executive vice president include Business and Product Strategy and Program Management.

Donald J. Old has been appointed vice president and general manager of ASC's American Sunroof Co. Old, formerly general manager of the firm, joined the ASC organization in 1983.

Within American Sunroof Co., Prechter reported a restructuring of the Sunroof Systems Divison to include the Sunroof Engineering and Sales and Technical Services groups. In addition, ASC's Worldwide Operations have been placed under the company's Design and Marketing Center activity.

Dealer total—U.S. and import—steady for year

The number of new-car dealerships in the U.S.—domestic and import combined—held steady in 1984.

The Automotive News census found 24,724 outlets in operation on Jan. 1 of this year, three more than the 24,721 counted at the beginning of 1984.

The 1985 total consists of 20,902 establishments handling domestic cars and 3,822 handling only imported cars.

The overall import dealership total is 12,427, but 8,605 of them are domestic-import duals, so they are included in the domestic count.

On Jan. 1, 1984, the 24,721 dealerships consisted of 20,841 that handled domestic cars and 3,880 that handled only imports.

The overall import figure at that time was 10,096, including 6,216 that carried both domestic and imported cars.

Thus, the domestic total rose 61 for the year and the import-only number was down 58, resulting in a net gain of three outlets for the industry.

NEW—CAR OUTLETS
U.S. AND IMPORT

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%
Jan. 1, 1985	24,724	+0.0%

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IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1985		Jan. 1, 1984	
Imported-cars only:				
Exclusives	2,833		2,750	
Duals	989		1,130	
		3,822		3,880
Import-domestic duals:				
Domestics with captive imports	6,065		3,864	
Domestics with other imports	2,540		2,352	
		8,605		6,216
Total imported-car dealers		12,427		10,096

Notes: Renault and Volkswagen are counted as domestics. Captive imports are Chevrolet Sprint and Spectrum; Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista.

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Import outlets total 12,427; Chevy captives boost count

Continued from Page 1

Import exclusives rose last year. There were 2,833 of them on Jan. 1, 1985, up from 2,750 at the beginning of 1984. Honda set the pace with an increase of 88 solo spots. Nissan, down 36, showed the biggest decline.

As might be expected, the Japanese account for the bulk of the exclusives—2,309 of the 2,833. The leaders are Toyota, 661; Nissan, 605; Honda, 532; Subaru, 302, and Mazda, 106. The only other makes with more than 100 one-liners are Volvo, 122; BMW, 116, and Mercedes-Benz, 106.

While the number of exclusives rose, the number of import-only duals dipped last year. There were 989 as 1985 began, down from 1,130 a year earlier. So the number of outlets handling only imported cars slipped to 3,822 from 3,880.

The other main class of import outlets is the import-domestic duals. Again, there are two subgroups—domestic duals with captive imports and domestic duals with other (independent) imports.

The increase in captive duals was noted earlier. Domestic duals with independent imports also went up in 1984, rising to 2,540 from 2,352. The number of domestic-car dealerships handling an import was 8,605 on Jan. 1, up from 6,216 as 1984 began.

The import franchise total showed a substantial gain last year, rising to 16,191 from 13,707 at the beginning of 1984. It was an increase of 2,484 selling agreements, or 18 percent.

The franchise total is always higher than the dealership figure: Because of dualing, every franchise does not constitute a separate dealership.

Fifteen makes were up for the year, and eight were down. Two were unchanged, and there are three newcomers—Chevrolet Sprint and Spectrum joined the fold in 1984, and Lamborghini appears in the annual census for the first time last July. Their totals have risen since then.

The Top Ten in import franchise totals on Jan. 1 were: Plymouth, 2,980; Dodge, 2,893; Spectrum, 1,561; Nissan, 1,106; Toyota, 1,091; Honda, 850; Subaru, 810; Mazda, 760; Sprint, 516, and BMW, 419.

The biggest franchise gains were by the Dodge and Plymouth captives, up 149 each. This was higher than the *dealership* upturn of 124 for the Chrysler Corp. imports because of dualing between Dodge and Plymouth.

Also adding franchises for the year were Honda, 28; Maserati, 20; TVR, 18; Lotus, 15; Alfa Romeo, 15; Subaru, 12; Toyota, 10; Saab, 9; BMW, 5; Nissan, 5; Mazda, 3; Ferrari, 2, and Mercedes-Benz, 1.

Reporting fewer dealers this year than last were Jaguar, down 17; Peugeot, 14; Audi, 5; Mitsubishi, 2; Isuzu, 2; Porsche, 2; Rolls-Royce, 2, and Volvo, 1. Aston Martin was unchanged, as was the estimate for Bertone/Pininfarina.

Franchise totals were a record high for 11 makes.

The record setters were Dodge, Plymouth, Honda, Subaru, Mercedes-Benz, BMW, Ferrari, Maserati, TVR, Sprint and Lamborghini. Sprint and Lamborghini appeared in the census for the first time last July. Their totals have risen since then.

IMPORT FRANCHISES

	Jan. 1, 1985	Jan. 1, 1984
JAPAN	12,863	10,434
Plymouth	2,980	2,831
Dodge	2,893	2,744
Chevrolet Spectrum	1,561	.....
Nissan	1,106	1,101
Toyota	1,091	1,081
Honda	850	822
Subaru	810	798
Mazda	760	757
Chevrolet Sprint	516	.....
Isuzu	215	217
Mitsubishi	81	83
WEST GERMANY	1,572	1,573
BMW	419	414
Mercedes-Benz	417	416
Audi	408	413
Porsche	328	330
SWEDEN	738	730
Volvo	404	405
Saab	334	325
ITALY	382	334
Bertone/Pininfarina	141	14*
Alfa Romeo	121	10*
Maserati	61	41
Ferrari	48	46
Lamborghini	11	.....
UNITED KINGDOM	319	305
Jaguar	172	189
Rolls-Royce	63	65
Lotus	40	25
TVR	30	12
Aston Martin	14	14
FRANCE	302	316
Peugeot	302	316
MISCELLANEOUS	15	15
TOTAL	16,191	13,707

IMPORT OUTLETS
Number of dealerships in U.S. handling imported cars, 1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
Jan. 1, 1985	12,427

*—Alltime high.
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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Year's total is 1,829,584

Car production rises to 177,239

By Louise Kertesz
Detroit Reporter

Domestic auto makers slated production of 177,239 units last week, 2.50 percent more than the previous week's 172,911 but 2.21 percent less than the year-ago week's 181,252.

So far this year, 1,829,584 cars have been assembled, about the same (up 0.75 percent) as the 1,816,008 completed last year at this time.

Last week's scheduled output was shared as follows: General Motors, 61.10 percent; Ford Motor Co. 17.83 percent; Chrysler Corp., 17.78 percent; American Honda, 2.13 percent; Volkswagen of America, 1.13 percent, and New United Motor Mfg., Inc., 0.03 percent.

Honda's Marysville (O.) facility lost five hours of production during the week ended March 9 because of equipment malfunction. Output for the week fell some 250 units short of the targeted 3,800.

Ford's Wayne (Mich.) plant was down last week for one week for conversion to 1985½-model Escort and Lynx production.

Ford's Atlanta plant will be down this week (March 18) for one week to move production of the Ford Thunderbird and Mercury Cougar to Lorain, O.

The Atlanta facility will concentrate on production of the Ford LTD and Mercury Marquis and continue to prepare for the launch of the new Ford Taurus and Mercury Sable in the fall.

Thunderbird and Cougar are already being built in Lorain.

GM scheduled two overtime shifts Saturday (March 16) at its plants in Lansing (Oldsmobile No. 1 and 2); Arlington, Tex.; Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Leeds, Mo.; Oklahoma City, and Orion Township, Mich.

Ford also scheduled Saturday overtime at its plants in Dearborn and Edison, N.J.

Daily overtime is scheduled this week at Ford plants in Chicago; Lorain; Dearborn; Wixom, Mich.; Edison, N.J., and Kansas City.

Chrysler scheduled two overtime shifts Saturday at its plants in St. Louis (No. 2), Jefferson (Detroit), and Newark, N.J.

Chrysler's St. Louis, Newark and Belvidere (Ill.) facilities are scheduled to operate two nine-hour daily shifts this week.

The Jefferson plant is scheduled to work two 8½-hour daily shifts this week.

Motor Iberica builds, sells Nissan Vanette in Spain

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Nissan Motor Co., Ltd., announced that Motor Iberica S.A., Spain's largest commercial-vehicle manufacturer, which is largely financed by the Japanese auto maker, has begun making and selling the cab-over Nissan Vanette.

The Vanette, according to Nissan, is targeted at the new market between passenger-car-derived vans and light commercial vans in the commercial-vehicle market. It joins the Nissan Patrol, which has been in production at Motor Iberica, located in Barcelona, since January, 1983.

The Vanette will be offered in two types of a blind panel-van and combination passenger utility van, with two engine choices—a 1,500-cc gasoline engine and a 2,000-cc diesel engine.

Nissan said exports of the Vanette to several European countries, including the U.K., France and Italy, are scheduled for this summer.

The Vanette went into production at Motor Iberica's Zona Franca plant in Barcelona in January, 1985. Plans call for an initial production volume of 6,400 units for 1985 and 15,000 units per year after production reaches full capacity, Nissan said.

Nissan first invested in Motor Iberica in January, 1980, and acquired majority-stockholder status in April, 1982. The company began producing the four-wheel-drive Patrol in January, 1983, and currently exports the vehicle to France and Italy.

Since it made its initial investment, Nissan said, Motor Iberica's plant facilities have been modernized and rationalized to strengthen overall operations, and Nissan technology as well as parts and components have been introduced to upgrade existing products.

With the introduction of the Vanette, Nissan said, Motor Iberica has expanded its export vehicle lineup and reinforced its position in the European commercial-vehicle market.

Nissan said it will continue to strengthen the Spanish company's corporate structure and competitiveness to foster continued growth as Nissan's primary commercial vehicle production base in Europe. Motor Iberica had approximately 130 dealer outlets as of the end of 1984.

New Chevy-Olds dealer

WILLARD, O.—Raymond P. Bouman has taken over the Chevrolet-Oldsmobile dealership here.

CANADIAN CAR PRODUCTION

	Week Ended March 16, 1985	Week Ended March 17, 1984	Week Ended March 9, 1985	March to Date	Jan. 1 to March 17, 1984	Jan. 1 to March 16, 1985
AMERICAN MOTORS	—	—	—	122	5,837	2,143
FORD MOTOR	11,379	9,418	9,699	23,293	82,968	115,769
GENERAL MOTORS	9,049	13,480	8,008	18,820	141,945	90,002
VOLVO	225	225	225	495	2,378	2,340
Total Cars, Canada	20,653	23,123	17,932	42,730	233,128	210,254

TRUCK PRODUCTION IN U.S.☆

	Week Ended March 16, 1985	Week Ended March 17, 1984	Week Ended March 9, 1985	March to Date	Jan. 1 to March 17, 1984	Jan. 1 to March 16, 1985
CHEVROLET	23,543	19,332	24,327	52,4[illegible]	213,268	241,999
DODGE	4,100	4,174	3,640	8,5[illegible]	44,585	41,331
FORD	24,907	26,065	24,462	54,4[illegible]	252,944	248,541
GMC	7,344	6,073	7,268	16,031	67,577	72,646
INTERNATIONAL	1,640	1,672	1,882	3,8[illegible]5	[illegible]923	16,372
JEEP	4,300	3,642	4,030	9,206	3[illegible]44	43,037
NISSAN	2,881	1,911	2,271	5,713	70[illegible]34	26,574
AM GENERAL*	50	50	50	[illegible]10	540	530
MISCELLANEOUS*	1,720	1,000	1,720	3,[illegible]84	10,800	20,740
Total Trucks, U.S.	70,485	63,919	69,650	154[illegible]135	663,315	711,790

CANADIAN TRUCK PRODUCTION

	Week Ended March 16, 1985	Week Ended March 17, 1984	Week Ended March 9, 1985	March to Date	Jan. 1 to March 17, 1984	Jan. 1 to March 16, 1985
CHRYSLER	8,760	8,288	8,681	19,185	63,427	88,823
FORD	3,460	3,402	2,436	6,598	35,504	35,871
GENERAL MOTORS	6,248	6,274	5,715	13,153	66,940	63,273
INTERNATIONAL	240	148	193	480	1,511	2,352
Total Trucks, Canada	18,708	18,112	17,025	39,416	167,382	190,319
N. American Trucks	89,193	82,031	86,675	193,551	830,697	902,109

☆ — Now includes window van production. *— Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production for week is best since June of '79

If domestic makers met their production target last week, they built more trucks than in any week in almost six years.

Scheduled output of 70,485 trucks last week was the highest weekly production since the week ended June 30, 1979, when 71,637 trucks were built.

The highest weekly production for 1984 was the 70,166 units for the week ended Nov. 10.

Last week's output was up a bit (1.20 percent) from the previous week's 69,650 and was 10.27 percent higher than the year-ago week's 63,919.

Year-to-date, 711,790 trucks have been assembled, 7.31 percent more than the 663,315 built last year at this point.

Ford Motor Co. has scheduled daily overtime this week (March 18) at its plants in Wayne, Mich. (Michigan Truck); Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Chrysler Corp. has scheduled two nine-hour daily shifts this week at its Warren (Mich.) plant.

Canada builds 20,653 cars; up 15 pct. for week

Canadian auto makers scheduled production of 20,653 units last week, 15.17 percent more than the 17,932 completed the week before, when output at General Motors and Ford Motor Co. plants fell short of target and American Motors' Brampton (Ont.) facility was down for inventory adjustment.

The previous week's output was the lowest in six weeks.

Last week's production was 10.68 percent less than the 23,123 cars completed in the year-ago week.

So far this year, 210,254 cars have been assembled, 9.81 percent behind the 233,128 finished last year at this point.

Makers targeted production of 18,708 trucks last week, 9.89 percent more than the previous week's 17,025 and 3.29 percent better than the year-ago week's 18,112.

Year-to-date, 190,319 trucks have been built, 13.70 percent more than the 167,382 completed last year at this time.

Chrysler Corp.'s Windsor (Ont.) plant scheduled assembly of 2,754 Plymouth Voyagers, 2,748 Dodge Caravans and 606 Mini Ram Vans, bringing the T-115 total for the year to 61,147.

U.S. CAR PRODUCTION

	Week Ended March 16, 1985	Week Ended March 17, 1984	Week Ended March 9, 1985	March to Date	Jan. 1 to March 17, 1984	Jan. 1 to March 16, 1985
AMERICAN MOTORS	—	4,725	3,638	4,316	41,257	18,522
Renault Total	—	4,725	3,638	4,316	41,257	18,522
Alliance	—	2,706	1,950	2,325	21,281	11,039
Encore	—	2,019	1,688	1,991	19,976	7,423
CHRYSLER CORP.	31,500	29,853	27,453	65,031	280,579	273,597
Plymouth Total	9,200	8,372	7,933	18,910	84,434	79,787
Horizon	3,100	3,603	2,890	6,514	34,736	27,255
Reliant	4,200	4,150	3,436	8,509	44,556	35,615
Caravelle	1,300	218	1,081	2,655	1,812	12,763
Gran Fury	600	401	526	1,231	3,330	4,154
Chrysler Total	11,000	10,586	9,068	22,082	90,853	93,185
LeBaron	3,000	3,015	2,513	6,008	27,709	25,349
Lebaron GTS	2,100	—	1,747	4,213	—	15,782
Laser	1,100	1,751	935	2,212	16,997	10,557
New Yorker E-Class	1,800	2,807	1,453	3,652	22,520	15,657
Fifth Avenue	3,000	3,013	2,420	5,997	23,627	25,840
Dodge Total	11,300	10,895	10,452	24,040	105,292	100,625
Omni	3,000	3,472	3,236	6,823	31,813	28,919
Aries	3,400	3,394	2,843	6,933	35,575	27,627
Daytona	900	1,248	859	1,949	13,796	9,824
Dodge 600	1,500	1,930	1,513	3,375	17,797	16,043
Lancer	1,700	—	1,398	3,383	—	11,952
Diplomat	800	851	603	1,575	6,311	6,260
FORD MOTOR	31,605	40,256	35,214	74,511	369,370	389,349
Ford Division	20,788	26,197	23,028	49,111	246,582	256,084
Escort	2,072	8,156	5,933	9,427	75,976	66,424
Mustang	4,320	2,868	3,308	8,485	27,343	37,552
LTD	4,607	5,084	4,525	10,152	52,247	51,231
Thunderbird	5,959	3,578	5,507	12,670	37,417	49,922
Crown Victoria	—	1,768	—	—	18,223	7,122
EXP	—	641	—	—	7,262	3,838
Tempo	3,830	4,002	3,755	8,377	28,114	39,995
L-M Division	10,817	14,059	12,186	25,401	122,768	133,265
Mercury Total	7,251	9,877	9,324	18,275	87,231	96,275
Lynx	541	1,605	1,930	2,939	15,493	17,593
Capri	202	369	309	596	3,761	4,771
Marquis	2,669	2,120	2,431	5,481	21,098	23,790
Cougar	2,519	2,799	3,264	6,328	18,847	31,563
Grand Marquis	—	1,825	—	—	19,696	4,733
Topaz	1,320	1,159	1,390	2,931	8,336	13,825
Lincoln Total	3,566	4,182	2,862	7,126	35,557	36,990
Continental	651	767	518	1,295	6,531	6,707
Lincoln	2,526	2,617	2,028	5,048	19,061	26,200
Mark VI/VII	389	798	316	783	9,965	4,083
GENERAL MOTORS	108,297	101,649	100,878	229,940	1,074,322	1,091,893
Buick Total	19,915	21,867	18,514	42,099	231,102	207,291
Skylark	2,245	2,045	2,035	4,752	21,713	25,402
Skyhawk	2,262	3,438	2,159	4,808	36,599	22,880
Somerset Regal	3,480	—	2,816	6,938	—	27,766
Century	4,124	5,049	3,997	9,010	49,987	46,966
Regal	2,232	4,794	1,406	3,918	50,332	22,179
Lesabre/Electra(rwd)	2,392	4,873	2,205	4,836	57,743	29,697
Riviera	1,205	1,097	1,450	2,907	12,951	13,857
Electra(fwd)	1,975	571	2,446	4,930	1,777	18,544
Cadillac Total	7,942	7,524	7,763	17,186	74,227	83,633
Cimarron	631	318	642	1,430	4,769	6,190
Seville	805	838	976	1,946	8,767	9,378
Eldorado	1,520	1,514	1,842	3,657	16,106	17,229
Cadillac (RWD)	1,089	4,189	920	2,196	42,313	11,965
DeVille (FWD)	3,917	665	3,383	7,957	2,272	38,871
Chevrolet Total	37,357	33,270	37,238	81,969	365,673	390,362
Chevette	3,616	4,718	3,588	7,831	48,071	35,735
Cavalier	9,629	8,247	9,378	21,229	90,070	104,694
Celebrity	6,834	5,919	7,018	15,017	66,005	64,146
Camaro	4,910	5,171	4,942	10,616	57,985	50,125
Citation	1,755	2,751	1,586	3,684	21,372	17,716
Malibu/El Camino	—	882	—	—	7,202	—
Monte Carlo	3,848	2,829	3,372	7,919	41,410	33,786
Chevrolet	5,765	2,051	6,351	13,267	25,847	75,245
Corvette	1,000	702	1,003	2,205	7,711	8,915
Oldsmobile Total	28,900	26,715	23,992	58,329	282,170	273,052
Omega	—	1,282	—	—	11,243	—
Firenza	2,064	1,352	1,773	4,163	15,991	16,368
Cutlass Supreme	5,027	8,088	3,715	9,555	84,011	42,045
Cutlass Ciera	9,217	6,531	7,789	18,798	57,835	85,847
88/96 (rwd)	3,954	7,920	3,559	8,439	101,369	53,329
Olds 98 (fwd)	3,294	623	3,028	6,921	2,029	31,029
Calais	4,449	—	3,058	8,298	—	34,142
Toronado	895	919	1,070	2,155	9,692	10,292
Pontiac Total	14,183	12,273	13,371	30,356	121,150	137,555
Acadian**	—	443	320	373	3,385	2,491
2000 Sunbird	2,637	3,425	2,256	5,537	32,657	30,410
1000	791	394	841	1,760	8,726	7,430
Firebird	2,783	2,243	2,666	5,997	24,431	27,238
Phoenix	—	431	—	—	3,531	—
6000	770	—	776	1,671	—	5,514
Grd Prix/Bonville	—	1,800	—	—	16,499	—
Parisienne	1,519	395	1,591	3,382	5,182	16,382
Fiero	2,400	2,552	2,177	5,050	26,739	23,320
Grand Am	3,283	—	2,744	6,587	—	24,770
HONDA	3,777	2,399	3,547	8,076	24,899	34,871
NUMMI (Nova)*	60	—	50	120	—	265
VOLKSWAGEN	2,000	2,370	2,131	4,553	25,581	21,087
Total Cars, U.S.	177,239	181,252	172,911	386,547	1,816,008	1,829,584
Total Cars, Canada	20,653	23,123	17,932	42,730	233,128	210,254
N. American Cars	197,892	204,375	190,843	429,278	2,049,136	2,039,838
N. American Trucks	89,193	82,031	86,675	193,551	830,697	902,109
North American Cars and Trucks	287,085	286,406	277,518	622,829	2,879,833	2,941,947

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News®

March 25, 1985

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For the U.S. in 1986

Scorpio by Ford of Europe

Ford of Europe's new Scorpio will be offered by U.S. Merkur dealers in spring, 1986. In Europe, the Scorpio will replace the Granada and will go on sale in mid-May. Length is 183.8 inches; wheelbase, 108.7 inches, and curb weights are in the 2,700-to-2,950-pound range. Story, other pictures on Page 8.

Sales per outlet climb; Japanese win top 4 spots

By Jenny L. King
Detroit Reporter

Galloping new-car sales combined with a stable dealer population resulted in increased sales per new-car outlet in 1984, the annual Automotive News analysis shows.

Total industry retail deliveries in 1984 were up 13 percent from the 1983 level. The number of new-car outlets was up less than 50 the first half of 1984, then dropped back by year's end to the level of a year earlier.

As was the case for 1983, four Japanese makes occupied the top spots on the sales-per-outlet chart for 1984, and Oldsmobile, in fifth place, continued to have the highest number of sales per outlet of the domestic makes.

Oldsmobile led a cluster of four domestics—including Buick, Chevrolet and Ford— which were followed by a scattering of imports and domestics in the sales-per-outlet lineup.

First, the big picture. The overall average of sales per outlet was 420 in 1984. A year earlier, the average was 374.

The average per import outlet in 1984 was 222, down from 235 in 1983. Two years earlier, the average was 200 sales per outlet.

Domestic outlets averaged 380 sales apiece, up from 330 in 1983 and up from 277 in 1982.

Honda not only took over first place from Toyota in the sales-by-make ranking, it beat the biggest Japanese import with room to spare. Honda dealers averaged a record 610 sales per outlet in 1984 compared with 515 per Toyota outlet. The former record was 541 by Toyota in 1980.

Mitsubishi, which maintains a low dealer total to balance its comparatively small sales, edged Nissan out of third place and notched a record for itself with a 477 average. Nissan, at 439 sales per outlet, was down from its record of 479 notched just a year earlier.

Other record-setters included Oldsmobile at 331, Buick at 318, Volvo at 246, Mercury at 195 (tying its 1978 record), Mercedes-Benz at 190 and Audi at 172.

Also setting records were BMW at 170, Renault at 135 (tying 1983), Chrysler at 110, Saab at 102, Jaguar at 98 and Peugeot at 64.

Volvo moved from 10th to ninth last year; Pontiac ascended to 10th, and Mazda fell to 11th.

Noticeable moves, both up and down, affected some makes. Audi graduated to 16th place from 20th in 1983. Chrysler climbed to 20th from 23rd place. Isuzu dropped to 25th from 22nd.

The Cadillac nameplate, which includes Fleetwood and DeVille models, had the highest domestic sales-per-dealer average with 121 in 1984. Second best was Oldsmobile Cutlass Supreme at 95 sales per outlet, followed by VW Rabbit/Golf at 82, Oldsmobile 88 at 81 and Oldsmobile Cutlass Ciera at 76.

Ford's subcompact Escort was sixth with a 75-per-outlet average in 1984, and Renault Alliance and Buick Century shared seventh place at 74. Chevrolet Cavalier was next with 73, followed by Chevrolet Celebrity at 63 and Buick Regal at 62.

Cadillac earned top nameplate status in 1983 as well with 111 sales per dealer. Olds Cutlass Supreme was second at 105, followed by Renault Alliance at 95, VW Rabbit at 93 and Buick Regal at 80.

Olds 88 was sixth that year with its average of 72 per outlet. Ford Escort was seventh at 71; Olds Cutlass Ciera was eighth at 61; Plymouth was ninth at 59, and Buick Century was 10th at 51.

Best sales-per-outlet nameplate for each of the domestic makes was determined, logically enough, by the best seller. At General Motors, Oldsmobile Cutlass Supreme had the top average per dealer (95). For Buick, Century was high at 74 per outlet. Chevrolet's best was Cavalier, 73; Cadillac's highest was Cadillac at 121, and Pontiac's Sunbird was best at 42 sales per dealer.

Ford's Escort was high for that division with a 75-per-dealer average. Lincoln was best for Lincoln at 58, and Mercury dealers sold more Grand Marquis models —54—than any other Mercury nameplate.

For Chrysler, LeBaron was high at 34 per dealer. Plymouth's strongest again was Reliant at 48 per outlet, and Dodge dealers did best with Aries, 39, in 1984.

VW's Rabbit/Golf claimed first place with the highest average per outlet of all subcompacts. A year

Continued on Page 65, Col. 1

SALES PER OUTLET

1984 Position	Make	1983 Position
1—610	Honda	494— 2
2—515	Toyota	511— 1
3—477	Mitsubishi	435— 4
4—439	Nissan	479— 3
5—331	Oldsmobile	320— 5
6—318	Buick	288— 6
7—304	Chevrolet	261— 7
8—276	Ford	230— 8
9—246	Volvo	220—10
10—235	Pontiac	187—13
11—223	Mazda	228— 9
12—220	Cadillac	189—12
13—197	Volkswagen	177—14
14—196	Subaru	198—11
15—195	Mercury	156—16
16—190	Mercedes-Benz	177—14
17—172	Audi	115—20
18—170	BMW	145—17
19—135	Renault	135—18
20—131	Dodge	120—19
21—110	Chrysler	94—23
22—102	Saab	81—24
23— 99	Plymouth	99—21
24— 98	Jaguar	81—24
25— 97	Lincoln	67—26
26— 80	Isuzu	98—22
27— 64	Peugeot	47—28
28— 61	Porsche	66—27
29— 31	Alfa Romeo	27—29
30— 29	Chevrolet Sprint	0—00
31— 17	Dodge Mitsubishi	20—31
32— 14	AMC	23—30
33— 12	Plymouth Mitsubishi	17—32
34— 9	I.A.I.	0—00

New race in minivans shapes up as makers enter 2nd generation

By Dan McCosh
Detroit Reporter

A second-generation minivan race already is in the making, even as Ford Motor Co., General Motors and Chrysler Corp. are scrambling for position with new entries in this still-untested new market.

Pontiac reportedly is within weeks of getting corporate approval of a proposed front-drive van-like vehicle, aimed at the 1988-89 time frame.

Chrysler Corp. is much farther along on a radically new "mini-mini" Z-van, some 18 inches shorter than its current minivan, while Ford likewise reportedly is considering a front-drive passenger-oriented van-like vehicle due in 1988, likely to be imported from Japan.

The second-generation minivans further muddle the distinction between a truck-based van and a traditional passenger car, with some considered passenger-car rather than truck programs.

They also show signs of being the next yuppie trend, even displacing the current enthusiasm for performance cars, say some product planners who are studying the phenomenon. This is based partially on initial acceptance of Chrysler's current minivan by former buyers of two-door cars and the low average age of the minivan buyers—about 35 years old.

The new vans mainly imitate Chrysler's lead in emphasizing front-wheel drive, although some four-wheel-drive derivatives are also in the works.

Both Ford and GM opted for rear-drive in their original minivans, the GM Astro/Safari and the Ford Aerostar, on the theory that rear-drive works better in load-carrying and commercial applications.

However, Ford already has revised its marketing emphasis to favor the passenger-car market and now anticipates that more than half of Aerostar sales will be for people-carrying. GM, likewise, is predicting that some 60 percent of its minivan sales will go to the passenger-car field.

Continued on Page 68, Col. 4

breaking news

China to build Peugeot wagons, pickups

PARIS.—China is to build Peugeot 504 pickups and station wagons following an agreement signed in the country late last week by Automobiles Peugeot President Jean Boillot. The first stage of the $58-million deal will mean 15,000 units per year by 1989. Two further stages could take output to 50,000 annually. The factory, currently producing trucks and buses, is at Huang Pu, Guangzhou.

190,000 Nissans recalled in Japan

TOKYO.—Nissan Motor Co. has informed the Ministry of Transport here that it will recall approximately 190,000 March, Cedric and Gloria models and four other models sold in Japan which have defective headlight switches. This is said to be the biggest recall of cars on the road in Japan in the past few years. Nissan said about 66,000 cars with the same defective headlight switches were exported and the company would take corrective measures in accordance with the laws of the countries involved. The recall is expected to cost Nissan approximately $2.5 million.

See BREAKING NEWS, Page 8, Col. 1

To help Chevy against Japanese, Pontiac against Europeans

CPC looking at new ventures

By Marjorie Sorge
Labor Editor

The Chevrolet-Pontiac-General Motors of Canada supergroup is looking at two more "surprise" joint ventures to grab more of the under-35-year-old market, said Lloyd E. Reuss, group vice president.

He would not comment on what the new ventures might be. But it is likely they would be relationships that would either give Chevrolet more product to compete with the Japanese or give Pontiac more product to compete with the Europeans or in some way enhance the CPC image.

Other stories on Page 3

When asked if CPC might create another company to build cars to compete with the Europeans, Reuss told Automotive News, "Who knows? It might not be a bad idea."

Within the next five years, CPC will be redoing or replacing about 10 of its 15 assembly plants to prepare for the new products and technologies, Reuss said.

CPC is targeting the under-35-year-old and entry-level markets for higher penetration. Those are the areas of the heaviest European and Japanese penetration.

According to Reuss, Chevrolet should get 30 to 35 percent of those markets before 1988. It cur-

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Buys Philadelphia's Colonial Group

GMAC expands stake in mortgage business

By Michelle Krebs
Financial Editor

General Motors made another advance in diversifing its financial services business with the purchase of a Philadelphia-based mortgage company.

The purchase could make the No. 1 auto maker the No. 2 mortgage company in the country.

GM's financing subsidiary, General Motors Acceptance Corp., announced it had reached a preliminary agreement for the purchase of the Colonial group of CoreStates Financial Corp.

Colonial, a group of seven mortgage banking and servicing companies, has 60 offices in 49 states with a $7.4 billion mortgage portfolio.

The terms of the deal were not disclosed, and final agreement is subject to corporate approval on both sides.

A week earlier, GMAC announced it had reached a preliminary agreement to purchase the rights to service the $11 billion mortgage portfolio of Norwest Corp. in Minneapolis.

GMAC services the mortgages by collecting payments, managing tax and insurance escrow accounts, handling foreclosures and delinquencies and then remitting the funds to Norwest. In return, GMAC collects a fee.

The mortgage financing subsidiary of Norwest generates mortgages through its 52 loan production offices in 23 states and retains the right to package groups of mortgages and sell them to investors as securities in the secondary market.

GM, however, has an option to purchase the loan production offices at a later date.

Under the arrangement with CoreStates, GMAC has purchased the entire mortgage business including origination of mortgages.

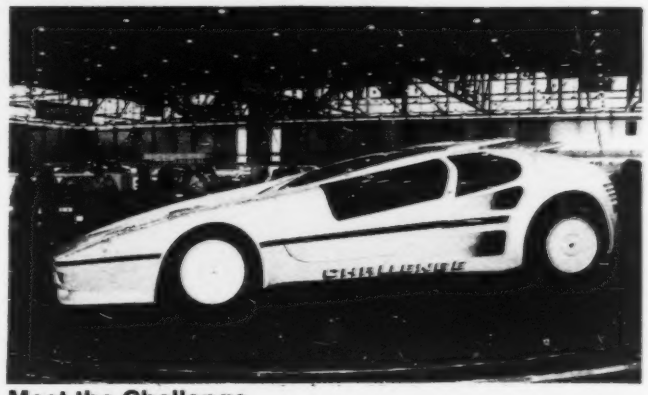
CoreStates, called Philadelphia National Group until 1983, has the reputation of being a very well-run bank, said banking analyst Jeff Cohen, of Drexel Burnham Lambert.

It receives high grades in nearly every category used by bank watchers, including a clear idea of its direction. Its goal has been to emphasize business in Eastern Pennsylvania and the Mid-Atlantic states.

The mortgage business represented a minor part of CoreStates' overall business and was not necessarily consistent with its corporate strategy, Cohen said. He added that GM's offer probably was a favorable one for CoreStates.

Norwest was in a situation in which it was forced to do something about its mortgage business,

Continued on Page 68, Col. 3



Meet the Challenge

Franco Sbarro's Challenge appeared at the Geneva International Motor Show. The wedge-shaped and rounded two-seater has four-wheel drive and is powered by either a Mercedes-Benz or Porsche V-8—each with twin turbos. Sbarro said he will produce 10 examples at prices from $62,000.

Ford SVO eyes T-bird, all-new car

By Richard Johnson
Detroit Reporter

An SVO Thunderbird is one of "two or three" projects Ford Motor Co.'s Special Vehicle Operations has ready to go once a green light is received from corporate management, according to SVO director Michael Kranefuss.

He said an all-new sports car is also under consideration.

SVO, Ford's 32-man motor sport, performance parts and specialty car operation, is apparently nearing decision day on upcoming production-car plans.

Special Vehicle Operations was established in 1980 and three years later introduced the high-tech, turbocharged SVO Mustang. Later this spring, Ford will launch its 1985½ SVO Mustang, with a boost in horsepower, aero headlamps, a sleek new front end and other refinements.

But the focus now is on the next production-car effort at Special Vehicle Operations. Talk has centered on the Thunderbird adaptation, and the concept of a complete SVO car.

Kranefuss confirmed that an SVO makeover of Thunderbird is one of the projects ready to run. He also said a basic plan for performance spinoffs of all Ford front-wheel-drive models has been prepared.

"We have a pretty much defined plan on a performance version of any front-wheel-drives we have now and any we have coming," he said.

An all-new SVO vehicle looms as a possibility. Ford's new president, Harold A. Poling, reportedly has said he would like to see Kranefuss' operation attempt a new car from the ground up.

"That would require a totally new philosophy," Kranefuss said. "You would have to go through a totally new learning process, in terms of . . . are we allocating work to a design engineering outfit, to a manufacturing outfit and then communicating, or are we going to be actively involved?"

An SVO insider said the special operation has concentrated on prospects for an all-new vehicle in recent weeks. Another company source said last week that SVO would probably be closely involved in a two-seat, mid-engine prestige sports car project that Ford is known to be considering.

However, Kranefuss would not say whether SVO currently has a "ground-up" project in the works.

"We have a couple of ideas and all of those ideas were accepted and well-received," he said.

250,216 cars in inventory on March 1

Import supply falls to 31 days

By Arthur Flax
Automotive News Staff

Stocks of new imported cars slipped during February as Japanese makers neared the end of the last voluntary restraint period on March 31.

Imported cars in dealer inventory and port stocks fell to 250,216 on March 1, a 31-day supply, down from 262,990 units, representing 33 days a month earlier. A 60-day supply is considered ideal.

A year ago, there were 207,683 new imported cars in stock, a 29-day supply.

The supply of new imported pickup trucks also fell substantially, to 87,383 units on March 1, a 30-day supply. This was down from 101,619 units, a 37-day total on Feb. 1. On March 1 last year, there were 62,893 imported trucks in stock, a 34-day supply.

Of note was the drop in Isuzu truck stocks, from 164 days on Feb. 1 to 64 days on March 1. Isuzu is conducting a truck dealer incentive program.

March opened with a combined imported car and truck inventory of 337,599 units, a 30-day supply. On Feb. 1, the combined supply tallied 364,609 units, a 34-day supply, and a year-earlier on March 1, there were 270,576 cars and trucks in stock, a 30-day supply.

On March 1, the Japanese makes accounted for 52.97 percent of all import cars in stock; German cars, 34.75 percent, and cars from other European countries, 12.28 percent.

One month earlier, the shares were Japanese, 59.28 percent; German, 29.23 percent, and other countries, 11.49 percent.

Japanese car sales rates remained stable from Feb. 1 to March 1, but shipments fell off almost 15 percent from the month-earlier total, causing a drop in the days-supply from 25 to 21.

The days-supply for Japanese cars by make were: Subaru, 8; Toyota, 10; Honda, 12; Mazda, 21; Mitsubishi, 24; Isuzu, 28 and Nissan, 31.

In addition, the Mitsubishi-built imports marketed by Chrysler Corp. averaged a 54-day supply: Dodge Colt, 47; Plymouth Colt, 52; Plymouth Vista, 54; Dodge Vista, 57; Dodge Conquest, 113, and Plymouth Conquest, 117.

One month earlier, Chrysler imports averaged 60 days' supply.

Chevrolet's captive imports averaged an 82-day supply, down from the month-earlier 108 days. On March 1, there was a 32-day supply for the Suzuki-built Sprint and a 103-day supply for the Isuzu-built Spectrum.

German makes had a 77-day supply, up from 70 the previous month. Inventories increased some 13 percent, while the sales rate remained stable.

By make, the supplies were: Mercury Merkur, 38 days; Mercedes-Benz, 39; Porsche, 43; BMW, an estimated 65 days; Volkswagen imports, 95, and Audi, 124.

Continued on Page 65, Col. 5

IMPORT STOCKS

	Mar. 1, 1985	Feb. 1, 1985	Mar. 1, 1984
Chevrolet	82	108	----
Chrysler	54	60	64
Honda	12	13	19
Isuzu	28	19	32
Mazda	21	48	21
Mitsbishi	24	13	18
Nissan	31	29	22
Subaru	8	23	27
Toyota	10	12	9
JAPANESE MODELS	21	25	21
Audi	124	110	26
BMW**	65	65	68
Mercedes-Benz	39	40	28
Mercury Merkur	38	----	----
Porsche	43	46	25
Volkswagen	95	74	91
GERMAN MODELS	77	70	56
Alfa Romeo**	79	65	24
Jaguar	35	35	14
Maserati	52	47	----
Peugeot**	48	45	51
Renault	233	221	219
Saab	44	31	51
Volvo	40	37	51
OTHER MODELS	51	47	41
TOTAL IMPORTED CARS	31	33	29
Chrysler	33	51	60
Isuzu	64	164	92
Mazda	10	36	18
Mitsuishi	36	22	25
Nissan*	27	24	40
Toyota	29	33	28
TOTAL IMORTED TRUCKS	30	37	34
TOTAL IMPORTED VEHICLES	31	34	30

* Includes domestic-made trucks
** Estimate

Brazil to power cars with oranges

RIO DE JANEIRO.—Brazil plans to open its first plant in June for distilling industrial alcohol from oranges for use as motor fuel.

The Sao Paulo plant will distill the fuel from sugar residue in orange-based animal feed. Brazil already distills alcohol from more than half of its sugar crop for use as motor fuel.

Dealer shop volume up 9 pct for month

Service and parts volume in the nation's franchised new-vehicle dealerships was up almost 9 percent in the first month of 1985, with increases in all indicators in the Automotive News Service Index.

SERVICE INDEX 108.8★

	Jan., '84 vs. Jan., '83
Gross Profit on All Labor and P&A Sales	+ 8.5%
Repair Orders Written	+ 5.2%
Total Labor Sales (Customer & Warranty)	+15.2%
Shop Parts Sales (Customer & Warranty)	+12.6%
Sales of All Parts and P&A	+ 6.7%

★—Survey by Automotive News shows that dealer's service and parts business in January, 1985, was 108.8 percent of business in January, 1984.

During the month, dealers' shop business was 8.8 percent higher than the same month a year ago.

The biggest gains were achieved in total labor sales (customer-paid and warranty) and sales of shop parts, those used on customer-paid and warranty repairs.

Labor sales in January were up 15.2 percent over the first month of 1984, while shop-parts volume showed a gain of 12.6 percent.

January gross profit on all labor, parts and accessory sales—the key indicator in the dealer's viewpoint—was 8.5 percent higher than a year ago, while sales of all parts and accessories were up 6.7 percent.

The number of repair orders written during the month, customer-paid and warranty, was 5.2 percent higher than those recorded in January, 1984.

Service Index figures are compiled from monthly reports from dealers in all areas of the nation.

New policy aimed at boosting investment in its own family

GM dealers can own more outlets

Marjorie Sorge
Labor Editor

A General Motors dealer can now be the owner-operator in up to five GM dealerships and have up to a 49 percent ownership in as many as 10 under GM's dealer investor policy.

The investor may own up to three GM and non-GM dealerships in a multiple dealer area and only one in the same GM Area of Geographic Sales and Service Advantage (AGSSA).

An AGSSA is an area where potential customers would normally shop. It takes into consideration the natural boundaries, shopping habits of the buyers, marketing abilities plus other criteria. It is separated so no one dealer can have an unfair marketing advantage.

The current dealer agreement expires Nov. 1 and there will be "no significant changes" in that contract, said Donald W. Hudler, general director, GM sales operations.

Details of the new multiple dealer investor policy were sent to dealers early this month. It revises the existing plan. Previously, dealers were allowed to hold one franchise and have as much as 49-percent interest in nine others, both GM and non-GM. Non-GM franchises are no longer counted in the total and are not affected by the change in policy.

GM is hopeful the change will encourage GM dealers to invest in more GM deals than import deals, Hudler said.

"Currently, the dealers seemed to be going the other way, toward

Continued on Page 48, Col. 1

One profit center, 3 marketing units

How CPC Group is organized

By Marjorie Sorge
Labor Editor

The organization of the Chevrolet-Pontiac-General Motors of Canada Group is aimed at one thing—picking up the pieces of GM's falling market in the under-35-year-old class and putting them together.

To do that, CPC has been organized into one profit center surrounded by three marketing and distribution divisions—Chevrolet, Pontiac and GM of Canada, said Lloyd E. Reuss, group vice president.

"We have one profit center in CPC," he said. "We have an integrated engineering organization, an integrated purchasing organization, an integrated financial organization.

"We look at ourselves as suppliers through these three distribution outlets—Chevrolet, Pontiac and GM of Canada. They are the marketing and distribution divisions in our organization. Saturn is another company."

GM of Canada and Saturn are handled a little differently because they are separate companies. But, Reuss said, they maintain a very strong tie with the CPC organization.

One of the reasons for this type of organizational form is that CPC is spread out geographically and some of the CPC groups were already decentralized. For example, Chevrolet was very decentralized with plants all over the U.S.

The Buick-Oldsmobile-Cadillac Group is more centralized and has developed an entirely different program with four profit centers, three based on car platforms and one on powertrains. Each group is responsible for turning a profit.

The CPC organization will also make more use of contract personnel, people hired for only one project, Reuss said.

"We have a tremendous number of contract people who work through these product cycle programs," he said.

"We are looking for new and different approaches to use with our suppliers and to see how we can set up different ways of operating in different parts of the country where teams can be working on different projects, whether it is a new plant or part of a new model design."

The CPC Group is very flat, with few layers of management. For example, finance went from about 10 layers to about six. The goal, Reuss said, is to make things happen more quickly.

"Ten years ago, we would never have been able to do this," Reuss said. "The theory was if it is good for one group, it is good for the other. Now, we have a very flat organization.

"Our span of control for the top echelon at CPC is up about 40 percent. I have 15 people who report directly to me. In the old days with the general manager concept, I might have had nine or so."

Those reporting to Reuss directly include the heads of Saturn, Chevrolet, Pontiac and GM of Canada. There are also group directors of strategic planning, engineering, quality, operations, finance, personnel and public affairs.

The program managers also report directly to Reuss. The current program managers are for the F-body/GM80 project, the W-body/GM10 project and the L-body/GM25 project.

According to Reuss, there will be a program manager for each new product.

Platform managers will be in charge of the products already on the market, and some of those products are combined under one manager's responsibility. The platform managers report to the group director of engineering, Robert J. Schultz. Schultz is a GM vice president.

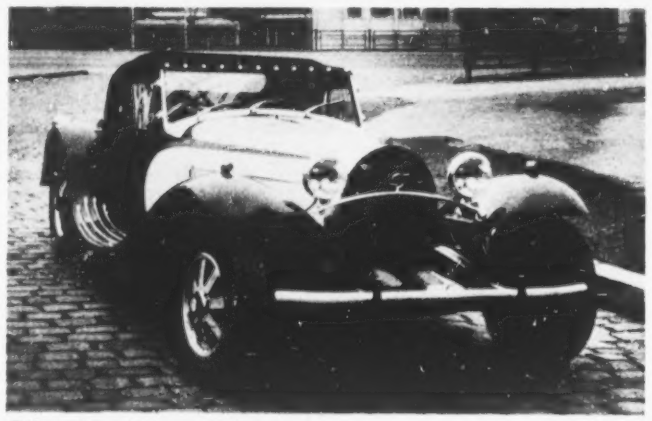
There is also a program manager for organization.

In some areas CPC is a matrix oganization, Reuss said.

At BOC, the business units are headed by product team managers who report directly to Robert C.Stempel, group vice president.

At CPC, the joint ventures with Isuzu, Suzuki and Daewoo; New United Motor Mfg., Inc., and the relationship with Electronic Data Systems fall under the strategic planning group. George Peapples,

Continued on Page 65, Col. 2



Stimula shown at Geneva

Automobiles Stimula, of Lyons, France, showed off its Stimula at the Geneva auto show. It is a replica of the 1932 Type 55 Bugatti roadster.

Seeking entry-level buyers with Isuzu, Suzuki, Daewoo cars

CPC import plan is long-range

By Marjorie Sorge
Labor Editor

The Chevrolet-Pontiac-General Motors of Canada Group is acting as an importer and distributor of small, entry-level cars and will continue to do so in the future, said Lloyd E. Reuss, group vice president.

CPC is importing Isuzus and Suzukis from Japan and plans to import Daewoo models from Korea. Those ventures have no fixed ending and could be terminated at any time.

It is likely that General Motors will continue the relationship as long as the market demands the vehicles. Currently, much of CPC's success in the small-car market hinges on the sale of those imported cars.

The number GM will import will depend on the decision made by Japan's Ministry of International Trade and Industry in Japan since the U.S. will not request renewal of the Voluntary Restraint Agreement.

GM had initially said it would import 200,000 Isuzus and 84,000 Suzukis, but the VRA prohibited the importation of that many and the Isuzu Spectrum and the Suzuki Sprint have only been sold on the two Coasts.

Nova, the GM-Toyota car from New United Motor Mfg., Inc., and the new Satun Corp. offering also will play a big role in CPC's future marketing and maufacturing strategies.

The addition of Saturn to the CPC Group brought up the question of changing the name to include that new company. Reuss said there may be some changes down the road, but for the time being it will remain CPC.

The reason CPC is importing or will import the Isuzu, Suzuki and Daewoo cars is that it cannot build a small car cost effectively in the U.S. today. Consequently, the supergroup feels the best way to appeal to the market is to import those vehicles. In some cases, CPC is using the Japanese to compete against the Japanese.

"Our objective is to build as much as we can in this country," Reuss said. "In order to become really competitive, we have to build cars in this country. We are also pragmatic enough to see we aren't there in some of those small vehicles and that is why we have the joint ventures."

Finding a way to build a small car cost effectively in the U.S. is the mission of CPC and will culminate in the Saturn project.

"Saturn is the focal point and has to play a very important part in our long-term success," Reuss said. "Look at the Saturn mission statement—moving the techniques and technology into other parts of the organization."

Some of the new CPC products like the GM10 and the GM25 have lists of things that have come out of Saturn ideas. The GM10 in CPC is a 1988 mid-size replacement for the Pontiac 6000 and the Grand Prix. The GM25 is a 1987 model which is exclusive to Chevrolet and will replace the X-car.

There will be plants coming on stream, either new or redone, in 1987 that will have the Saturn technology, and Saturn in turn will learn from those plants.

The mission is to share technology and ideas during the development of the Saturn project—the manufacturing and the car.

"Bill Hoglund's (president of Saturn Corp.) office is right above mine," Reuss said. "They are a part of CPC so ideas and technologies are not something somebody is going to drop in. They are rubbing elbows on a day-to-day basis."

Saturn will be supplying the information to "Saturnize" the rest of the corporation, he said.

"We have to have some hard data showing that these are the things we are doing, this is where we are going, and this is how successful we are," he said. "We have a scorecard for part of it. You don't hear a lot about it in the press, but it is an equally important part of Saturn's mission and they are setting up their own benchmarks and milestones.

Before Saturn comes to market or becomes an actual plant, many people will work on the operation. CPC will be moving people in and out of the project and it has already begun to do so. One of the orignal members of the NUMMI group has now been transferred to Saturn and is involved in site selection.

"We will be moving people in and out of Saturn," Reuss said. "One of the best ways to transfer technology is to transfer people."

CPC will also try to cut costs on small-car projects by getting the suppliers involved much earlier in the design and development. Prototypes for the GM10 project, which will be produced in the next few months, will come from suppliers who will be suppliers to the finished operation in 1988.

"The object is to get the suppliers working with our design engineers and procedures and products simultaneously," Reuss said. "We are doing that with all of these programs—GM25, GM80, GM10."

The GM80 is a 1989 replacement for the Chevrolet Camaro and Pontiac Firebird.

That's the goal for 1990; it was 37 pct. in 1984

GM wants 48 pct. in Canada

By Marjorie Sorge
Labor Editor

General Motors of Canada should be talking 48.8 percent of the total Canadian automotive market by 1990, according to the plans of the Chevrolet-Pontiac-Canada Group.

At the same time, its penetration of the light-truck market should jump from 38.4 percent last year to 43.9 percent in five years.

GM of Canada took 37.7 percent of the Canadian new-car market in 1984.

Like Pontiac and Chevrolet, GM of Canada maintains close ties with the CPC supergroup and has the same objective—to get more of the under-35-year-old market.

And Lloyd Reuss, GM vice president and CPC group executive, wants to make sure CPC realizes that Canada is a separate country. A new flagpole has been installed at CPC headquarters in Warren, Mich., so both countries' flags can be flown.

"One of the reasons GM of Canada is part of our organization is that it has been very competitive over the years in quality and costs," Reuss said."Energy costs are less there, and the difference in the dollar is part of the lower cost. GM of Canada is the closest to the Japanese costs."

• In an interview with Automotive News last year, GM of Canada President John F. Smith Jr. said the labor costs in Canada are $5 to $7 an hour lower than in the U.S., while Japanese costs are $8 to $10 an hour lower.

The potential GM/Suzuki deal to build small cars in Canada would be assigned to GM of Canada for its day-to-day operations, Reuss said. That possible joint venture is still only in the meeting stage, a GM of Canada spokesman said. Discussions began last year.

But it has been reported that the Suzuki deal could add about 170,000 Suzuki cars to North America. A site in the Toronto area has been proposed. (Related story on Page 32).

Asked if GM would create that joint venture like its deal with Toyota, Reuss would not comment. He said the discussions for a relationship are only preliminary. GM and Toyota created a new company to build the Chevrolet Nova, New United Motor Mfg., Inc.

There are no other plans to build small cars in Canada, Reuss said. There is, however, a new $1 billion capital spending plan to modernize the existing operations in Oshawa by 1988.

"It's all part of our GM10 program," Reuss said.

"Oshawa City" will build the new intermediate-size GM10 products.

"We are using the name Oshawa City in-house to demonstrate that the approach is different than our other assembly plants," Reuss said. "We will be using a lot of engines that are built in Canada so it is an integrated approach."

Oshawa is currentlyl building the Chevrolet Celebrity, Pontiac 6000 and Oldsmobile Cutlass Ciera.

In a recent speech to employes at GM of Canada, Reuss said CPC planned to continue a high level of spending on future programs and products in Canada.

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60th year—No. 5067

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Toyota to build training facility

NAGOYA, Japan.—Toyota plans to start construction this spring on a training facility for employes from its overseas plants.

The number of overseas trainees at Toyota's facilities in Japan increased to more than 800 in 1984, compared with 420 trainees in 1983 as the auto maker expanded its overseas operations at New United Motor Mfg., Inc., Fremont, Calif.; Canadian Autoparts Toyota, Inc., of Canada, and DCM, Ltd., of India.

Toyota, which has four training centers near its headquarters at Toyota City in Central Japan, plans to begin construction of another in June.

Automotive World News

Production overseas

WEST GERMANY
Cars

	12 mos., 1984	12 mos., 1983
BMW	412,447	407,507
Daimler-Benz	469,385	483,359
Ford	539,779	547,950
Opel	776,486	934,490
Porsche	44,017	48,288
VW-Audi Group	1,511,605	1,456,047
Audi	344,733	358,213
Volkswagen	1,166,872	1,097,834
Total	3,753,719	3,877,641

Vans, Trucks, Buses

Auwarter	800	847
Daimler-Benz	131,606	144,564
Faun	384	514
Iveco-Magirus	9,034	10,386
Kassbohrer	1,635	1,978
MAN	15,334	15,848
Opel	18,986	20,502
Volkswagen	77,319	82,159
Total	255,298	276,798
Total vehicles	4,009,017	4,154,439

FRANCE
Cars

	12 mos., 1984	12 mos., 1983
Peugeot SA	1,284,151	1,321,418
Citroen	473,846	542,481
Peugeot	736,648	605,566
Talbot	73,657	173,371
Renault	1,429,138	1,639,405
Total	2,713,289	2,960,823

Vans, Trucks, Buses

CBM	29	89
Peugeot SA	129,489	128,304
Citroen	37,127	27,956
Peugeot	80,818	81,927
Talbot	11,544	18,421
Renault	215,605	240,456
Sovam	90	79
Unic	3,650	6,111
Total	348,863	375,039
Total vehicles	3,062,152	3,335,862

BRAZIL
Cars

	12 mos., 1984	12 mos., 1983
Farus	41	66
Fiat Auto	101,221	115,982
Ford	141,902	134,805
General Motors	172,732	187,662
Gurgel	33	37
Puma	102	206
Sta Matilde	53	34
Toyota	152	202
Volkswagen	289,991	333,139
Total	706,237	72,133

Vans, Trucks, Buses

Agrale	558	298
Fiat Auto	37,098	29,545
Fiat Diesel	419	456
Ford	37,741	31,296
Genral Motors	24,630	19,882
Gurgel	854	1,143
Mercedes-Benz	29,311	22,255
Puma	17	38
Scania	3,373	2,289
Toyota	3,138	2,298
Volkswagen	19,366	12,298
Volvo	1,984	1,843
Total	158,529	123,618
Total vehicles	864,766	895,751

SPAIN
Cars

	11 mos., 1984	11 mos., 1983
Ford	243,978	206,240
General Motors	238,168	222,361
Peugeot SA	170,839	150,116
Citroen	92,056	100,724
Talbot	78,783	49,392
Renault	201,014	262,588
Seat	232,709	214,032
Total	1,086,708	1,055,337

Vans, Trucks, Buses

Enasa	9,793	12,677
Ford	6,674	5,182
Land Rover	11,002	16,686
Mercedes-Benz	7,743	8,169
Motor Iberica	17,213	18,721
Peugeot SA	17,917	19,169
Citroen	17,917	18,918
Talbot	0	251
Renault	26,502	30,487
Seat	21,411	24,976
Setra	185	0
Total	118,440	136,067
Total vehicles	1,205,148	1,191,404

JAPAN
Cars

	11 mos., 1984	11 mos., 1983
Daihatsu	152,953	171,568
Fuji	222,486	211,958
Honda	775,441	774,146
Isuzu	78,294	109,391
Mazda	710,013	796,155
Mitsubishi	499,782	473,772
Nissan	1,702,117	1,704,664
Suzuki	146,822	121,707
Toyota	2,221,974	2,192,914
Total	6,509,882	6,556,275

Vans, Trucks, Buses

Daihatsu	372,896	317,389
Fuji	280,485	281,315
Hino	56,272	47,478
Honda	135,615	163,546
Isuzu	315,159	255,720
Mazda	342,441	283,299
Mitsubishi	505,784	419,651
Nissan	583,652	577,335
Nissan Diesel	34,707	29,640
Suzuki	480,856	454,721
Toyota	934,432	818,758
Others	551	642
Total	4,042,850	3,649,494
Total vehicles	10,552,730	10,205,769

Registrations overseas

WEST GERMANY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	12,378	12,062
Austin Rover	7,428	4,832
Bertone	758	839
BMW	159,374	155,683
Daihatsu	6,542	6,290
Ferrari	294	n/a
Fiat Auto	109,727	101,517
Ford	293,745	287,999
GM-Opel	389,683	448,637
Honda	37,613	30,766
Isuzu	3,029	1,488
Jaguar	1,938	940
Lada	8,620	8,281
Mazda	63,474	58,567
Mercedes-Benz	233,649	246,160
Mitsubishi	44,017	37,516
Nissan	58,018	46,038
Peugeot SA	95,847	92,011
Citroen	37,744	41,749
Peugeot/Talbot	58,103	50,262
Pininfarina	734	614
Porsche	11,133	12,176
Renault	85,169	89,652
Saab	3,659	3,718
Seat	5,064	981
Skoda	1,923	1,578
Subaru	7,632	5,604
Suzuki	14,701	14,120
Toyota	53,132	56,000
VW-Audi Group	667,987	686,052
Audi	143,924	169,204
Volkswagen	524,063	516,848
Volvo	15,335	15,261
Others	1,336	1,392
Total	2,393,939	2,426,774

SPAIN
Cars

	12 mos., 1984	12 mos., 1983
Ford	73,578	69,979
GM-Opel	42,992	49,873
Peugeot SA	102,328	95,599
Citroen	37,844	35,474
Peugeot/Talbot	64,484	60,125
Renault	146,152	169,675
Seat	82,040	118,052
VW-Audi Group	27,763	5,544
Others	19,037	19,601
Total	493,890	528,323

HOLLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	4,446	4,467
American Motors	8	28
Austin Rover	6,530	7,978
BMW	12,903	14,841
Chrysler	17	42
Daihatsu	4,147	4,831
Fiat Auto	33,681	30,076
Ford	56,221	49,719
FSO	158	108
GM-Opel	71,677	74,917
Honda	12,727	10,819
Hyundai	2,448	3,277
Lada	7,246	9,254
Mazda	16,848	19,965
Mercedes-Benz	9,270	8,914
Mitsubishi	13,552	14,084
Nissan	21,908	23,397
Peugeot SA	48,460	48,642
Citroen	22,139	23,345
Peugeot/Talbot	26,321	25,297
Porsche	166	213
Renault	26,070	29,213
Saab	3,073	3,679
Seat	6,831	1,143
Skoda	3,747	3,002
Subaru	2,836	3,601
Suzuki	10,847	11,360
Toyota	18,617	19,847
VW-Audi Group	42,507	22,114
Volvo	23,507	22,114
Zastava	1,074	1,726
Total	461,391	459,379

BELGIUM
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	3,627	4,291
Austin Rover	6,426	5,136
BMW	9,057	10,026
Daihatsu	1,853	1,899
Fiat Auto	22,105	21,019
Ford	33,942	26,414
GM-Opel	41,274	37,774
Honda	8,917	8,999
Hyundai	793	919
Lada	13,922	15,133
Mazda	10,157	11,559
Mercedes-Benz	8,678	8,456
Mitsubishi	9,649	9,993
Nissan	14,206	17,433
Peugeot SA	48,228	45,886
Citroen	21,813	22,648
Peugeot/Talbot	26,415	23,238
Porsche	514	516
Renault	29,232	27,720
Saab	1 398	1,165
Seat	2,664	826
Skoda	3,250	2,881
Subaru	2,186	2,309
Suzuki	3,196	3,150
Toyota	20,714	22,342
VW-Audi Group	46,845	44,368
Audi	13,708	12,217
Volkswagen	33,137	32,151
Volvo	7,542	6,961
Wartburg	982	994
Zastava	439	326
Others	431	438
Total	352,227	338,933

AUSTRIA
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	2,673	2,880
Austin Rover	245	462
BMW	7,871	8,522
Daihatsu	785	1,190
Fiat Auto	15,017	14,736
Ford	22,476	22,259
GM-Opel	26,937	33,961
Honda	3,993	4,149
Lada	1,582	1,639
Mazda	20,772	27,228
Mercedes-Benz	7,242	8,289
Mitsubishi	5,691	5,516
Nissan	10,779	16,768
Peugeot SA	14,324	15,743
Citroen	6,148	6,933
Peugeot/Talbot	8,176	8,810
Porsche	450	538
Renault	10,036	12,259
Saab	423	516
Seat	423	516
Skoda	1,134	867
Subaru	2,963	3,655
Suzuki	3,222	3,062
Toyota	9,997	13,047
VW-Audi Group	42,533	54,504
Audi	7,698	10,976
Volkswagen	34,835	43,528
Volvo	3,379	3,877
Others	374	725
Total	215,646	256,676

DENMARK
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	252	323
Austin Rover	365	87
BMW	2,508	2,364
Dacia	882	391
Daihatsu	1,898	2,858
Fiat Auto	7,305	6,215
Ford	22,634	17,172
FSO	1,402	746
GM-Opel	19,028	15,956
Honda	1,429	1,126
Jaguar	30	31
Lada	4,091	4,900
Mazda	12,258	12,616
Mercedes-Benz	932	892
Mitsubishi	1,910	999
Nissan	7,022	7,220
Peugeot SA	9,241	8,237
Citroen	5,759	4,752
Peugeot/Talbot	3,482	3,485
Renault	629	667
Saab	1,790	2,159
Skoda	6,736	7,977
Subaru	158	247
Suzuki	153	13
Toyota	14,937	11,034
Trabant	14,937	11,034
VW-Audi Group	9,371	6,086
Audi	638	756
Volkswagen	8,733	5,330
Volvo	5,524	4,394
Wartburg	899	1,092
Zastava	855	24
Total	134,345	116,238

NORWAY
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	32	70
BMW	2,202	2,083
Daihatsu	803	1,047
Fiat Auto	5,313	2,733
Ford	15,797	16,216
GM-Opel	13,324	14,567
Honda	2,613	3,277
Lada	2,601	3,208
Mazda	13,166	14,043
Mercedes-Benz	1,854	1,714
Nissan	5,551	7,552
Peugeot SA	6,568	5,614
Citroen	2,125	2,070
Peugeot/Talbot	4,443	3,544
Renault	505	483
Saab	2,528	2,178
Skoda	522	494
Subaru	1,197	1,225
Toyota	9,610	8,419
VW-Audi Group	11,028	12,206
Audi	2,111	2,261
Volkswagen	8,917	9,945
Volvo	8,435	8,344
Others	506	334
Total	107,237	109,672

FRANCE
Cars

	11 mos., 1984	11 mos., 1983
Alfa Romeo	18,827	25,325
Aro	864	710
Austin Rover	27,151	26,786
BMW	28,032	30,016
Ferrari	90	123
Fiat Auto	90,241	93,664
Ford	127,526	128,694
FSO	1,951	1,849
GM-Opel	68,822	79,692
Honda	6,888	7,264
Innocenti	1,187	1,908
Jaguar	161	190
Lada	22,476	23,215
Maserati	89	5
Mazda	12,232	11,893
Mercedes-Benz	17,259	17,136
Mitsubishi	3,252	3,534
Nissan	13,409	14,823
Peugeot SA	534,286	595,757
Citroen	207,600	238,004
Peugeot	288,554	274,025
Talbot	38,132	83,728
Porsche	1,272	1,496
Renault	504,804	637,961
Saab	1,105	717
Seat	15,491	1,607
Skoda	3,599	4,949
Toyota	10,895	11,217
VW-Audi Group	88,762	105,659
Audi	22,175	22,259
Volkswagen	66,587	83,400
Volvo	14,338	12,423
Zastava	1,379	1,672
Others	69	61
Total	1,615,008	1,830,137

JAPAN
Cars

	11 mos., 1984	11 mos., 1983
Dihatsu	99,044	102,787
Fuji	78,577	71,058
Honda	219,368	217,486
Isuzu	38,864	54,258
Mazda	198,931	226,311
Mitsubishi	179,481	168,238
Nissan	742,870	769,595
Suzuki	69,892	83,515
Toyota	1,171,404	1,136,821
Imports (all)	37,306	31,964
Total	2,835,737	2,862,033

factories list auction dates

Chrysler Corp.

March 26—Northway Exchange, Clifton Park, N.Y.; Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Nu-CarPrep System, Sante Fe Springs, Calif.

March 27—Columbus Auto Fair, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

March 28—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

American Motors

March 26—Aptco Auto Auction, Taylor, Mich.

March 27—Kansas City Auto Auction, Kansas City, and Southern Auto Auction, Warehouse Point, Conn.

March 28—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

General Motors

March 27—Brasher's Salt Lake Auto Auction, Salt Lake City.

March 28—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Ford Motor Co.

March 27—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

March 28—St. Louis Auto Auction, Bridgeton, Mo.

April 2—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

April 3—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

April 4—Nashville Auto Auction, Nashville.

April 10—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Used Car Sales
Auction Averages

March to date	$4,937
Month ago	$4,992
Year ago	$5,040

Model Breakdown
Auction Averages

	MAR 1985	FEB 1985	JAN 1985
1985	$12,412	$14,691	$11,375
1984	$8,972	$8,850	$8,726
1983	$5,830	$6,171	$5,978
1982	$5,197	$5,185	$5,343
1981	$4,327	$4,049	$4,350
1980	$3,441	$3,301	$3,600
1979	$2,716	$2,742	$2,771
1978	$1,983	$1,907	$2,117
Overall Average	$4,937	$4,782	$4,992

Firm seeks NHTSA break to build MG TD replicar

By Jake Kelderman
Washington Reporter

WASHINGTON.—Tiny British Coach Work, Ltd., of Arnold, Pa., has asked NHTSA to give it a break.

The company, a division of Perfect Plastics Industries, wants to build plastic replicas of the historic 1952 MG TD sports car utilizing the engine and running gear of the Chevrolet Chevette.

However, due to the limitations of plastic and the company's desire to be as true to the the original vehicle as possible, the firm believes it cannot meet several of the current safety standards.

They are the standards for: Reflection surfaces (Standard 107); lamps, reflective devices and associated equipment (Standard 108); occupant protection in interior impact (Standard 201); head restraints (Standard 202); door locks and door retention components (Standard 206); occupant crash protection (Standard 208), and the side door strength requirements (Standard 214).

British Coach Works, Ltd., said it will build only 30 of the MG TD "replicars" this year (the company designates it as the BCW 52 T-Series Replicar) and that it could produce no more than an additional 30 even if the market demands it.

The firm employs 30 people and had retained earnings of $205,000 at the end of 1983.

It said that granting the exemption would be in the public interest because it is located in a depressed part of the country. It also saids that the cars would likely be used "only occasionally."

NHTSA said that anyone with comments on the petition should make them on or before April 15.

New Ford dealers

DENVER.—Dan L. Stanley and Thomas H. George have purchased Bill Eger Ford.

used-car auction directory

Display Rates: $75.50 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $23.75; 13 times, $22.00; 26 times, $20.00; 52 times, $16.75. For Frequency Display Rates contact Want Ad Dept., Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

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For 99,150 long-life vehicles valued at $1.1 billion

Postoffice turns down diesels

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The U.S. Postal Service chose not to buy diesel-engined postal vehicles because it felt there were no domestic makers of small diesel engines with proven automotive applications and because it also felt diesels had certain operational limitations.

That is the finding of the General Accounting Office, which was asked by two Democratic congressmen, Rep. Gerry Sikorski, of Minnesota, and Rep. Robert Garcia, of New York, to review the Postal Service's decision to buy 99,150 long-life delivery vehicles equipped with small gasoline engines.

Long-life is defined as a life expectancy of 24 years with a 12-year life expectancy for the powertrain.

The Postoffice contract for the long-life vehicles is expected to be awarded in July. Total price estimate is about $1.1 billion.

GAO—Congress' watchdog agency—said it had no reason to question the Postoffice's November, 1983, decision to buy gasoline-powered long-life vehicles since, so far, there is no domestic maker with proven small diesel automotive application and consequently no way to make a gasoline-diesel comparison.

Even though there are foreign diesel engines that can meet the specifications, the postmaster general has said that, as a policy matter, the engines must be bought from domestic makers.

The Postal Service is testing small domestic diesel engines in 100 light-delivery vehicles because of a prior commitment by the postmaster general to help domestic makers develop small diesels.

The two domestic makers currently involved in this research project are Onan Corp. and Teledyne-Continental, which have had a number of vehicles in various regions of the country.

Because of this program and because of the substantial potential cost savings, GAO suggested to the Postal Service that it might reconsider its decision to source vehicles with small gasoline engines—particularly in view of the size of the order and the ample time before sourcing.

But the Postal Service disagreed and last June proceeded to solicit technical proposals for the gasoline-powered long-life vehicles.

Arguments given by the Postoffice were:

1. The current tests are not controlled and will not give comparative cost data.

2. It would be unfair to potential bidders to ask for technical proposals and then decide to reduce the size of the contract if the test results from diesel-powered cars warranted it.

3. Retaining the diesel option would discourage some qualified sellers from competing and possibly result in a failed or at least more costly procurement.

4. No basis exists to show a mix of diesel and gasoline engines is desireable, much less to indicate what the appropriate mix should be.

While GAO agreed that the current tests of diesel long-life vehicles will not answer all questions, it insisted that getting data on fuel consumption and maintenance for a one-year period for 100 vehicles at six locations would be enough to determine if the gasoline-engine-only decision should be reconsidered.

Sourcing some diesel-powered vehicles, GAO said, would give the Postal Service enough flexibility to enable it to review the diesel engine test data and, if warranted, study fully using diesel engines in light delivery vehicles.

Without such a test of diesel-powered vehicles, concluded GAO, it is not possible to know whether they would be less costly than gasoline-powered ones.

But the postmaster general's response to GAO's draft report seems to preclude any possibility for including diesel engines in its current procurement of 99,150 long-life vehicles.

Audi sales top 71,000 in '84; set record

TROY, Mich.—Volkswagen of America's Audi Division sold more than 71,000 cars in 1984, almost 40 percent more than its previous record set in 1981.

Last year's sales increased 48.5 percent over 1983, despite interrupted production due to the German metalworkers' strike.

Audi expects to sell about 80,000 vehicles in 1985, with sales propelled by the Audi 4000-S, the Coupe GT and the 4000-S Quattro.

Audi dealers in the U.S. retailed 71,206 vehicles in 1984 for a 48.5-percent increase over the 1983 total.

The 1984 sales performance exceeded Audi's previous record of 50,817 units in 1981. Audi dealers had broken that record in 1984 after nine months.

Mission to Tokyo will study Japan's auto production

LOS ANGELES —Why can Japan auto makers produce a car for about $1,500 less than their American counterpart?

For the answer to that question and other insights into the quality production of Japanese auto makers, a second International Industrial Study Mission to Tokyo has been announced by the Technology Transfer Institute. It begins March 30.

Team director will be Kiyoski Suzaki, manager in charge of just-in-time production and total quality control for Theodore Barry and Associates.

Plants in Tokyo, Nagoya and Osaka will be visited. They will include Aishin Seiki Co., Ltd., maker of brakes and transmissions for Toyota; Kawasaki Heavy Industries, Ltd., pioneer in industrial robots via Unimation, Inc.; Kanto Auto Works, Ltd., a Toyota affiliate, and Bridgestone Tire Co., Ltd.

Acceleration is probed on 2.8 million Nissans

WASHINGTON.—NHTSA has opened an investigation into alleged sudden acceleration in 1976-84 Nissan 280-Z, 280-ZX and 300-ZX cars. This is being piggybacked on another similar investigation of 1974-83 Datsuns. The two investigations involve some 2.8 million cars.

The Center for Auto Safety said it has been receiving consumer complaints and has been informing NHTSA of the problem for a long time. The problem is said to occur in cars with manual and with automatic transmissions.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
NOVEMBER, 1984 VERSUS NOVEMBER, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	7,541	93,312	7,733	115,405
Encore	5,329	64,654	3,818	9,130
Spirit	0	0	108	4,881
Concord	0	0	68	9,098
Concord SW	0	0	56	4,202
Eagle 4WD	287	3,527	580	8,920
Eagle 4WD SW	1,451	14,791	1,597	18,122
TOTAL AMC	14,608	176,284	13,960	169,758
Chrysler Laser FWD	3,925	48,201	2,983	5,207
LeBaron GTS FWD	362	390	0	0
LeBaron FWD	6,965	80,255	5,256	61,670
LeBaron SW FWD	890	9,453	922	10,452
E Class-NY FWD	6,137	73,490	7,632	73,572
Cordoba	0	0	173	10,286
NY Fifth Ave-Newpt	9,396	82,881	3,801	66,320
Imperial	0	0	20	1,248
Total	27,675	294,670	20,787	228,755
Plymouth Horizon FWD	6,851	70,976	4,591	49,864
Turismo FWD	3,837	43,357	2,445	31,874
Reliant FWD	7,843	91,567	6,391	99,766
Reliant SW FWD	2,585	34,152	3,177	40,718
Caravelle FWD	2,490	4,790	0	0
Gran Fury	1,165	14,230	234	11,711
Total	24,771	259,072	16,838	233,933
Dodge Omni FWD	6,031	61,762	4,258	44,304
Charger FWD	3,926	47,552	3,477	40,678
Daytona FWD	3,590	40,139	2,184	3,998
Aries FWD	7,427	72,850	5,105	73,916
Aries SW FWD	2,395	28,594	3,185	32,829
Lancer FWD	339	358	0	0
600 Coupe FWD	2,068	22,312	1,652	27,148
Diplomat	2,554	23,987	613	20,303
Mirada	0	0	155	4,299
600 FWD	3,184	33,385	2,981	29,722
Total	31,514	330,939	23,610	277,197
TOTAL CHRYSLER CORP.	83,960	884,701	61,235	739,885
Ford Escort FWD	24,543	244,356	18,022	219,869
Escort SW FWD	6,844	74,965	5,632	73,537
EXP FWD	3,168	27,054	645	19,368
Fairmont	0	0	316	46,537
Tempo FWD	21,706	231,249	20,081	99,428
LTD	12,977	133,798	10,897	104,911
LTD SW	3,544	46,696	4,225	42,269
LTD Crn. Victoria	10,377	127,198	6,255	86,490
LTD Crn. Victoria SW	2,190	26,838	1,612	18,627
Mustang	12,318	122,666	10,192	103,519
Thunderbird	13,059	139,893	13,063	108,546
Total	110,726	1,174,713	90,940	923,101
Lincoln Town Car	8,799	77,184	4,551	52,519
Mark VII	1,489	26,634	1,518	23,412
Continental	2,051	27,323	778	11,969
Total	12,339	131,141	6,847	87,900
Mercury Lynx FWD	4,935	48,144	4,201	57,028
Lynx SW FWD	1,220	12,791	1,116	15,814
LN7 FWD	0	0	124	4,842
Capri	1,378	16,059	2,035	20,896
Zephyr	0	0	67	13,288
Topaz FWD	6,435	67,600	5,269	28,875
Marquis	6,760	80,698	4,381	44,148
Marquis SW	1,078	12,552	1,400	12,061
Grand Marquis	10,132	116,696	5,412	74,005
Grand Marquis SW	1,192	14,309	850	11,051
Cougar	10,868	109,182	7,929	70,881
Total	43,998	478,031	32,493	355,258
Lincoln-Mercury Division Total	56,337	609,172	39,340	443,158
TOTAL FORD MOTOR CO.	167,063	1,783,885	130,280	1,366,259
Buick Skylark FWD	8,268	94,254	6,876	90,825
Skyhawk FWD	7,400	102,428	4,469	55,905
Skyhawk SW FWD	752	9,968	559	9,337

	1984 Month	1984 Year	1983 Month	1983 Year
Somerset Regal FWD	4,237	6,189	0	0
Century FWD	15,978	164,941	13,809	129,371
Century SW FWD	2,416	25,899	94	114
Regal	11,858	172,583	15,872	195,968
Regal SW	0	0	244	11,819
LeSabre	12,477	133,324	9,835	114,643
Electra	224	34,496	6,419	69,119
Electra FWD	5,553	39,578	0	150
Buick SW	1,464	13,691	1,305	16,613
Riviera FWD	5,080	47,322	4,820	44,486
Total	75,707	844,673	64,302	738,350
Cadillac DeVille	1,570	81,144	9,789	113,722
DeVille FWD	7,961	39,582	4	103
Cimarron	1,395	16,765	1,390	17,384
Fleetwood & Chassis	3,616	35,334	3,939	38,077
Fleetwood FWD	2,777	15,761	0	33
Eldorado FWD	6,455	62,557	6,037	61,814
Seville FWD	3,219	31,852	3,059	28,342
Total	26,993	282,995	24,218	259,475
Chevrolet Chevette	10,102	154,628	12,856	158,334
Camaro	14,431	183,547	14,666	158,384
Cavalier FWD	21,712	262,380	17,029	159,709
Cavalier SW FWD	6,267	80,066	6,260	61,774
Citation FWD	6,135	84,894	4,913	84,830
Malibu	0	0	1,154	43,182
Malibu SW	0	0	637	41,098
Celebrity FWD	19,442	208,001	17,062	147,598
Celebrity SW FWD	6,722	83,854	230	233
Monte Carlo	6,851	109,126	9,362	89,808
Impala	2,950	46,525	3,217	41,545
Caprice	11,470	135,397	10,726	112,793
Chevrolet SW	4,584	54,576	4,710	51,509
Corvette	3,211	26,960	2,189	23,284
Total	113,877	1,429,954	105,011	1,174,081
Oldsmobile Omega FWD	593	34,049	2,611	45,504
Firenza FWD	3,726	43,691	2,275	28,516
Firenza SW FWD	984	12,619	867	11,331
Calais FWD	4,366	6,299	0	0
Cutlass Ciera FWD	13,251	182,405	17,159	163,221
Cutlass Ciera SW FWD	2,449	37,631	433	439
Cutlass Supreme-Calais	18,825	282,858	25,748	270,165
Cutlass SW	0	0	262	17,319
Delta 88	16,777	211,697	13,829	175,814
98	157	36,901	9,728	102,391
98 FWD	7,990	51,717	0	23
Oldsmobile SW	815	24,895	2,069	23,050
Toronado FWD	3,584	37,695	3,491	34,386
Total	73,517	962,457	78,472	872,159
Pontiac 1000	2,012	24,962	2,237	31,029
Firebird	7,002	91,946	7,398	81,322
Sunbird FWD	8,111	104,729	5,703	65,082
Sunbird SW FWD	735	10,817	848	11,134
Grand Am FWD	5,057	7,704	0	0
Phoenix FWD	598	12,619	1,346	22,945
Bonneville	3,754	60,400	6,136	61,700
Bonneville SW	0	0	377	12,555
6000 FWD	7,799	93,765	8,373	79,010
6000 SW FWD	896	16,862	82	83
Grand Prix	4,337	66,589	6,271	79,542
Parisienne	4,572	39,531	2,810	15,862
Pontiac SW	1,370	14,748	978	4,372
Fiero	5,946	87,534	5,477	10,553
Total	52,189	632,206	48,036	475,189
TOTAL GM CORP.	342,283	4,152,285	320,039	3,519,254
Miscellaneous Domestic	19	254	32	594
Domestic Station Wagon Total	52,843	660,767	43,436	554,831
Domestic Grand Total	607,933	6,997,389	525,546	5,795,750
Import Total	208,481	2,298,121	175,902	2,218,776
Grand Total All Registrations	816,414	9,295,510	701,448	8,014,526

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Honda leads with record 610

Sales per outlet up; Japanese top the list

Continued from Page 1

earlier it had been second behind Renault Alliance.

Cavalier earned the top average among compacts, moving up from the number two spot. Cutlass Supreme held on to first place in the intermediate category, and Olds 88 stayed on top among the standards. Cadillac was firmly entrenched in the luxury segment, its average more than twice that of second-place Lincoln (121 vs. 58).

All five major U.S. auto makers increased their sales per outlet in 1984. General Motors climbed to 458 from 402 in 1983; Ford Motor Co. rose to 358 from 289, and Chrysler Corp. jumped to 250 from 226.

American Motors, which includes the AMC Eagle plus domestic and imported Renaults, averaged 135, a modest increase from 125 in 1983 which had been a leap from 96 in 1982. Volkswagen, including domestic Rabbits and Golfs plus the VW import nameplates, was up to 197 from 177 a year earlier.

Honda sales per outlet include cars built in Ohio and those imported from Japan. The average was 610 last year, up a substantial 23.5 percent from 494 in 1983. Since the bulk of its cars come from Japan, Honda is counted as an import in the Automotive News dealer census and sales-per-outlet figures.

U. S. NAMEPLATES SALES PER OUTLET

1984 Position	Make	1983 Position
SUBCOMPACT		
1— 82	Rabbit/Golf	93— 2
2— 75	Escort	71— 3
3— 74	Alliance	95— 1
4— 51	Encore	15— 8
5— 43	Omni/Charger	37— 4
5— 43	Horizon/Turismo	34— 5
7— 32	Fiero	8—10
7— 32	Chevette	34— 5
9— 25	Lynx	30— 7
10— 18	Laser	4—12
11— 16	Daytona	3—13
12— 10	1000	11— 9
13— 7	EXP	5—11
— —	Sprint	3—13
— —	LN7	1—15
COMPACT		
1— 73	Cavalier	50— 2
2— 50	Tempo	30— 6
3— 48	Reliant	59— 1
4— 42	Sunbird	30— 5
5— 41	Skyhawk	25— 9
6— 39	Aries	46— 3
6— 39	Camaro	34— 4
8— 34	Firebird	30— 6
8— 34	LeBaron	29— 8
10— 30	Mustang	25— 9
11— 27	Topaz	16—11
12— 20	Firenza	14—12
13— 11	Cimarron	13—13
14— 7	Dodge 400/600	11—14
14— 7	Capri	9—15
— —	Fairmont	8—16
— —	Zephyr	4—17
INTERMEDIATE		
1— 95	Cutlass Supreme	105— 1
2— 76	Ciera	61— 3
3— 74	Century	51— 4
4— 63	Celebrity	35— 6
5— 62	Regal	80— 2
6— 44	Cougar	33— 8
7— 42	6000	31— 9
7— 42	LTD	36— 5
9— 38	Marquis	25—13
10— 35	Skylark	35— 6
11— 33	Thunderbird	30—10
12— 24	Grand Prix	30—10
13— 22	Monte Carlo	20—15
13— 22	Bonneville	28—12
15— 18	Citation	18—16
16— 15	Dodge 600	13—20
17— 14	Eagle	21—14
17— 14	E-Class	13—20
19— 13	New Yorker E	18—16
20— 11	Omega	16—18
21— 6	Grand Am	— —
22— 5	Phoenix	8—22
22— 5	Calais	— —
22— 5	Somerset	— —
25— 3	Caravelle	— —
26— 1	LeBaron GTS	— —
26— 1	Lancer	— —
— —	Malibu	16—18
— —	Granada	1—24
— —	Concord	8—22
STANDARD		
1— 81	Olds 88	72— 1
2— 55	LeSabre	51— 2
3— 54	Grand Marquis	37— 4
4— 50	Chevrolet	47— 3
5— 36	Crown Victoria	26— 5
6— 20	Parisienne	9— 6
7— 11	Diplomat	8— 7
8— 6	Gran Fury	5— 8
— —	Cordoba	4— 9
— —	Mirada	2—10
LUXURY		
1—121	Cadillac	111— 1
2— 58	Lincoln	39— 3
3— 44	Eldorado	45— 2
4— 32	N.Y. Fifth Ave.	27— 5
5— 31	Olds 98	39— 3
6— 29	Electra	27— 5
7— 22	Seville	21— 7
8— 20	Continental	9—11
9— 18	Mark VII	19— 8
9— 18	Riviera	18— 9
11— 13	Toronado	13—10
12— 6	Corvette	6—12
— —	Imperial	2—13

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975
Honda	610	494	455	470	496	488	396	339	252	214
Toyota	515	511	484	528	541	485	423	479	347	295
Mitsubishi	477	435	59	.....	.....	.....	.....	.....	.....	.....
Nissan	439	479	428	421	475	445	323	384	279	280
Oldsmobile	331	320	254	263	251	286	302	294	272	192
Buick	318	288	247	244	239	234	256	245	244	171
Chevrolet	304	261	238	259	303	364	394	381	350	302
Ford	276	230	197	197	204	269	326	335	308	276
Volvo	246	220	185	159	140	136	120	103	89	126
Pontiac	235	187	162	179	195	241	277	249	233	155
Mazda	223	228	213	218	213	213	114	95	69	154
Cadillac	200	189	157	144	133	193	215	207	190	166
Volkswagen†	197	177	164	241	264	274	213	252	187	232
Subaru	196	198	195	201	191	175	145	118	76	72
Mercury	195	156	125	127	117	172	195	172	143	119
Mercedes-Benz	190	177	161	154	132	130	115	119	107	112
Audi	172	115	108	118	97	98	95	85	79	124
BMW	170	145	132	112	103	98	92	93	89	68
Renault††	135	135	51	22	24	44	47	46	24	26
Dodge	131	120	105	126	108	133	158	162	166	117
Chrysler	110	94	66	35	50	76	89	96	86	70
Saab	102	81	60	47	44	46	48	42	29	35
Plymouth	99	99	98	129	97	110	133	143	174	127
Jaguar	98	81	49	20	11	14	17	15	13	11
Lincoln	97	67	64	43	45	80	115	112	76	62
Isuzu	80	98	77	98	.....	.....	.....	.....	.....	.....
Peugeot	64	47	43	51	42	42	32	35	32	42
Porsche	61	66	44	35	32	43	54	65	47	54
Alfa Romeo	31	27	17	16	19	18	35	39	29	33
Chevrolet Sprint	29	.....	.....	.....	.....	.....	.....	.....	.....	.....
Dodge/Mitsubishi	17	15	16	19	24	27	21	37	26	33
AMC	14	23	53	85	88	97	105	112	140	177
Plymouth Mitsubishi	12	13	15	19	27	22	15	28	.....	.....
I.A.I./Fiat	9	.....	30	59	61	90	89	93	85	140
Imperial		2	6	11	6	.....	.....	.....	.....	.....
DeLorean	.....	.....	8	.....	.....	.....	.....	.....	.....	.....

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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Looking at organizational structure of GM's small-car group

CPC: One profit center,3 marketing units

Continued from Page 3

who heads that group, was head of GM's old data processing group, Management Information Systems.

"We are using our information technology as a way of developing a competitive edge in the marketplace," Reuss said. "Because of that, we have the EDS operations under our strategic planning so they encompass not only our regular businss plan but a lot of other things."

Peapples is also working with a group to decide how to bring Saturn into the CPC stable.

The flow of the operation is monitored by the organization program manager, Carlisle R. Davis. His job is to make sure the organizational changes are occuring as planned. Those include systems, structural and cultural changes, Reuss said.

"We have a war room set up with timeframes and goals," he said.

Davis also is responsible for assessing CPC's competitive ability in three areas—distribution, product delivery time and how competitive CPC is in the body shops.

"His organization serves as a focal point so our manufacturing people all over the world are integrated under him," Reuss said.

Public affairs is also a group director position, held by Mark Hogan. Darwin (Dee) Allen is in charge of civic affairs and media relations, and Richard Wilmot is responsible for internal employe communications. Both report to Hogan.

In engineering, Schultz must integrate more than 8,300 engineers from separate divisions into a single engineering organization.

The new group has a four-phase product development strategy beginning with continuous technological developments. It then tackles specific vehicles and develops them for a specific market and follows up with design validation and the process that will build the product.

The first CPC-designed vehicle will be introduced around 1990.

The new financial group includes the three divisions and parts of the former Fisher Body and GMAD operations. They are being formed into a single group with a common management and accounting sytem. The financial operations are headed by John Vacketta.

The financial staff has been reorganized and is now operational. Plans are to house the operation at CPC headquarters at the GM Technical Center in Warren, Mich.

David Campbell is a GM vice president and head of the CPC operations group. It includes responsibility for engine, body and assembly operations, giving the group total responsibility for the car, its parts and assembly.

GM of Canada has a strong link to this group.

The operations unit is involved in the early phases of product development. The manufacturing specialists and the design engineers begin to work together early in the production of a new product.

Those new approaches will be applied initially at Saturn and later moved to other GM operations.

The CPC personnel group, headed by Richard Huber, will provide leadership, expertise and services to the entire group in areas like industrial relations, human resources management and organization planning, plus doing the normal personnel tasks. It will also be improving the quality of worklife for hourly and salaried personnel as CPC moves toward a "team culture."

It will be very involved with Saturn during the early part of that venture.

The UAW has already become very involved in changing the culture. Shop committees from the plants have come to Detroit to work with other CPC personnel to create new plants or modernize old ones, even before CPC has any modernization approval

"That is a new attitude," Reuss said. "They wouldn't have done that five years ago, and I guess we wouldn't have asked them. It's a two-way street."

The personnel staff's ability to create a team concept is of ultra-importance to the success of the CPC Group.

"At CPC, our three basic thrusts are customer satisfaction, people and communication," Reuss said. "We take those very seriously. So the people part of our business is very important."

The primary functions of the quality group, headed by John Urbanic, are to find out what the customers want and get those perceptions and expectations into a vehicle. The staff will also evaluate the employes' educational needs in quality and customer satisfaction.

The automotive groups, Chevrolet, Pontiac and GM of Canada, act as marketing and distribution arms. Chevrolet is headed by General Manager Robert Burger, Pontiac by General Manager J. Michael Losh, and GM of Canada by President/General Manager John F. Smith Jr. All three are GM vice presidents.

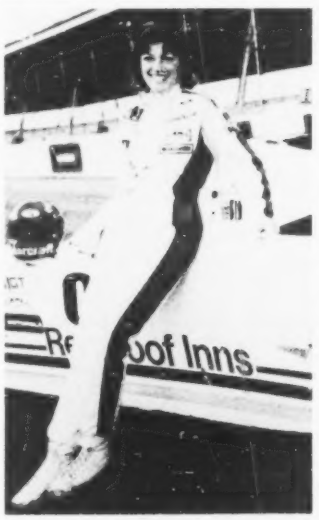
The reorganization of CPC is fluid and allows a lot of flexibility, Reuss said. For example CPC had several alternate plans, depending on the outcome of the Voluntary Restraint Agreement on Japanese cars.

And because it is so fluid, the job will never be over. There will always be something new to look at, Reuss said.

Canadian coins tossed; state loses revenue

CONCORD, N.H.—The State of New Hampshire is losing upwards of $1,200 a month in tolls from motorists tossing Canadian coins into correct-change bins because of decreased value of Canadian money compared with the dollar, said Peter Carlson, state turnpike director.

The stronger American dollar is blamed for the revenue loss. Carlson said that Boston banks are charging New Hampshire banks the difference in the exchange rate for weaker Canadian money.



Lyn St. James honored

AutoWeek magazine, sister publication to Automotive News, has named Lyn St. James, a Ford Motor Co. team driver, as Rookie of the Year in the 1984 International Motor Sports Assn. Camel GT road racing series. St. James made her professional racing debut in 1979 and joined Ford Motorsport in 1981.

Import supply falls to 31 days 250,216 on hand

Continued from Page 2

There was a 51-day supply of cars from other European countries, up from 47 days the previous month. The sales rate for those cars fell some 7 percent, while inventories remained stable.

By make, the supplies were: Jaguar, an estimated 35 days; Volvo, 40; Saab, 44; Peugeot, 48; Maserati, 52; Alfa Romeo, 79, and Renault, 233.

Japanese-built light trucks and their days' supplies: Mazda, 10; Nissan, 27; Toyota, 29; Chrysler, 33; Mitsubishi, 36, and Isuzu, 64.

Makers schedule 170,197 autos

Car output falls to 4-week low

By Louise Kertesz
Detroit Reporter

U.S. auto makers expected their lowest production in four weeks last week: 170,197 units, 1.67 percent below the previous week's 173,094 and 1.16 percent less than the year-ago week's 172,195.

Companies shared last week's scheduled production as follows: General Motors, 61.26 percent; Chrysler Corp., 16.92 percent; Ford Motor Co., 16.13 percent; American Motors, 2.20 percent; American Honda, 2.27 percent; New United Motor Mfg., Inc., 0.04 percent, and Volkswagen of America, 1.18 percent.

On April 1, GM will add a second shift at its Tarrytown (N.Y.) plant that produces the Buick Century and Pontiac 6000.

Ford's Edison (N.J.) plant is down this week (March 25) for conversion to the 1985½-model Escort and Lynx.

GM scheduled two overtime shifts Saturday (March 23) at its plants in Lansing (Oldsmobile Nos. 1 and 2); Janesville, Wis.; Linden, N.J.; Lordstown, O., and Orion Township, Mich.

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Honda's Marysville (O.) plant scheduled 10 hours of overtime Saturday and six hours of daily overtime last week.

Chrysler scheduled two overtime shifts Saturday at its plant in St. Louis (No. 2).

Two nine-hour daily shifts are scheduled this week at Chrysler plants in Belvidere, Ill.; Newark, Del., and St. Louis (No. 2).

Chrysler also has scheduled two 8½-hour daily shifts this week at its Jefferson (Detroit) plant.

Ford has scheduled daily overtime this week at its plants in Atlanta; Chicago; Dearborn; Kansas City; Lorain, O., and Wixom, Mich.

Court challenge expected on eased truck standards

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NHTSA's lowering of light-truck fuel-economy standards for the 1985 and 1986 model years is expected to be challenged in court by the Center for Auto Safety and the Environmental Policy Institute.

NHTSA's action last October, at the behest of Ford Motor Co., reduced the 1985 composite light-truck fuel-economy standard from 21 MPG to 19.5 MPG and set a composite standard of 20.0 MPG for 1986 light trucks.

The original 1985 standard had also been set primarily at Ford's maximum fuel-economy capability since Ford accounted for a substantial market share and might have faced serious economic harm with a higher level.

The CAS and EPI petitioned the agency for reinstatement of the 1985 standard and for a higher 1986 standard. Both contended that NHTSA should place greater weight on the nation's need to conserve energy.

EPI said the current oil glut is temporary, and CAS said the impact of relaxing the standard is greater than NHTSA found because no consideration was given to the shift from cars to light trucks by consumers.

NHTSA denies this and has denied the CAS and EPI petitions.

NHTSA's position is that lower gasoline prices and the shift of consumer demand from fuel-efficient products to larger trucks and engines caused the loss of average fuel economy for Ford and other makers of light trucks.

But while acknowledging the uncertainty of the energy outlook, NHTSA also noted that if Ford had to meet a higher fuel-economy standard, its production and employment would be adversely affected and consumers wanting larger trucks and engines would merely shift to the products of other companies.

In addition, setting a standard high enough to force an industry-wide shift in model mix would have even more "negative economic consequences" and be "clearly beyond the realm of 'economic practicability' as contemplated in the Act."

NHTSA also said that manufacturers are continuing to improve fuel economy technologically and are introducing new, more-compact light trucks.

Finally, NHTSA specifically rejected the contention that the change is invalid because NHTSA issued the rule on Oct. 16 and the model year had started as early as Oct. 2. The petition maintained that NHTSA could not change a rule after the start of the model year.

Truck makers continue with heavy schedules

Last week, domestic truck makers continued to schedule weekly production higher than any week this year.

The targeted 70,208 units were 3.42 percent more than the previous week's 67,889 (which fell 2,596 units short of projection) and 8.25 percent better than the year-ago week's 64,855.

So far this year, 779,402 trucks have been built, 7.15 percent more than the 727,424 completed last year at this point.

About 2,450 hourly workers were recalled from layoff last week to resume medium-duty truck and transit bus production at General Motors' plants in Pontiac. About 200 more employes are scheduled to return by April 22.

GM scheduled two overtime shifts Saturday (March 23) at its plants in Flint (No. 2) and Baltimore.

One overtime shift was scheduled Saturday at GM's plant in Detroit.

Ford Motor Co. has scheduled daily overtime this week (March 25) at the following plants: Kansas City; Lorain, O.; Louisville; Wayne, Mich. (Michigan Truck); Norfolk, and Twin Cities.

Chrysler has scheduled two nine-hour daily shifts this week at its plant in Warren, Mich.

Canadian output of cars is down 9 pct. for year

Canadian makers scheduled production of 21,377 cars last week, 4.71 percent more than the previous week's 20,415 but 10.10 percent less than the 24,019 completed in the year-ago week.

Year-to-date, 231,393 cars have been assembled, 9.84 percent less than the 256,651 completed last year at this point.

Ford Motor Co.'s Oakville (Ont.) plant is down this week (March 25) for one week for conversion to the 1985½-model Escort and Lynx.

Truck makers planned to build 18,348 units last week, down a bit (1.77 percent) from the previous week's 18,678 but 2.19 percent more than the 17,955 completed in the year-ago week.

So far this year, 208,637 trucks have been assembled, 9.23 percent more than the 191,006 completed last year at this time.

Chrysler Corp.'s Windsor (Ont.) plant scheduled production of 2,754 Plymouth Voyagers, 2,748 Dodge Caravans and 606 Mini Ram Vans last week, bringing the total T-115s completed so far this year to 67,255.

U.S. CAR PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
AMERICAN MOTORS	3,750	4,821	0	8,066	45,982	22,272
Renault Total	3,750	4,821	0	8,066	45,982	22,272
Alliance	1,950	2,711	0	4,275	23,987	13,049
Encore	1,800	2,110	0	3,791	21,995	9,223
CHRYSLER CORP.	28,800	26,273	31,521	93,852	306,382	302,418
Plymouth Total	8,300	7,678	9,237	27,247	91,556	88,124
Horizon	3,000	3,025	2,985	9,399	37,739	30,140
Reliant	4,000	4,120	4,525	12,834	48,006	39,940
Caravelle	900	162	1,279	3,534	1,980	13,642
Gran Fury	400	371	448	1,479	3,831	4,402
Chrysler Total	9,400	8,913	10,867	31,349	101,039	102,452
LeBaron	2,400	2,649	2,957	8,365	31,224	27,706
Lebaron GTS	2,300	0	2,123	6,536	0	18,105
Laser	1,000	1,420	1,092	3,204	18,348	11,549
New Yorker/E-Class	1,400	2,294	1,825	5,077	25,227	17,082
Fifth Avenue	2,300	2,550	2,870	8,167	26,240	28,010
Dodge total	11,100	9,682	11,417	35,257	115,787	111,842
Omni	3,200	2,820	3,207	10,230	34,885	32,326
Aries	3,000	3,246	3,309	9,842	38,769	30,536
Daytona	900	1,170	849	2,798	15,344	10,673
Dodge 600	1,300	1,703	1,515	4,690	19,727	17,358
Lancer	1,900	0	1,708	5,291	0	13,860
Diplomat	800	743	829	2,404	7,062	7,089
FORD MOTOR	27,447	38,005	31,178	101,531	407,276	416,369
Ford Division	18,404	25,026	20,839	67,566	271,455	274,539
Escort	3,363	7,352	2,063	12,761	83,238	69,778
Mustang	3,799	2,851	4,343	12,307	30,196	41,374
LTD	3,457	4,918	4,600	13,602	57,177	54,681
Thunderbird	3,934	3,493	5,989	16,634	40,901	53,886
Crown Victoria	0	1,729	0	0	19,951	7,122
EXP	0	552	0	0	7,813	3,838
Tempo	3,851	4,131	3,844	12,242	32,179	43,860
L-M Division	9,043	12,979	10,339	33,966	135,821	141,830
Mercury Total	5,513	9,348	6,896	23,433	96,650	101,433
Lynx	664	1,45[illegible]	550	3,612	16,933	18,266
Capri	178	383	212	784	4,139	4,959
Marquis	1,390	1,981	2,706	6,908	23,089	25,217
Cougar	1,982	2,835	2,135	7,926	21,710	33,161
Grand Marquis	0	1,898	0	0	21,585	4,733
Topaz	1,299	797	1,293	4,203	9,194	15,097
Lincoln Total	3,530	3,631	3,443	10,533	39,171	40,397
Continental	639	648	631	1,914	7,188	7,326
Lincoln	2,501	2,269	2,43[illegible]	7,462	21,321	28,614
Mark VI/VII	390	714	37[illegible]	1,157	10,662	4,457
GENERAL MOTORS	104,275	98,212	104,630	330,548	1,175,739	1,192,501
Buick Total	19,011	20,854	18,492	59,687	252,638	224,879
Skylark	2,249	1,860	2,307	7,063	23,758	27,713
Skyhawk	1,885	3,358	2,234	6,665	40,645	24,737
Somerset Regal	2,900	0	2,691	9,049	0	29,877
Century	3,644	5,007	4,194	12,724	54,860	50,680
Regal	2,477	4,073	1,884	6,047	54,316	24,308
Lesabre/Electra(rwd)	2,030	4,288	1,939	6,413	61,963	31,274
Riviera	1,447	1,332	1,198	4,347	14,249	15,297
Electra(fwd)	2,379	936	2,045	7,379	2,847	20,993
Cadillac Total	8,529	7,579	8,097	25,870	81,817	92,317
Cimarron	751	380	724	2,274	5,152	7,034
Seville	973	1,026	814	2,926	9,759	10,360
Eldorado	1,819	1,844	1,516	5,472	17,897	19,044
Cadillac (RWD)	1,069	3,543	1,062	3,256	45,862	13,027
DeVille (FWD)	3,917	786	3,981	11,938	3,147	42,852
Chevrolet Total	35,588	33,979	36,694	116,894	399,006	425,287
Chevette	3,038	4,492	3,681	10,934	52,796	38,838
Cavalier	10,895	8,712	9,488	31,983	98,477	115,448
Celebrity	5,613	6,462	6,792	20,588	72,341	69,717
Camaro	4,919	5,286	4,672	15,497	63,096	54,806
Citation	1,751	2,957	1,757	5,437	23,920	19,469
Malibu/El Camino	0	710	0	0	7,949	0
Monte Carlo	3,330	2,388	3,890	11,291	43,946	37,158
Chevrolet	5,042	2,149	5,408	17,952	27,943	79,930
Corvette	1,000	823	1,006	3,211	8,538	9,921
Oldsmobile Total	26,732	23,595	28,517	84,678	305,545	299,401
Omega	0	1,283	0	0	12,525	0
Firenza	1,725	1,485	2,071	5,895	17,603	18,100
Cutlass Supreme	5,009	8,630	4,580	14,117	92,631	46,607
Cutlass Ciera	7,794	6,087	9,289	26,664	63,835	93,713
88/96 (rwd)	3,898	4,546	4,014	12,397	105,578	57,287
Olds 98 (fwd)	2,999	444	3,348	9,974	2,594	34,082
Calais	4,234	0	4,307	12,390	0	38,234
Toronado	1,073	1,120	908	3,241	10,779	11,378
Pontiac Total	14,415	12,205	12,830	43,418	136,233	150,617
Acadian	0	561	228	601	3,978	2,719
2000 Sunbird	3,173	2,849	2,521	8,594	35,649	33,467
1000	664	1,200	761	2,394	9,709	8,064
Firebird	2,701	2,242	2,538	8,453	26,647	29,694
Phoenix	0	435	0	0	3,950	0
6000	774	0	781	2,456	0	6,299
Grd Prix/Bon vie	0	1,854	0	0	20,414	0
Parisienne	1,145	499	1,151	4,159	6,595	17,159
Fiero	2,400	2,565	2,345	7,395	29,291	25,665
Grand Am	3,558	0	2,505	9,367	0	27,550
HONDA	3,855	2,520	3,679	11,833	27,298	38,628
NUMMI (Nova)	70	0	60	190	0	335
VOLKWAGEN	2,000	2,364	2,026	6,579	27,951	23,113
TOTAL CARS - U.S.	170,197	172,195	173,094	552,599	1,992,128	1,995,636
TOTAL CARS CANADA	21,377	24,019	20,415	63,869	256,651	231,393
N. AMERICAN CARS	191,574	196,214	193,509	616,469	2,248,779	2,227,029
N. AMERICAN TRUCKS	88,556	82,810	86,567	279,481	918,430	988,039
NORTH AMERICAN CARS AND TRUCKS	280,130	279,024	280,076	895,950	3,167,209	3,215,068

*Revised estimate
**-All Acadians are built for sale in Canada
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
AMERICAN MOTORS	610	610	0	732	6,437	2,753
FORD MOTOR	10,001	9,704	11,110	33,025	92,186	125,501
GENERAL MOTORS	10,541	13,480	9,080	29,392	155,425	100,574
VOLVO	225	225	225	720	2,603	2,565
TOTAL CARS CANADA	21,377	24,019	20,415	63,869	256,651	231,393

TRUCK PRODUCTION IN U.S.☆

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
CHEVROLET	23,908	19,856	22,089	74,885	233,138	264,453
DODGE	4,500	4,623	4,501	13,466	49,159	46,232
FORD	25,086	25,138	25,133	79,730	277,983	273,853
GMC	7,414	6,946	6,673	22,774	74,261	79,409
INTERNATIONAL	1,280	1,705	1,643	5,158	16,712	17,655
JEEP	4,400	3,673	3,925	13,231	41,086	47,062
NISSAN	1,850	1,864	2,155	6,837	22,645	27,698
AM GENERAL	50	50	50	160	590	580
MISCELLANEOUS	1,720	1,000	1,720	5,504	11,800	22,460
TOTAL TRUCKS, U.S.	70,208	64,855	67,889	221,747	727,424	779,402

CANADIAN TRUCK PRODUCTION

	Week Ended March 23, 1985	Week Ended March 24, 1984	Week Ended March 16, 1985	March to Date	Jan. 1 to March 24, 1984	Jan. 1 to March 23, 1985
CHRYSLER	8,760	8,093	8,891	28,076	77,187	97,714
FORD	3,460	3,442	3,665	10,263	38,946	39,536
GENERAL MOTORS	5,888	6,274	5,855	18,648	73,214	68,768
INTERNATIONAL	240	146	267	747	1,659	2,619
TOTAL TRUCKS, CANADA	18,348	17,955	18,678	57,734	191,006	208,637
N. AMERICAN TRUCKS	88,556	82,810	86,567	279,481	918,430	988,039

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

April 1, 1985

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Hike in Japanese car quota angers makers and UAW; Senate OK's trade resolution

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The news from Tokyo, specifically from the Ministry for International Trade and Industry (MITI), that the voluntary quotas on auto exports to the U.S. would be extended for another year and at a level not to exceed 2.3 million came a bit ahead of the scheduled date April 1.

That was also the date for an announcement of whether Japan would open its market further to U.S. telecommunications equipment.

The official statement from Minister K. Murata, of MITI, explaining extension of the VRA, made it clear that Japan still intends to open its market further.

The 2.3 million total compares with a limit of 1.85 million during the past year.

As the Tokyo news became known, the Japanese faced a situation in which they would be damned if they extended the VRA and damned if they did not. There was an even more serious fear of the U.S. market being flooded with Japanese cars.

"The 2.3 million level," said Robert McElwaine, president of the American International Automobile Dealers Assn., "is designed to make everybody mad. It respresents a total misreading of American attitudes toward trade."

The White House immediately indicated it really meant an end to the quotas but wanted more access to the Japanese market. The Senate last week passed a tough resolution, sending yet another message to the Japanese.

• Congress was divided, and it was not clear whether it really wanted an end to the Voluntary Restraint Agreement or continuation at the same or even lower levels or even an opportunity to retaliate.

Some congressmen were complaining that the extra estimated $4 billion in trade deficit with Japan would have to be offset by access to the Japanese market, in U.S. cars, auto products or other commodities.

Separately, Julian Morrison, president of the Automotive Parts and Accessories Assn., who had just returned from Japan, said it was "difficult to discern progress" in the sale of OE parts to Japan. He was, however, somewhat more optimistic about the future for aftermarket sales where he sensed "a great deal of vitality."

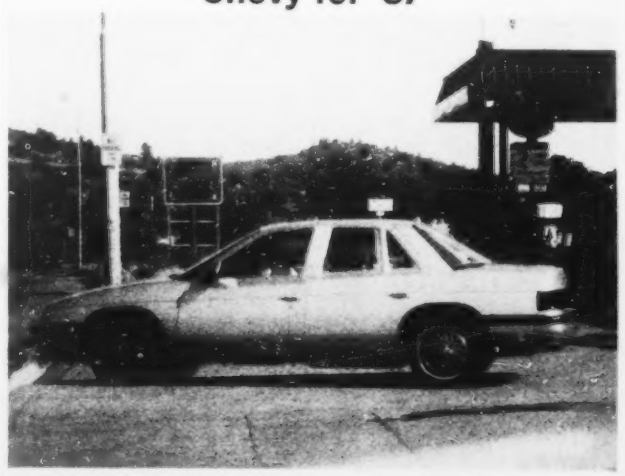
Because of the Japanese passion for other American goods, he thinks "we have a very good shot" at the aftermarket there, but he stressed, "We need two things in great abundance: Patience and Persistence." Morrison had met with officials from Nissan, Toyota, Honda and Mazda.

If the Japanese are confused about what the Americans want, it is not surprising since talks are currently going on about opening the Japanese market to electronics, wood products, medical products and telecommunications equipment as well as the private auto products talks conducted with APAA. With all the signals ing its decision to build cars in the U.S.

But a Mazda spokesman vehemently denied that the company is rethinking its Flat Rock com-

Continued on Page 54, Col. 1

Chevy for '87



Chevrolet Corsica, part of the GM25 family

A new Chevrolet, currently set for introduction in the spring of 1986 as a 1987 model, is the four-door Corsica. Codenamed "GM25" or "L-body," the Corsica will be powered by a fuel-injected V-6 gasoline engine. A two-door version codenamed L-special and called Baretta, is due to apear about six months after the Corsica.

Betti climbs in Ford shift

By Richard Johnson
Detroit Reporter

An organization and personnel reshuffling at Ford Motor Co. last week will bring about a closer link between manufacturing and engineering in the product planning process at the company.

John A. Betti, who was appointed executive vice president of Technical Affairs last fall, has been redesignated executive vice president of Technical Affairs and Operating Staffs.

Ford also announced that Frederick Z. Herr has been named a vice president of the company and will be vice president of engineering and manufacturing.

Some industry observers likened the organizational changes to General Motors' split last year into large and small-car units, a move aimed in part at improving interdepartmental coordination and speeding the product development cycle.

The Ford changes represent a

Continued on Page 55, Col. 1

Michigan officials acting to solve funding problem on Mazda plant

By Richard Johnson
Detroit Reporter

State officials in Michigan late last week appeared close to resolving a federal funding crisis which apparently threatened Mazda Motor Corp.'s plans to build an auto assembly plant in Flat Rock, Mich.

But rumors were nonetheless flying that the lapse of voluntary import restraints has prompted Mazda to reconsider its decision to build the $450 million plant. A Mazda spokesman denied that the VRA status affects the company's Flat Rock plans.

A shadow was cast over the project last week when a local development council's request for a $20.3 million Urban Development Action Grant (UDAG) loan at 8 percent interest from the U.S. Department of Housing and Urban Development was drastically reduced. Federal officials wound up approving a $2.5 million allocation, leaving a funding gap which Mazda described as critical.

According to a statement released by the company, "the full $20 million grant or its equivalent is critical to Mazda's project in Flat Rock."

HUD reportedly countered the local grant application with a proposal to make $6.5 million available interest free which, sources said would work out to approximately the same dollar value. Mazda is said to have accepted that arrangement.

But HUD approved only $2.5 million, to be used for various site preparation jobs. That leaves only a $4 million gap that Michigan officials have reportedly agreed to cover in some form.

A Michigan Commerce Department spokesman said department director Doug Ross and State Treasurer Robert Bowman met with Gov. James Blanchard late last Thursday (March 28) to discuss ways to keep the project alive.

"We're basically talking about a $4 million gap," said the spokesman. "Bob Bowman says that is something we can take care of, although we're still working on the mechanism."

Stalled talks last week between Mazda and local building trades involved in construction of the new facility caused additional concern about the site. A Mazda spokesman said the company met with representatives of the Detroit Building Trade Construction Council on March 27, but he said no additional meetings had been scheduled.

Negotiations reportedly broke down over work rules and wages. But a state Commerce Department spokesman said trade union talks and the UDAG funding issues are not unusual obstacles "for something this big."

A broadening concern late last week was that Mazda may be on the verge of pulling out altogether in response to the change in Japanese import restrictions in the U.S. Sources close to negotiations between Mazda and federal, state and local officials said rumors were afoot late last week that the Japanese auto maker was review-

Continued on Page 55, Col. 4

breaking news

4-door Sprint due

LOS ANGELES.—Chevrolet will offer a four-door version of the Suzuki-built Sprint this fall. The new hatchback will be sold in the same Western states as the two-door.

UAW near split

DETROIT.—The UAW in the U.S. and Canada have reached a tentative agreement on major issues pertaining to the 120,000-member Canadian region's split from the international union which began last December. UAW Vice President Bob White, Canadian director, detailed the agreement to the Canadian Council last Saturday (March 30) in Toronto. The major differences are splitting the $621.3 million strike fund and dividing other assets such as UAW property in Canada. The international union owns a ma-

See BREAKING NEWS, Page 8, Col. 1

Sentra joins truck output at Tennessee plant

First Nissan car built in U.S.

By Mary Beth Mayer
News Editor

SMYRNA, Tenn.—First Honda, then Toyota and now Nissan.

As Marvin Runyon, president and chief executive officer of Nissan Motor Mfg. Corp. U.S.A., drove a mist-blue Sentra off the line at the plant here last Tuesday (March 26), Nissan joined the ranks of Japanese auto makers assembling cars in the U.S.

Honda began the trend at Marysville, O., in November, 1982. Two years later, assembly of Chevrolet Novas, products of the General Motors-Toyota joint venture, was underway in Fremont, Calif.

Tennessee Gov. Lamar Alexander was at the end of the line to meet the milestone car, dubbed "Sentra One," and to lead a parade of employes and two high school bands through the sprawling plant.

Nissan has been building light pickup trucks at Smyrna since June, 1983.

"The facility was originally built for expansion," Runyon said, "so we've had to invest only $85 million for tooling and equipment for the Sentra." Nissan Motor Mfg. Corp. now represents an investment of over $745 million.

Sentra production has begun with the two-door sedan; four-door models will be added later. Smyrna Sentras will be in U.S. dealerships east of the Rockies in mid-April.

The Sentra is Nissan's top seller

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Ford Alpha, Chrysler Liberty hope to edge out GM Saturn

Big 3 race to market with no-year small car

By Dan McCosh
Detroit Reporter

Who really is ahead in the latest race between domestic manufacturers to build a low-cost small car: GM's Saturn, Ford's Alpha or Chrysler's Liberty?

News Analysis

In a rare spectacle of national publicity over a car program unlikely to be seen in dealerships for three to five years, GM's Saturn project—a car to be built in "no-year," sometime before Chairman Roger B. Smith retires—has dramatically raised public interest in what the U.S. auto industry will be doing in the next decade.

Unable to let that kind of challenge lie, Chrysler Chairman Lee A. Iacocca recently "leaked" the news that Chrysler now expects to beat GM's Saturn car to market with its own Liberty project. Meanwhile, Ford wrote its own advanced-concept "no-year" Alpha program into the fine print of the latest UAW agreement, but otherwise has been strangely quiet.

All the publicity for "no-year" cars not likely to be seen in dealerships before the last page is turned in today's California car payment book has led to cynicism in some quarters that what is happening is just another replay of the "push the imports to the shores" hoopla that preceded the mid-1970s downsizing programs.

But today the Big Three are serious about dramatically altering traditional assembly techniques, and all have active, well-funded advanced car programs tailored to benefit from the potential cost savings. GM already has formed a separate corporation to build Saturn. Chrysler and Ford are in the throes of corporate reorganization, much of it aimed at laying the groundwork for the generation of cars a decade hence, although neither has gone as far as GM and formed a separate corporation to handle its project.

A review of the efforts at each company reveals significant differences in the various programs, from the marketing intent of the proposed cars themselves, to the overall impact on the corporations and even the technology being pursued.

While all are pursuing the same general goal—a relatively profitable, low-cost car competitive with Japanese makes—the differences reflect the varying amounts of financial resources available to meet the problem, as well as the importance of a competitive small car in each manufacturer's overall marketing strategy.

GM's Saturn Corp., the current public relations front-runner,

Continued on Page 57, Col. 1

Sales rise 18 pct. for mid-March

By Jenny L. King
Detroit Reporter

If new-car sales are a true indicator, spring is here. And with it, the spring selling season.

Domestic passenger-car sales for March 11-20 leaped 18.29 percent over the 1984 total with Chrysler Corp. and Ford Motor Co. making continued progress in capturing larger shares of the market.

The 10-day total of 273,822 was well ahead of the 1984 sum of 231,481, but it wasn't a threat to the record for the period of 326,093 set in 1981. Second-best was 301,916 in 1978. The 1981 total was the result of extensive retail-customer rebate programs which only temporarily revived the ailing market.

This year's 273,822 total figured to a daily selling rate of 30,425 based on nine days compared with 28,935 from eight days the preceding year.

Calendar-year sales through March 20 were up 3.55 percent, to 1,740,801 from 1,681,166.

For the mid-March period, Chrysler reported 44,030 retail deliveries, up 56.35 percent from 28,162 in 1984. This was a 38.98-percent gain figured on a daily-rate basis. Ford was up 37.69 percent, to 75,332 from 54,710 (an increase of 22.39 percent daily rate).

General Motors sales of 144,851 were up 3.83 percent from 139,503 (off 7.70 percent daily rate). Volkswagen was up 34.70 percent, to 2,624 from 1,948 (up 19.67 percent daily rate).

Honda reported sales of 3,985 domestic Accords, up 65.49 percent from 2,408 (up 47.18 percent daily rate), while American Motors continued to run below year-ago sales levels, reporting

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60th year—No. 5068

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Going once, twice . . .

More than 300 classic, vintage, antique and special interest vehicles will be up for auction at Harrah's Automobile Collection in Reno Sept. 27-28. Among autos going to the top bidders will be the 1929 Duesenberg Model J Convertible Roadster, lower right, and the 1910 Thomas Touring, left.

$17.65 million at stake in grand jury probe

DeLorean plea-bargaining on taxes

By Edward Lapham
Marketing Editor

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DETROIT.—Attorneys for former auto maker John Z. DeLorean already have had preliminary plea-bargaining discussions with the U.S. Attorney's office here, according to Automotive News sources.

Those discussions have included the possiblity that the former General Motors vice president might plead guilty to certain federal tax charges in exchange for a light sentence and non-prosecution on other charges, according to the sources.

"One hangup would seem to be John's insistence that he serve no jail time," one source said. "I'm not sure the feds are willing to agree to that."

DeLorean's attorney, Howard Weitzman, was unavailable for comment before presstime. Weitzman, who represented DeLorean in the federal drug-trafficking trial in Los Angeles which ended in acquittal on all charges, has said he expects DeLorean to be indicted here.

Acting U.S. Attorney Joel Shere declined to comment.

DeLorean, accompanied by Weitzman, returned home last week to appear before a federal grand jury which has been at the forefront of a federal probe into alleged DeLorean Motor Co. financial irregularities. The probe began more than 2½ years ago and has focused on $17.65 million which disappeared from the sports-car project as well as a laundry list of other alleged frauds.

Grand jury proceedings are secret, but DeLorean's appearance led to informed speculation that the feds here are finally close to concluding the probe.

The U.S. Attorney's office here, in keeping with federal rules of criminal procedure, has steadfastly refused to even confirm the existence of the grand jury. However, witnesses who have testified before the grand jury and motions to quash grand jury subpenas have verified the probe's existence.

DeLorean's visit last week concerned his unwillingness to surrender certain corporate documents which were subpenaed by the grand jury, according to sources familiar with the probe.

In addition to spending time in the grand jury room, DeLorean and his attorney also appeared behind closed doors before U.S. District Judge Thomas P. Thornton, who is overseeing the grand jury, indicating the possiblity of some legal maneuvering.

"There is the possiblity that there could be a contempt citation filed if DeLorean does not surrender all of the subpenaed documents," one source said. "That could well mean that any possible deal would be eliminated."

There are several reasons why DeLorean might consider plea bargaining despite Weitzman's insistence he is being framed. First, it could limit his legal exposure to other charges.

Second, it would save money. Third, it would avoid a courtroom crap shoot in front of a jury.

Finally, there is the matter of the U.S. Attorney's record here. Former U.S. Attorney Leonard Gilman, who died Feb. 12, told this reporter in a late 1982 interview that 85 percent of all people charged by his office plead guilty. Of those who don't plead, about 80 percent are convicted, Gilman said at the time.

DeLorean, who also reportedly spent time in Grand Rapids to visit his publisher and work on his forthcoming autobiography, faces a myriad of other litigation in addition to anything which might arise from the federal probe here.

He has been named as a defendant in several civil suits brought by DeLorean Motor Co. creditors and others.

DeLorean also was sued for divorce by third wife Cristina Ferrare. Ferrare, a model and West Coast talk show host, was at one time a DMC director and also has been named in civil litigation involving the defunct company.

AAA Michigan to offer auto leasing

DEARBORN.—Beginning April 1, AAA Michigan will offer cars through the Auto Club Leasing Co.

AAA members may lease any car thorugh this service but discounted rates are available on any of the 25 top-selling domestic vehicles, according to AAA.

Rosenfeld, Sirowitz & Lawson chosen

Yugo selects agency for its national ads

By John A.Russell
New York Staff Writer

NEW YORK—Yugo America appointed Rosenfeld, Sirowitz & Lawson as its national advertising agency last week.

The company has been searching for an agency and, according to William Prior, president of Yugo America, this agency had "the right balance" of talent and chemistry for the account.

Prior would not disclose the advertising budget but said it would be "sufficient millions" to get the job done.

Rosenfeld, Sirowitz & Lawson currently bills $140 million and has such account as Champion Spark Plug, Charles of the Ritz, Chase Manhatten Bank and several association accounts for MacDonald's.

Both Ron Rosenfeld and Len Sirowitz are alumni of Doyle, Dane, Bernbach , where both worked on the Volkswagen account during that company's launch of the Beetle.

As for Yugo America, Prior said the initial rollout of cars will be in the Northeast, from Boston to Baltimore, with the remainder of the country following.

The company intends to import 70,000 cars the first year and increase that to 150,000 in the second year. The first cars are expected to arrive in the U.S. in the summer.

This is a change from the original target date of spring, but Prior said lead times for some suppliers as well as as insistence on high quality-control standards extended the time.

Final production dates are now being worked out with Zastava, the manufacturer in Yugoslavia, but Prior said, "We are in absolutely good shape."

As for advertising, John Salven, senior vice president of marketing for Yugo, said the company is looking for a "breakthrough campaign" but it is too early in the process to reveal any creative details which are still under discussion.

McLernon busy since leaving top VWoA post

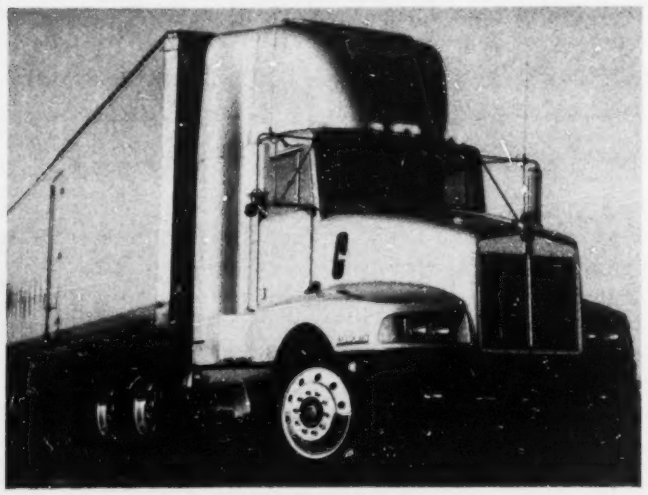
DETROIT.—James W. McLernon isn't one to stay idle. The fact is, he's kept quite busy since his departure in September, 1982, from Volkswagen of America, Inc., where he served as the company's first president and chief executive officer.

Since then, McLernon, 57, has kept active as a board member of the Pontiac State Bank, a lecturer at the Flint campus of the University of Michigan and as consultant to various Detroit area firms.

McLernon, who spent 27 years with General Motors prior to joining Volkswagen in 1976, currently is concentrating his efforts as consultant at Creative Industries of Detroit, Inc., which he describes as a "mini conglomerate" comprised of 11 companies whose activities range from art and graphic services to development engineering.

Headquartered in Detroit, Creative includes Chevrolet Corvette engineering and prototype making among its automotive jobs.

truck industry news



New Kenworth conventional bows

Kenworth Truck Co. has introduced a new aerodynamically improved conventional—the T600A—which it says can increase fuel efficiency by 22 percent over standard conventionals.

New Kenworth model geared to fuel saving

LOUISVILLE.—An increase of 22 percent in fuel economy over a standard conventional can be anticipated by operators of the new Kenworth T600A, company officials said at demonstrations of the aerodynamically tuned Class 8 vehicle at the Mid-American Trucking Show here.

Aerodynamic improvements received top priority in the new truck's design, optimizing fuel efficiency without requiring the customer to specify optional add-on aero packages, according to Roger Sackett, Kenworth Truck Co. product planning director.

"Since about 75 percent of a tractor-trailer combination's total aerodynamic drag is caused by the truck's front profile, extensive attention was focused there," he explained.

"The hood was sloped, corners rounded, fenders swept back and headlights tucked into the contours of the hood-and-fender assembly. The new bumper, of lightweight polyurethane, also was designed to reduce drag further."

Other standard aerodynamic aids include a new roof fairing with adjustable trim tab to accommodate different trailer heights, streamlined side-body panels and an integral cab-extender system that helps close the gap between tractor and trailer, a major cause of turbulence.

Kenworth estimates that a typical driver of the T600A should be able to save more than $25,000 in projected fuel costs over a seven-year period. The new conventional will be available in April, Sackett said.

During the winter, two non-professional drivers drove two T600As in "real-world" conditions from Phoenix to Miami, a distance of 2,346.1 miles, to demonstrate the vehicle's performance

Continued on Page 38, Col. 3

Eaton, Clark slate venture on transmissions

CLEVELAND.—Eaton Corp. is planning to form a joint venture with Clark Equipment Co. to produce and market medium-duty truck transmissions.

Under provisions of a letter of intent signed with Clark, Eaton will acquire 50 percent of the portion of Clark's Brazilian operation that produces medium-duty truck transmissions and 50 percent of Clark's U.S. truck transmission distribution operation.

The letter of intent further calls for Eaton to assume majority control of those operations by 1987, and total control by 1991.

The transaction is subject to negotiation of a definitive agreement between Eaton and Clark and approval by both companies' boards of directors and any necessary governmental reviews and approvals.

Dana Corp. filed a lawsuit in U.S. District Court against Eaton and Clark, alleging, among other things, that the proposed joint venture would violate antitrust laws.

Clark called Dana's allegations in the suit groundless.

The joint venture provides that Eaton and Clark will manufacture medium-duty truck transmissions in Brazil for sale in Brazil, the U.S., Canada and Mexico.

Robert W. Gillison, president—Truck Components Group, Eaton Corp., said the addition of the medium-duty transmissions will complement Eaton's existing truck component leadership positions in medium and heavy-duty axles and heavy-duty transmissions.

'94 diesel regulations a shock

Industry girds for EPA rules

By Arthur Flax
Assistant Truck Editor

Heavy-duty diesel engine makers are apparently prepared to develop the technology to meet new EPA emission standards for 1988 and 1991, but they say the severity of the 1994 regulations is a complete surprise and may be extremely difficult to meet.

Some suggest the requirements are based on an unrealistic projection of growth in diesel truck use and could have been made less stringent without harm to public health.

The new rules specify a reduction in oxides of nitrogen emissions and the introduction of particulate (soot) limits in 1988, with further cuts in particulate emissions in 1991 and 1994 for diesel trucks over 8,500 pounds GVW.

The regulations differ from the standards EPA had proposed earlier in that they specify a less-stringent NOx limit, and a more-stringent particulate limit.

According to Linas Gobis, an MVMA staff engineer, it is easier to reduce particulate emissions when NOx limits are higher.

However, Kelly Brown, manager of emission control planning for Ford Motor Co.'s Safety and Engineering Staff said the 1994 particulate limits are so low, no tradeoff on NOx limits will make them easy to meet.

He said the 1988 emission levels are reasonable, the 1991 particulate levels were expected but will require new technology, and the 1994 particulate levels "boggle the mind."

"The test," he said, "will be to see what happens in 1991 to get a better idea of what will happen in 1994."

Jim Lawrence, manager of compliance and recall for Volvo-White Truck Corp., said of the 1994 particulate standards, "I'm not sure it's really a necessity in trucks. With the EPA emissions model, there was some question as to the need for levels that low."

He added, "When you look at the EPA figures for total pollutants, if the market is that good in 1991 and 1994, we'll all be wealthy people."

Engine makers, however, have little choice but to accept the new

Continued on Page 41, Col. 1

Kenworth offers free $550 warranty

KIRKLAND, Wash.—Kenworth Truck Co. offered the Cummins 400,000-mile extended engine protection plan on any Kenworth-equipped Cummins 400-HP engine model ordered by March 31 and built by the end of May.

The "COMPUCHEK Protection Plan," a computerized preventive and diagnostic aid designed to increase revenue miles, normally sells for $550.

Retarder hits the spot

George Poulos, right, of Western Engine Co., Addison, Ill., presents a plaque to Pepsi-Cola General Bottlers' John Shehan at Elk Grove, Ill., marking delivery of the first tractor-trailer equipped with a transmission output retarder. The truck, a GMC Top Kick single axle tractor, is equipped with a Caterpiller 3208 diesel engine and Allison MTB 643 automatic transmission-equipped output retarder. The retarder, now operating on many buses and medium and heavy-duty trucks, provides up to 80 percent of the vehicle's braking requirements.

Year off to fast start as registrations climb

Ford again led all truck makers in registrations and gained on International for the lead in heavy trucks as the industry began 1985 with increases in all three market segments.

According to R.L. Polk & Co. statistics, 334,126 trucks were registered in January, a gain of 18.3 percent over the year-earlier 282,389.

Ford's 90,908 January registrations led number two Chevrolet by 7,892 units. Last January, 84,758 Ford trucks were registered, 3,528 more than Chevrolet's year-earlier tally.

Both Ford and Chevrolet, however, lost market share. Ford registrations represented 27.2 percent of the industry, down 2.8 percentage points from its year-earlier 30.0 percent share. Chevrolet registrations represented a 24.9 percent share, down 3.9 percentage points from its year-earlier 28.8 percent share.

Number three Dodge increased its January market share to 11.3 percent on 37,774 registrations, up 2.2 percentage points from its year earlier 9.1 percent on 25,671 tallies.

January registrations of light trucks tallied 313,204, 17.1 percent more than the 267,449 units counted a year-earlier.

Group 1 registrations in January totaled 211,866, up 41.8 percent from the year-earlier 149,444. Group 2 had 98,500, down 14.8 percent from 115,574, and Group 3 numbered 2,838, up 16.7 percent from 2,431.

Medium-truck registrations in January tallied 4,811, up 55.0 percent from 3,104 a year-earlier.

In Group 4, 66 units were registered in January, compared with the year-earlier 61. In Group 5, 452 units were counted, compared with 175 during the previous January, and in Group 6, 4,293 units were recorded, up 55.0 percent over the year-ago figure of 2,868.

Heavy-truck registrations totaled 16,111 in January, up 36.0 percent from the year-earlier 11,845. Group 7 registrations totaled

Continued on Page 36, Col. 5

U.S. TRUCK REGISTRATIONS

JANUARY, 1985 VS. 1984★

Make	Jan., 1985	Percent Share of '85 market	Jan., 1984	Percent Share of '84 market	Pct. pt. Change, '85-84
Ford	90,908	27.21	84,758	30.01	−2.80
Chevrolet	83,016	24.85	81,230	28.76	−3.91
Dodge	37,774	11.31	25,671	9.09	+2.22
GMC	24,330	7.28	21,506	7.62	−0.34
Jeep	13,663	4.09	10,665	3.78	+0.31
Plymouth	7,427	2.22	4,085	1.45	+0.77
International	5,171	1.55	3,602	1.28	+0.27
Mack	2,332	0.70	1,325	0.47	+0.23
Freightliner	1,398	0.42	1,066	0.38	+0.04
Peterbilt	937	0.28	781	0.28	.....
White	830	0.25	625	0.22	+0.03
Kenworth	810	0.24	1,025	0.36	−0.12
Mercedes	342	0.10	180	0.06	+0.04
Volvo	216	0.06	121	0.04	+0.02
Autocar	106	0.03	83	0.03	.....
Western Star	100	0.03	33	0.01	+0.02
Miscellaneous☆☆	64,766	19.38	45,642	16.16	+3.22
TOTALS	334,126	100.00	282,398	100.00	.....

★—Registrations of all truck groups in New York and Oklahoma compiled from manufacturers' sales records. No registrations for District of Columbia.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

JANUARY, 1985 VS. 1984★

Make	Jan., 1985	Percent Share of '85 market	Jan., 1984	Percent Share of '84 market	Pct. pt. Change, '85-84
International	3,488	21.65	2,593	21.89	−0.24
Ford	3,386	21.02	2,354	19.87	+1.15
Mack	2,025	12.57	1,141	9.63	+2.94
GMC	1,989	12.34	1,377	11.63	+0.71
Freightliner	1,398	8.68	1,066	9.00	−0.32
Peterbilt	937	5.82	781	6.59	−0.77
White	830	5.15	625	5.28	−0.13
Kenworth	810	5.03	1,025	8.65	−3.62
Chevrolet	609	3.78	529	4.47	−0.69
Volvo	216	1.34	121	1.02	+0.32
Autocar	106	0.66	83	0.70	−0.04
Mercedes-Benz	105	0.65	58	0.49	+0.16
Western Star	100	0.62	33	0.28	+0.34
Miscellaneous	112	0.69	59	0.50	+0.19
TOTALS	16,111	100.00	11,845	100.00	.....

★—Group 7 and 8 trucks only.

Proton Saga output slated for July

Malaysia to build a 'national' car

By Richard Feast
European Editor

LONDON.—The first glimpse of Malaysia's forthcoming national car has been provided by the company which plans to sell it on the U.K. market next year.

Proton Saga emerges as a lower-medium four-door sedan. It is based on the mechanical components or the Mitsubishi Lancer —front-drive, 1.3 or 1.5-liter engine—but distinctively styled.

The car will go into production at a plant built for that purpose near Kuala Lumpur this July. This is less than three years after the project was announced in October, 1982.

It will mark the emergence of another low-cost-base Southeast Asian country as an auto producer in its own right, though Malaysia's stated ambitions are not as far-reaching as those of South Korea or Taiwan.

The main purpose of the government-backed Proton project is to satisfy the domestic market needs. To that end, Malaysia has begun increasing the tariffs on imports of CKD kits, and Prime Minister Mahathir Mohamad hinted earlier this year that quotas may be introduced as well.

The aim is to achieve 70 percent of a 150,000-unit market by the early 1990s. Given the Proton plant's capacity of 120,000 a year by 1995, this will not leave many for export.

Mainland Investments, based in Warrington, has been appointed concessionaire for the U.K., Ireland and other English-speaking markets in Europe (Malta and Gibraltar). Malaysia, like those countries, requires right—hand—drive.

Harry Knoop, deputy chairman of Mainland Investments, and fellow director Frank Spilsbury were the first overseas visitors to tour the 360-acre plant at Shah Alam, near Kuala Lumpur. They will return for July's ceremonial startup.

Proton is an abbreviation for Perusahaan Outomobil Nasional. The company, capitalized at $65 million, is 70 percent owned by Heavy Industries Corp., of Malaysia (Hicom). Its partners are Mitsubishi Motors Corp. (15 percent) and Mitsubishi Corp. (15 percent).

Investment totaling $245 million is going into Proton. It will include stamping, automated body assembly and what is described as a revolutionary paint process.

With engines and drivetrains imported from Mitsubishi, initial local content will be around 42 percent, but the plan is to increase this significantly as production grows.

Only 5,500 will be built this year, followed by about 19,000 in 1986. After that, Proton is scheduled to grow rapidly to reach about 85 percent of capacity by 1991.

Malaysia's vehicle market has been expanding steadily in the 1980s and is now in the region of 110,000. Growth rates of 8 percent are forecast into the 1990s.

Nissan products, assembled by the wholly Malaysian-owned Tan Chong and Sons, are market leaders with just under 30 percent. Toyota, assembled by Sejati Motor and owned 15 percent by the Japanese company, has about 22 percent. Other local assemblers include companies producing Mitsubishi, Honda, Mazda, Ford, Daihatsu, Peugeot and Fiat.

The Saga of Malaysia

First picture of Malaysia's national car project known as Proton Saga. The car is locally styled and based on mechanical components from the Mitsubishi Lancer. It goes into production in July in a new factory near Kuala Lumpur.

AutoWorld reopens in May

FLINT.—AutoWorld is slated to reopen May 24. The entertainment center closed Jan. 13.

SALES BY NAMEPLATE

1984 Position	Nameplate		1983 Position
1—	377,446	Cavalier	259,397 — 3
2—	353,578	Escort	326,333 — 2
3—	322,198	Celebrity	180,627 — 8
4—	302,087	Cut. Supreme	331,179 — 1
5—	258,902	Chevrolet	238,930 — 4
6—	258,297	Olds 88	228,770 — 6
7—	256,532	Tempo	136,148 —16
8—	242,209	Ciera	191,720 — 7
9—	217,042	Century	150,280 —15
10—	202,172	Camaro	178,266 —10
11—	196,907	LTD	165,396 —12
12—	195,177	Cadillac	176,003 —11
13—	182,185	Regal	234,035 — 5
14—	169,253	Crown Victoria	119,905 —19
15—	164,917	Chevette	178,759 — 9
16—	164,314	LeSabre	151,555 —14
17—	154,865	Thunderbird	134,710 —17
18—	143,594	Grand Marquis	96,659 —25
19—	138,296	Mustang	116,976 —22
20—	138,154	Reliant	157,247 —13
21—	133,601	Honda	50,402 —46
22—	126,916	Sunbird	88,313 —30
23—	125,828	6000	92,513 —26
24—	121,858	Skyhawk	72,998 —39
25—	120,964	Cougar XR7	87,027 —31
26—	115,930	Monte Carlo	105,797 —23
27—	111,984	Aries	119,400 —21
28—	104,589	Skylark	102,763 —24
29—	103,722	Marquis	65,184 —41
30—	101,414	Firebird	90,777 —28
31—	100,419	Olds 98	119,526 —20
32—	100,366	Alliance	126,008 —18
33—	98,830	LeBaron	80,309 —35
34—	94,340	Fifth Avenue	73,729 —38
35—	93,485	Fiero	22,591 —67
36—	92,174	Citation	92,379 —27
37—	90,869	Lincoln	59,626 —42
38—	84,414	Electra	80,106 —36
39—	78,298	Horizon	56,298 —43
40—	73,838	VW	85,045 —33
41—	73,454	Topaz	41,796 —51
42—	70,577	Eldorado	71,624 —40
43—	71,609	Grand Prix	89,355 —29
44—	69,235	Encore	20,182 —68
45—	67,933	Omni	50,451 —45
46—	67,725	Lynx	78,876 —37
47—	65,387	Bonneville	84,122 —34
48—	62,456	Firenza	44,753 —50
49—	62,084	Parisienne	26,929 —63
50—	53,398	Riviera	53,346 —44
51—	53,131	Laser	11,097 —73
52—	51,940	Charger	45,975 —49
53—	47,109	Turismo	36,497 —54
54—	44,717	Daytona	8,761 —77
55—	42,843	Dodge 600	33,882 —57
56—	41,605	Toronado	41,791 —52
57—	40,265	E Class	35,283 —55
58—	39,303	New Yorker E.	50,091 —47
59—	35,349	Seville	33,522 —58
60—	34,103	Omega	49,818 —48
61—	31,213	EXP	19,574 —69
62—	31,110	Continental	13,691 —72
63—	30,424	Corvette	28,144 —62
64—	29,496	Mark VII	28,257 —61
65—	28,623	Diplomat	22,603 —66
66—	28,004	1000	34,173 —56
67—	20,654	Eagle	31,207 —59
68—	18,953	Dge. 400/600	28,488 —60
69—	18,014	Cimarron	19,188 —70
70—	17,739	Capri	22,708 —65
71—	16,751	Grand Am	—
72—	16,609	Plymouth	15,101 —71
73—	14,881	Calais	—
74—	13,811	Somerset	—
75—	13,202	Phoenix	24,382 —64
76—	9,074	Caravelle	—
77—	2,494	LeBaron GTS	—
78—	1,980	Lancer	—
—	—	'82 Cougar	906 —83
79—	881	Malibu	85,421 —32
81—	282	Mirada	4,417 —80
81—	136	Cordoba	10,375 —76
—	—	Fairmont	37,521 —53
—	—	Granada	3,751 —81
—	—	Zephyr	11,583 —74
—	—	Spirit	4,441 —79
—	—	Concord	11,513 —75
—	—	LN7	4,694 —78

Nissan 200-SX subtly changed; starts at $8,999

CARSON, Calif.—Nissan's 1985 200-SX features improved handling and performance and subtle design changes—including elimination of the hood scoop on the turbo model.

The 200-SX is offered as a hatchback coupe with a 1.8-liter, turbocharged four-cylinder engine and as both a hatchback and notchback coupe with a 2.0-liter normally aspirated engine. Deluxe and XE trim levels are available on both styles, and a digital equipment package is available on the XE.

Suggested base prices range from $8,999 for the Deluxe notchback coupe to $12,349 for the Turbo hatchback model.

All 1985 Nissan 200-SX models are equipped with a fully independent rear suspension, four-wheel disk brakes and larger P195/60R15 low-profile, high-performance tires. The suspension features semi-trailing-arm links and front and rear stabilizer bars.

The normally aspirated versions are available in 5-speed manual or 4-speed automatic transmission with locking torque converter, while the turbocharged model is offerd with the 5-speed only.

Nissan 200-SX for '85

Nissan's 1985 200-SX is offered as a hatchback coupe with a 1.8-liter, turbocharged four-cylinder engine, above, and as both a hatchback and notchback coupe with a 2.0-liter normally aspirated engine. Hood scoop has been eliminated on the turbo model.

Motor vehicle board raises license fee

SACRAMENTO.—The California New Motor Vehicle Board raised from $150 to $200 the fee which new-vehicle dealers must pay for issuance or renewal of a state license for branches of their dealerships.

State law provides that dealers and other licensees under jurisdiction of the board must be charged fees sufficient to finance all of the board's activities.

movers and shakers

General Motors

William C. Brooks has been appointed general director of personnel administration on the General Motors Personnel Administration and Development Staff. He succeeds **James L. Lewandowski,** who has been named human resources vice president for GM's Saturn Corp.

William C. Brooks

Brooks, 51, was named gerneral director of personnel and labor relations for GM's Delco Moraine Division in 1982 and is currently enrolled in the advanced management program at Harvard Business School.

He has been with GM since 1973 and has served in a number of personnel assignments. Before joining GM, he was with the U.S. Departments of Labor and Defense and the Office of Management and Budget.

Saturn Corp.

James L. Lewandowski, 47, has been named human resources vice president for Saturn Corp., a General Motors subsidiary. He has been general director of personnel administration for the GM Personnel Administration and Development Staff since 1984.

Lewandowski joined Cadillac in 1955, moved to the GM Central Office in 1967 and went to Oldsmobile in 1974. He was Oldsmobile personnel director from 1978 to 1984.

Chrysler Corp.

Chrysler Corp. has named **John F. Knutson** director of international programs, a newly established position. He is responsible for initiating new international programs, assisting Chrysler organizations with continuing international programs and coordinating activities between the company and its components outside North America.

John F. Knutson

Knutson formerly was an executive with the Corporate Strategic Planning Department. He joined Chrysler in 1968 and also has served with Chrysler de Mexico as deputy managing director and finance director.

Chevrolet

Chevrolet has named **Robert D. Cenedella** manager of the Southeast region. He replaces **Thomas R. Mason,** who now is marketing manager for passenger cars at Chevrolet central office.

Cenedella formerly was Atlanta zone manager. He has been with Chevrolet since 1953 and also has served as customer service director for the Southeast region.

Jack R. Croft succeeds Cenedella in Atlanta, and **Malcolm E. Norris** replaces Croft as New Orleans zone manager. Norris formerly was director of national distribution and planning.

Croft joined Chevrolet in 1949 and was Indianapolis zone manager before going to New Orleans. Norris, with the division since 1955, was director of field operations in the distribution department before his most recent assignment.

Ford Motor Co.

David W. Scott has been appointed executive director—public affairs for Ford Motor Co. He succeeds **William Sheehan,** who will leave the company July 1 to pursue other activities, including an association with Executive Television Workshop, a New York-based communications company.

David W. Scott

Scott, 44, joined Ford in 1967 and has served in a number of public relations posts, including public affairs vice president for Ford of Canada and director of the International and Diversified Products PR office. Since 1981, he has been director of the North American public affairs office.

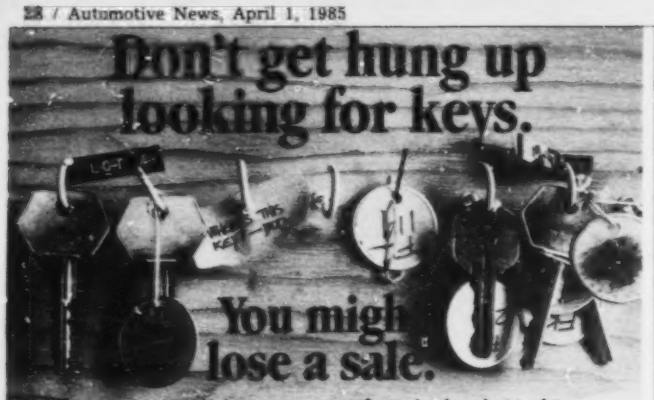
Sheehan joined Ford in 1978 as general public relations manager after serving as senior vice president—news for American Broadcasting Corp.

New governor picks used car

JEFFERSON CITY, Mo.—Here's a switch: Missouri's new Republican governor rode in a used car in his inaugural parade, while the state's Democratic lieutenant governor was whisked about in a luxurious Zimmer.

Gov. John Ashcroft and his wife Janet picked a 1968 Mustang convertible for the parade because they rode in it four years ago when Ashcroft took his oath as attorney general a second time.

On the other hand, Lt. Gov. Harriett Woods was chauffered in a $75,000 burgundy Zimmer convertible from Riley Chevrolet, of Jefferson City.



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NEW-CAR MARKET SHARES IN U.S.

	DECEMBER					12 MONTHS				
	Regis., Dec., 1984	Percent Share of Market	Regis., Dec., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 12 Mos., 1984	Percent Share of Market	Regis., 12 Mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Chevrolet	114,511	13.93	136,422	15.00	−1.07	1,544,565	15.27	1,310,503	14.68	+0.59
Ford	110,364	13.41	111,631	12.27	+1.14	1,285,077	12.70	1,034,732	11.59	+1.11
Oldsmobile	75,716	9.21	99,070	10.89	−1.68	1,038,173	10.26	971,229	10.88	−0.62
Buick	73,648	8.95	79,906	8.78	+0.17	918,321	9.08	818,256	9.17	−0.09
Pontiac	53,141	6.46	61,215	6.73	−0.27	685,347	6.77	536,404	6.01	+0.76
Mercury	41,670	5.06	39,783	4.38	+0.68	519,701	5.13	395,041	4.43	+0.70
Dodge	28,768	3.50	30,436	3.35	+0.15	359,707	3.56	307,633	3.44	+0.12
Cadukkac	26,683	3.24	32,077	3.53	−0.29	309,678	3.06	291,552	3.27	−0.21
Chrysler	25,853	3.14	25,420	2.79	+0.35	320,523	3.17	254,175	2.85	+0.32
Plymouth	22,393	2.72	24,751	2.72	+0.00	281,465	2.78	258,684	2.90	−0.12
Lincoln	13,137	1.60	9,306	1.02	+0.58	144,278	1.43	97,206	1.09	−0.34
AMC	12,318	1.50	21,039	2.31	−0.81	188,602	1.86	190,797	2.14	−0.28
GENERAL MOTORS	343,799	41.79	408,690	44.93	−3.14	4,496,084	44.44	3,927,944	44.01	+0.43
FORD MOTOR CO.	165,171	20.07	160,720	17.67	+2.40	1,949,056	19.26	1,526,979	17.11	+2.15
CHRYSLER CORP.	77,014	9.36	80,607	8.86	+0.50	961,695	9.51	820,492	9.19	+0.32
AMC	12,318	1.50	21,039	2.31	−0.81	188,602	1.86	190,797	2.14	−0.28
IMPORTS	224,406	27.28	238,581	26.23	+1.05	2,522,527	24.93	2,457,357	27.54	−2.61
MISC. DOMESTIC	13	0.00	23	0.00	−0.00	267	0.00	617	0.01	−0.01
TOTAL	822,721		909,660			10,118,231		8,924,186		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma, 1984: from manufacturers' sales records. Oklahoma '83 figures not available.

1984 total is 10,118,231; domestics pace gain

Year's registrations best since '79

By Jenny L. King
Detroit Reporter

Registrations of new cars, domestic and imported, reached their best total in five years in 1984 and catapulted 13.38 percent over the final 1983 figure.

Table on Page 35.

Statistics compiled and reported by R.L. Polk & Co. reveal increases in 1984 for both domestics—up 17.46 percent—and imports—up 2.65 percent. The total of 10,118,231 was up 13.38 percent from 8,924,186.

Domestics numbered 7,595,704 last year compared with 6,466,829 in 1983. Imports added to 2,522,527, up from 2,457,357 the preceding calendar year.

The 1984 total was 30.48 percent ahead of 1982 when registrations amounted to 7,754,342. It was the best year since 1979 when 10,356,695 was the final tally.

Market-share shifts from 1983 to 1984 included a generous gain for Ford Motor Co. with smaller advances for General Motors and Chrysler Corp. Imports lost 2.61 percentage points year to year, American Motors was down 0.28 percentage points and miscellaneous domestics disappeared to 0.00 percent from their former 0.01 percent of the total market.

Ford wrote the success chapter of the year in the ongoing registrations saga with its handsome coup of 2.15 percentage points. Ford finished the year with 19.26 percent of the total market compared with 17.11 percent in 1983.

GM was up 0.43 percentage points, to 44.44 percent from 44.01 percent and Chrysler finished the year up 0.32 percentage points, to 9.51 percent from 9.19 percent.

Imports, hampered in their sales efforts by the restrictions placed on the number of Japanese-built cars entering the U.S., lost market ground as the domestics completed a strong sales year in 1984. The imports were held to 24.93 percent of the total, down 2.61 percentage points from 27.54 percent in 1983.

AMC, down slightly in numbers from 1983 to 1984, sacrificed 0.28 percentage points in the market, dropping to 1.86 percent from 2.14 percent, and miscellaneous domestics, down to 267 units from 617 in 1983, hadn't the strength to hold on to their former 0.01 percent of the market.

Excluding imports, GM earned 59.19 percent of the 1984 new-car market, Ford had 25.66 percent, Chrysler held 12.66 percent, AMC had 2.49 percent and miscellaneous domestics had none.

A year earlier, GM had 60.74 percent, Ford had 23.61 percent, Chrysler had 12.69 percent, AMC had 2.95 percent and miscellaneous domestics had 0.01 percent.

December, 1984, registrations of 822,721 were up a scant 0.77 percent from 816,414 a month earlier but were down 9.56 percent from 909,660 in December, 1983. Domestic registrations for the final month were down 1.58 percent from the preceding month and were down 10.84 percent from December, 1983. The totals were 598,315 last December, 607,933 in November and 671,079 in December, 1983.

Imports were down 5.94 percent year to year, to 224,406 from 238,581. Their share of the December market, however, was up as domestic numbers were down 10.84 percent. Imports claimed 27.28 percent of the total, up 1.05 percentage points from 26.23 percent.

Ford and Chrysler shared the winner's circle with the imports in December, Ford up 2.40 percentage points and Chrysler up 0.50 percentage points.

GM was off 3.14 percentage points, AMC dropped 0.81 percentage points and miscellaneous domestics failed to make the scoreboard either December although their sales were included in the totals: 13 and 23 for 1984 and 1983 respectively.

Imports claimed the largest segment of the market class total for the month, 27.28 percent. They were followed in size by intermediates at 24.84 percent, compacts at 17.66 percent, subcompacts at 11.25 percent, standards at 9.92 percent and luxury cars at 9.06 percent.

A year earlier the December market was dominated by intermediates at 26.60 percent, followed by imports at 26.23 percent, compacts at 17.11 percent, compacts at 12.15 percent, standards at 12.00 percent and luxury models at 5.91 percent.

Excluding imports, the December, 1984 market class breakdown had intermediates at 34.16 percent, compacts at 24.28 percent, subcompacts at 15.47 percent, standards at 13.63 percent and luxuries at 12.46 percent.

Mexico assigns production quotas

MEXICO CITY.—In line with the Mexican Government's embargo on the importation of vehicles and its strict control of the domestic auto industry, the Secretariat of Commerce and Industrial Development has announced automotive production quotas for 1985.

The quotas are: Chrysler—35,174 cars and 25,727 trucks; Ford—28,834 and 37,620; General Motors—24,000 and 35,400, and Renault—35,200 and 7,700.

More are: Nissan 48,000 and 14,000; Volkswagen—88,462 and 7,693; Fab. Autotransportes Mex.—3,100 trucks, and Diesel Nacional—7,008 trucks.

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'84 count is 2,522,527, but market share dips

Import registrations set record

By Jenny L. King
Detroit Reporter

Registrations of new imported cars reached an alltime high in 1984 but the total was written in the shadow of a substantially reduced share of the U.S. new-car.

R.L. Polk & Co. figures for the 1984 calendar year show domestic new-car registrations up 17.46 percent, while imports were up just 2.65 percent. Consequently, the imports slipped to 24.93 percent of the market in 1984 from 27.54 percent a year earlier.

Record import penetration of 29.26 percent was reached in 1982, a year when domestic sales/registrations were bottoming out from a prolonged recession.

The record import total last year was 2,522,527 new cars, up 2.65 percent from 2,457,357 in 1983. That included market share increases for six of the top 10 importers, paced by a gain of 3.36 percentage points for Honda. The Honda numbers include all Accords built in this country as well as models imported from Japan.

Honda was up to 19.53 percent from 16.17 percent of the import total, pushing Nissan into third place from its accustomed second-place slot.

Toyota remained on top of the heap but only by some 12,000 cars and it lost 2.06 percentage points in market share, dropping to 20.00 percent from 22.06 percent.

Nissan lost 1.93 percentage points in 1984, Subaru was down 0.14 percentage points and Mazda was down 0.44 percentage points.

Volkswagen, whose totals include U.S.-built Rabbits/Golfs, was up 0.36 percentage points, Volvo gained 0.05 percentage points, Mercedes-Benz was up 0.07 percentage points, Audi was up 0.87 percentage points and BMW gained 0.33 percentage points.

The 10 leading makes claimed 89.33 percent of total import registrations, up from 88.86 percent in 1983.

December import registrations were off 5.94 percent but managed to increase their piece of the total market to 27.28 percent from 26.23 percent in 1983. Honda topped Toyota for the month—albeit by just six cars—and gained 2.88 percentage points over its standing the preceding year.

Toyota dropped 1.77 percentage points, Nissan was down 0.36 percentage points, Mazda was down 0.35 percentage points, VW was down 0.90 percentage points and Volvo was down 0.57 percentage points.

Subaru gained 0.50 percentage points in December, Mercedes-Benz was up 0.40 percentage points, BMW was up 0.08 percentage points and Audi gained 0.33 percentage points.

Ten makes accounted for 88.36 percent of the month's total, up from 88.12 percent a year earlier.

In a December to December comparison, West Germany and the U.S. increased their shares of the import market and Japan and Sweden were down. The West German segment increased to 13.58 percent from 12.23 percent and the U.S. climbed to 7.07 percent from 6.82 percent. Japan slipped to 72.25 percent from 72.97 percent and Sweden was down to 4.74 percent from 5.29 percent.

The U.S. category includes VW Golfs and Honda Accords assembled in this country.

Numbers of cars from exporting countries included:

	Dec. 1984	Dec. 1983
Japan	162,130	174,085
W. Germany	30,475	29,168
United States	15,857	16,275
Sweden	10,642	12,626
France	2,807	3,908
Great Britain	1,865	2,045
Italy	616	400
Ireland	14	74

Over a year's time the Japanese portion of the import market slipped to 72.16 percent from 76.50 percent. West Germany was up to 12.52 percent from 10.51 percent, the U.S. grew to 7.98 percent from 5.19 percent and Sweden was up to 5.13 percent from 4.82 percent. Numbers were as follows:

	12 Mos., 1984	12 Mos., 1983
Japan	1,819,122	1,879,787
W. Germany	315,709	258,270
United States	201,297	127,629
Sweden	129,311	118,438
France	31,572	47,608
Great Britain	18,077	15,912
Italy	7,089	8,715
Ireland	350	998

Imported trucks were up 34.98 percent for December and were up 50.16 percent for calendar year 1984. In December, the total climbed to 69,837 from 51,739 and included these registrations by make:

	Dec. 1984	Dec. 1983
Toyota	27,044	18,750
Nissan	17,753	11,894
Mazda	9,332	8,596
Isuzu	6,191	.....
Dodge Ram 50	.....	3,399
Others	9,517	9,100
TOTAL	69,837	51,739

Registrations for imported trucks 1984 vs. 1983 were as follows:

	12 Mos., 1984	12 Mos., 1983
Toyota	288,825	174,860
Nissan	194,414	132,088
Mazda	115,202	70,795
Dodge Ram 50	49,855	32,759
Others	95,737	85,067
TOTAL	744,133	495,569

MARKET SHARES

12 MONTHS
1984 VS. 1983

Make	1984 Market Share	1983 Market Share	Pct. Pt. Change '84 vs. '83
Chevrolet	15.27	14.68	+0.59
Ford	12.70	11.59	+1.11
Oldsmobile	10.26	10.88	−0.62
Buick	9.08	9.17	−0.09
Pontiac	6.77	6.01	+0.76
Mercury	5.13	4.43	+0.70
Toyota	4.98	6.07	−1.09
Honda	4.87	4.45	+0.42
Nissan	4.73	5.76	−1.03
Dodge	3.56	3.44	+0.12
Chrysler	3.17	2.85	+0.32
Cadillac	3.06	3.27	−0.21
Plymouth	2.78	2.90	−0.12
AMC	1.86	2.14	−0.28
Mazda	1.62	1.91	−0.29
VW	1.53	1.60	−0.07
Subaru	1.47	1.66	−0.19
Lincoln	1.43	1.09	+0.34
Volvo	0.95	1.03	−0.08
Mercedes	0.75	0.81	−0.06
Audi	0.69	0.52	+0.17
BMW	0.68	0.66	+0.02
Other Imports	2.66	3.07	−0.41
Misc. Dom.	0.00	0.01	−0.01
TOTAL	0,118,2310	8,924,186	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

TOP CARS

U.S. registrations for the twelve months of 1984. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983 not available.

1984 Position		Make	1983 Position
1—	1,544,565	Chevrolet	1,310,503 — 1
2—	1,285,077	Ford	1,034,732 — 2
3—	1,038,173	Oldsmobile	971,229 — 3
4—	918,321	Buick	818,256 — 4
5—	685,347	Pontiac	536,404 — 6
6—	519,701	Mercury	395,041 — 9
7—	504,410	Toyota	541,975 — 5
8—	492,599	Honda	397,452 — 8
9—	479,027	Nissan	514,138 — 7
10—	359,707	Dodge	307,633 —10
11—	320,523	Chrysler	254,175 —13
12—	309,678	Cadillac	291,552 —11
13—	281,465	Plymouth	258,684 —12
14—	188,602	AMC	190,797 —14
15—	163,825	Mazda	170,406 —15
16—	155,132	VW	142,397 —17
17—	148,329	Subaru	148,042 —16
18—	144,278	Lincoln	97,206 —18
19—	95,685	Volvo	91,806 —19
20—	76,143	Mercedes	72,440 —20
21—	69,448	Audi	46,180 —22
22—	68,725	BMW	58,691 —21
	269,204	Other Imports	273,830
	267	Misc. Dom.	617
	10,118,231	TOTAL	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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IMPORT REGISTRATION SHARES IN U.S.

	DECEMBER					TWELVE MONTHS				
	Regis., Dec. 1984	Percent Share of Market	Regis., Dec. 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83	Regis., 12 mos., 1984	Percent Share of Market	Regis., 12 mos., 1983	Percent Share of Market	Pct. Pt. Change '84 vs. '83
Honda	44,091	19.65	40,005	16.77	+2.88	504,410	20.00	541,975	22.06	−2.06
Toyota	44,085	19.65	51,109	21.42	−1.77	492,599	19.53	397,452	16.17	+3.36
Nissan	41,467	18.48	44,937	18.84	−0.36	479,027	18.99	514,138	20.92	−1.93
Subaru	14,826	6.60	14,558	6.10	+0.50	163,825	6.50	170,406	6.94	−0.44
Mazda	13,343	5.95	15,034	6.30	−0.35	155,132	6.15	142,397	5.79	+0.36
VW	11,830	5.27	14,719	6.17	−0.90	148,329	5.88	148,042	6.02	−0.14
Mercedes	8,887	3.96	8,486	3.56	+0.40	95,685	3.79	91,806	3.74	+0.05
Volvo	7,448	3.32	9,284	3.89	−0.57	76,143	3.02	72,440	2.95	+0.07
BMW	6,438	2.87	6,650	2.79	+0.08	69,448	2.75	46,180	1.88	+0.87
Audi	5,856	2.61	5,446	2.28	+0.33	68,725	2.72	58,691	2.39	+0.33
Others	26,135	11.64	28,353	11.88	−0.24	269,204	10.67	273,830	11.14	−0.47
TOTAL	224,406		238,581			2,522,527		2,457,357		
Share of U.S. Total		27.28		26.23	+1.05		24.93		27.54	−2.61

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Oklahoma, 1983, not available.

Fifty years for Rinkel

Ralph C. Rinkel, right, Merit Chevrolet Co., Maplewood, Minn., receives a 50-year-dealer award from R.D. Burger, Chevrolet general manager.

Detroit energy-fraud case involves three dealerships

DETROIT.—A suburban auto dealership and its owner have been charged with energy fraud by the state attorney general while another has pleaded guilty to similar charges and a third heads for trial.

Gage Oldsmobile, Inc., Ferndale, has pleaded guilty to charges of attempted energy fraud as part of a plea-bargain arrangement.

The dealership and its president had been accused of hiring a Detroit contractor to alter the utility meters at the dealership.

Gage Oldsmobile must pay the $1,000 maximum fine, be placed on probation and donate $2,000 to the Salvation Army to help the poor pay utility bills.

Charges against company president Edward Anthony Gage Jr. as an individual were dismissed, allowing him to keep the dealership. General Motors could have canceled his franchise if he had been convicted of a crime punishable by imprisonment.

Meanwhile, Page Toyota, Southfield, and its president, Robert Vermeulen Jr., each were charged with two counts of energy fraud, a felony with a maximum penalty of four years in jail and a $2,000 fine.

Vermeulen is accused of paying $1,500 to a contractor to alter the electric and natural gas meters at the dealership. The local utility companies claim they were cheated out of more than $3,900 in utility payments in 1982 and 1983.

At the same time, Robert Mechigian, owner of Bob Saks Oldsmobile and Bob Saks Toyota, Farmington Hills, is scheduled for an April 15 trial on charges of energy fraud and conspiracy.

Mechigian is accused of referring William Jones, a Detroit contractor, to other businessmen to alter meters.

Jones pleaded guilty to conspiracy to commit utility fraud for fixing meters at Bill Cook Buick in Farmington Hills, Mich., in 1982 and was sentenced to probation after he agreed to cooperate in the investigation.

The contractor said a number of businessmen, including nine auto dealers, paid him up to $2,000 each to rig their gas and electric meters.

Sweden plans '83 U.S. air rules for '89 models

STOCKHOLM.—Sweden intends to introduce U.S. 1983 exhaust emission control standards for 1989 models while encouraging a voluntary changeover to cars with catalytic converters two years earlier.

Lead-free gasoline must be available throughout the country by July 1, 1987, and should be available in reasonable quantities for visiting German tourists, etc., by the summer of 1986.

This general intention was announced by the Swedish Ministry of Agriculture, together with the reservation that the entire plan stands or falls with the abilities of West Germany and the so-called "10 Club" (Canada and nine European countries) to agree along the same lines.

At the same time, Sweden turned down a government committee's suggestion for U.S. exhaust emission standards for light and heavy trucks. This issue will be investigated further, the government said.

Bank names Nay

WACO, Tex.—Sam H. Nay Jr., president of Waco Dodge Sales, Inc., has been named to the board of directors of Texas National Bank of Waco.

U-M unit counts 700 programs in transit research

ANN ARBOR, Mich.—The University of Michigan Transportation Research Institute devoted nearly 20 years to studies that helped lead to the passage of Michigan's new seat-belt law.

The Institute has conducted more than 700 transportation-related research programs totaling $64.2 million since its inception in 1966, and its studies are used by planners nationwide. Most programs deal with highway safety, and seat-belt use has been an issue of paramount concern to the U-M researchers.

Institute studies proving that belt use significantly lowers injuries and deaths in motor-vehicle accidents provided research findings that helped state lawmakers understand the benefits of seat-belt use, said James O'Day, Institute interim director and research scientist.

Several of the studies involved designing dummies that, when subjected to high-impact sled crashes, allow researchers to simulate the effect of collisions on the human body.

Researchers have also analyzed millions of police accident reports to determine injury statistics based on belt use.

Fireside C-P honored

SCHAUMBURG, Ill.—For the third consecutive year, Chrysler Corp. has recognized Fireside Chrysler-Plymouth and Imports (Chrysler-Plymouth-Mazda-Mitsubishi) as its top dealer in Illinois.

Focus on customer's emotions, specialist advises

Lost sales blamed on salesperson

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Most people buy a car within 72 hours of visiting their first showroom and 68 percent of the people who walk into a dealership are prepared to drive out with a new car.

Then why do most dealerships have closing rates of 15 to 18 percent? According to D. Forbes Ley, director of Sales Success Institute, the reason is the salesperson.

Ley, who conducts sales seminars for retailers of products ranging from personal computers to cars, said the reason closing rates are so low is that too much attention is focused on the product itself rather than on what motivates the customer to buy.

According to Ley, virtually all purchase decisions are made on the basis of want rather than need. A person may need something, but he has to want to buy it. As a result, the consumer is making an emotional decision rather than a logical one, Ley said.

He feels that if salespeople focus on emotions, the closing rate can be as high as 80 percent. And by focusing on emotional motivation, a salesperson really does not need to know as much about the product as he or she should about people.

"People do not have to know very much about cars in order to sell them," Ley said, giving the example of knowing about a car's horsepower.

A person does not want to know the technical aspects as much as what the product can do for him or her, he said.

Ley recommends the "hurt and rescue" technique. The hurt is reminding the consumer of the problem, i.e. a car that is in need of constant repair, and the rescue, selling the person a new car, is a way out of their predicament.

According to his theory, people fall into one of three categories when they fail to buy.

The first is "the perfectly happy now" person. Ley said this is outright rejection.

The second is a geniune objection—"this just won't work for me." Ley said many times, in this instance, the salesperson is doing too much talking and not listening to what the prospect needs or wants. "Little doubts create questions, big doubts lose a sale," Ley said.

The last category is the "I'd like to think this over." In this case, Ley said, the person is really saying "I don't want it enough to do anything about it."

Ley said all three of those scenarios are caused by the salesperson. While overcoming objections is one of the basic tenets of selling, Ley said avoiding objections is the real key to making the sale.

"Some people say 'I love overcoming objections, that's where the real selling begins,'" Ley said. "Even if you are the world's greatest salesmen, it's almost impossible to overcome some objections."

The goal, he said, is to avoid objections by having the person see the benefit in owning the product and making them want to buy.

"Every price is too high until they see the benefit," Ley said. "No price is too high when they see the value in owning it.

"The biggest thing in improving sales is approaching customers correctly," he said, adding that too often, dealership personnel literally attack prospects when they enter the showroom.

Ley said it is important to establish a rapport with the prospect, to chat for a couple of minutes and find out what they need and want.

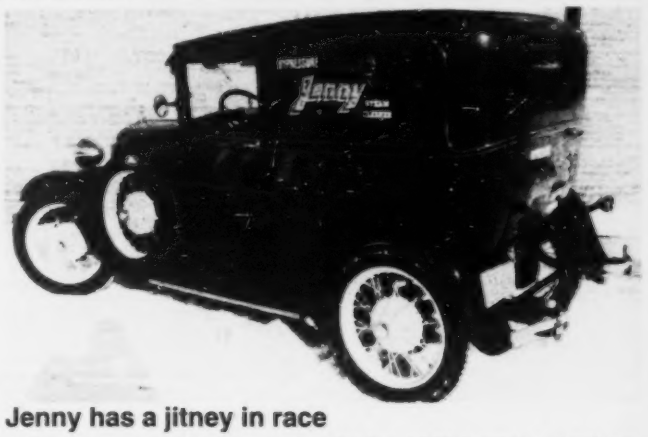
"Salesmen are driving them away," Ley said. "People want to slide into a situation. We are careful in how people approach us. By sliding in, in a non-threatening way, you can find out what they need, but more important, why that is important to them. Then you sell to that."

Japanese ship more cars here through loophole

WASHINGTON.—Japanese cars transshipped from Guam, the Virgin Islands and the Trust Territories and thus not counted as part of the Voluntary Restraint Agreement have been increasing steadily.

According to the Commerce Department, 20,334 units were transshipped from April, 1984, through December, 1984—the first nine months of the fourth year of restraints. The department uses date of export from Japan and thus its numbers are incomplete because of lag time for shipments in transit.

During the third restraint year— April, 1983, through March, 1984— the total was 9,394 units. During the second restraint year (April, 1982-March, 1983), 2,175 units were transshipped and during the first restraint year, none were.



Jenny has a jitney in race

Don Cross, of Chicago, will enter his 1929 Model A Ford Deluxe Delivery in the Great American Race, to begin June 24. He turned to a natural partner for sponsorship—the Jenny Steam Cleaner. By the time the Model A had been introduced in 1929, Jenny had already been in business two years, producing high-pressure steam cleaners. The race is a 3,300-mile time/distance rally between Los Angeles and New York. It is sponsored by Interstate Battery System of America.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
DECEMBER, 1984 VERSUS DECEMBER, 1983

	1984 Month	1984 Year	1983 Month	1983 Year
AMC Alliance FWD	61517	99463	10671	126,076
Encore FWD	3,934	68,588	6,627	15,757
Spirit	0	0	94	4,975
Concord	0	0	69	9,167
Concord SW	0	0	50	4,242
Eagle 4WD	320	3,847	706	9,626
Eagle 4WD SW	1,913	16,704	2,822	20,944
TOTAL AMC	12,318	188,602	21,039	190,797
Chrysler Laser FWD	3,772	51,973	4,311	9,518
LeBaron GTS FWD	1288	1,678	0	0
LeBaron FWD	6,351	86,606	6,216	67,886
LeBaron SW FWD	736	10,189	1,126	11,578
E Class-NY FWD	5,218	78,708	8,273	81,845
Cordoba	0	0	135	10,421
NY Fifth Ave-Newpt	8,488	91,369	5,343	71,663
Imperial	0	0	16	1,264
Total	25,853	320,523	25,420	254,175
Plymouth Horizon FWD	6,402	77,378	6,621	56,485
Turismo FWD	3,253	46,610	3,507	35,381
Reliant FWD	6,547	98,114	9,036	108,802
Reliant SW FWD	2,296	36,448	5,159	45,877
Caravelle FWD	2,872	7,662	0	0
Gran Fury	1,023	15,253	428	12,139
Total	22,393	281,465	24,751	258,684
Dodge Omni FWD	5,176	66,938	5,718	50,022
Charger FWD	3,574	51,126	4,260	44,938
Daytona FWD	3,335	43,474	3,414	7,412
Aries FWD	5,630	78,480	7,127	81,043
Aries SW FWD	2,182	30,776	4,116	36,945
Lancer FWD	1,141	1,499	0	0
600'84/400'83 FWD	2,054	24,366	1,781	26,929
Diplomat	2,718	26,705	554	20,857
Mirada	0	0	136	4,435
600 FWD	2,958	36,343	3,330	33,052
Total	26,768	359,707	30,436	307,633
TOTAL CHRYSLER CORP.	77,014	961,695	80,607	820,492
Ford Escort FWD	23,872	268,228	22,753	242,622
Escort SW FWD	6,362	81,327	7,401	80,938
EXP FWD	3,123	30,177	965	20,333
Fairmont	0	0	332	46,869
Tempo FWD	23,188	254,4437	24,632	124,060
LTD	10,749	144,547	12,426	117,337
LTD SW	3,302	49,998	5,724	47,993
LTD Crn. Victoria	10,187	137,385	8,211	9,4705
LTD Crn. Victoria SW	2,228	29,066	2,303	20,930
Mustang	13,401	1,366,067	10,438	113,957
Thunderbird	13,952	153,845	16,446	124,992
Total	110,364	128,597	111,631	1,034,732
Lincoln Town Car	8,978	86,162	4,829	57,348
Mark VII	1,715	28,349	2,941	26,353
Continental	2,444	29,767	1,536	13,505
Total	13,137	144,278	9,306	97,206
Mercury Lynx FWD	4,501	52,645	4,571	61,599
Lynx SW FWD	1,025	13,816	1,321	17,135
LN7 FWD	0	0	103	4,945
Capri	1,588	17,647	2,055	22,951
Zephyr	0	0	73	13,361
Topaz FWD	6,279	77,879	7,231	36,106
Marquis	6,837	87,535	5,541	49,689
Marquis SW	781	13,333	1,248	15,678
Grand Marquis	9,235	125,931	7,092	80,388
Grand Marquis SW	1,140	15,449	1,041	12,092
Cougar	10,284	119,466	9,507	80,388
Total	47,814	387,946	35,448	287,708
Lincoln-Mercury Division Total	54,807	663,979	49,089	492,247
TOTAL FORD MOTOR CO.	165,173	1,949,056	160,720	1526979
Buick Skylark FWD	7,949	102,203	9,388	100,213
Skyhawk FWD	6,214	108,642	5,504	61,409
Skyhawk SW FWD	704	10,672	755	10,092
Somerset Regal FWD	4,824	11,013	0	0

	1984 Month	1984 Year	1983 Month	1983 Year
Century FWD	16,004	180,945	16,110	145,481
Century SW FWD	2,460	28,359	616	730
Regal	10,231	182,814	19,031	214,999
Regal SW	0	0	148	11,967
LeSabre	11,997	145,321	12,769	127,412
Electra	122	34,618	7,360	76,479
Electra FWD	6,716	46,294	9	159
Buick SW	1,526	15,217	1,579	18,192
Riviera FWD	4,901	52,223	6,637	51,123
Total	73,648	918,321	79,906	818,256
Cadillac DeVille	854	81,998	13,145	126,867
DeVille FWD	7,760	47,342	0	103
Cimarron	1,227	17,992	1,740	19,124
Fleetwood & Chassis	4,356	39,690	5,360	43,437
Fleetwood FWD	3,019	18,780	0	33
Eldorado FWD	6,206	68,763	7,673	69,487
Seville FWD	3,261	35,113	4,159	32,501
Total	26,663	309,678	32,077	291,552
Chevrolet Chevette	11,002	165,630	17,719	176,053
Camaro	15,077	198,624	17,306	175,690
Cavalier FWD	2,3717	186,097	20,519	180,228
Cavalier SW FWD	6,043	86,109	7,695	69,469
Citation FWD	5,519	90,413	7,296	92,126
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	18,425	226,426	22,812	170,410
Celebrity SW FWD	6,715	90,569	1,707	1,940
Monte Carlo	6,184	115,310	12,820	102,628
Impala	3,076	49,601	4,492	46,037
Caprice	10,877	146,274	13,951	126,744
Chevrolet SW	4,569	59,145	6,135	57,644
Corvette	3,407	30,367	2,753	26,037
Total	114,611	1,544,565	136,422	1,310,503
Oldsmobile Omega FWD	369	34,418	3,577	49,081
Firenza FWD	3,418	47,109	2,975	31,491
Firenza SW FWD	905	13,524	1,074	12,405
Calais FWD	5,749	12,048	0	0
Cutlass Ciera FWD	14,878	197,283	19,920	183,141
Cutlass Ciera SW FWD	2,894	40,525	2,176	2,615
Cutlass Supreme-Calais	18,115	300,973	31,455	301,620
Cutlass SW	0	0	135	17,454
Delta 88	15,875	227,572	18,167	193,981
98	124	37,025	12,018	114,409
98 FWD	8,791	60,508	1	24
Oldsmobile SW	1,219	26,114	2,857	25,907
Toronado FWD	3,379	41,074	4,715	39,101
Total	75,716	1,038,173	99,070	971,229
Pontiac 1000	2,249	27,211	2,681	33,710
Firebird	6,921	98,8678	9,537	90,859
Sunbird FWD	7,888	112,617	8,037	73,119
Sunbird SW FWD	689	11,506	1,182	12,316
Grand Am FWD	6,154	13,858	0	0
Phoenix FWD	438	13,057	1,674	24,619
Bonneville	3,910	64,310	7,509	69,209
Bonneville SW	0	0	234	12,789
6000 FWD	8,816	102,581	10,106	89,116
6000 SW FWD	1,207	18,069	691	774
Grand Prix	4,136	70,725	7,470	87,012
Parisienne	4,645	44,176	3,260	19,122
Pontiac SW	1,248	15,996	1,349	5,721
Fiero	4,840	92,374	7,485	18,038
Total	53,141	685,347	61,215	536,404
TOTAL GM CORP.	343,799	4,496,084	408,690	3,927,944
Miscellaneous Domestic	13	267	23	617
Domestic Station Wagon Total	52,144	712,911	61,051	615,882
Domestic Grand Total	598,315	7,595,704	671,079	6,466,829
Import Total	224,406	2,522,527	238,581	2,457,357
Grand Total All Registrations	822,721	10,118,231	909,660	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Becker signs with Chevrolet

Steven R. Becker signs a Chevrolet franchise agreement for Becker Motors, Salem, Mo. Joining in the ceremony, from left, are: Don Wood, district sales manager; Jeffrey Hurlbert, zone manager, and Edward Johnson, assistant zone manager.

Japanese volume will reach 2.4 million here in '86

Drop in new U.S. car sales forecast

NEW YORK.—Following a strong first quarter, the pace of domestic auto sales will begin to slip in the second quarter of this year, according to a report by Merrill Lynch Economics, the forecasting group.

First-quarter estimates of sales and production have been raised, primarily because of incentive programs on domestic small cars.

But these programs are scheduled to expire by mid-April, and the payback effects will be felt in the second quarter, Merrill Lynch said.

In addition, relatively high consumer debt, slower growth in the economy, some decline in consumer confidence and the uncertainty surrounding potential tax reform legislation suggest that domestic auto sales will slip in the second and third quarters of 1985, the group said.

Projections for auto sales in 1985 remain unchanged at 10.2 million units for the total industry, with 7.6 million for domestic and 2.6 million for imports.

The projection for 1986 is total industry volume of 10.4 million units, with domestics at 7.4 million and imports at 3.0 million units.

When it was formulated, the import projection for 1985 assumed either continued restraints on the Japanese or elimination of the restraints, Merrill Lynch said.

But the projection of 2.4 million Japanese new-car sales for 1986, up significantly from 1.9 million units in 1984, assumed that restraints would be removed.

However, the projection also assumed that Japanese auto companies will continue to manage volume levels in the U.S., based on fears that quotas will be reimposed if the market is flooded with low-priced cars.

The import share will reach about 29 percent in 1986, the report said.

If economic activity remains as robust as in the first quarter of this year, domestic auto sales and production are likely to be several hundred thousand units higher than projected, the report said.

On the other hand, a stronger-than-expected economy in 1985 might result in more cyclical weakness in 1986 than is projected, Merrill Lynch said.

The net result would be that while about the same number of domestic cars would be produced and sold in the next two years, volumes for 1986 would drop more severely from 1985 levels than is now expected, the group said.

Projections for imports would be unaffected by slower economic activity, Merrill Lynch said, because of the unsatisfied demand for Japanese cars that was created by four years of restraints.

In addition, import sales are less susceptible to minor fluctuations in economic activity, because the total import market (including European) tends to be more upscale than the domestic, the report said.

Award for Iacocca

NEW YORK.—Chrysler Corp. Chairman Lee Iacocca has been named to receive the William F. Harrah Automobile Foundation Award by the International Motor Press Assn.

DRI/McGRAW-HILL ANNOUNCES THE PUBLICATION OF A TIMELY AND TELLING STUDY THAT EVALUATES THE INTERINDUSTRY IMPACTS OF REMOVING THE CURRENT JAPANESE AUTOMOBILE VOLUNTARY RESTRAINT AGREEMENT.

LIFE AFTER THE CURRENT JAPANESE VOLUNTARY RESTRAINT AGREEMENT:

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FOR MORE INFORMATION, CONTACT DEBIE McNEILL AT (617) 863-5100, EXTENSION 3159, DRI/McGRAW-HILL

Makers jockey for position in heavy trucks

Continued from Page 18

5,625 in January, up 39.4 percent from the year-earlier 4,034 tallies, and Group 8 registrations numbered 10,486, up 34.2 percent from the year-earlier 7,811 count.

International again lead heavy-truck registrations, followed closely by Ford, but there was some jockeying for position among Mack, GMC, Peterbilt, White and Kenworth.

In January, 3,488 International heavy trucks, representing a 21.65 percent market share were registered. A year-earlier, International's 2,593 registrations represented a 21.89 percent share.

Ford's 3,386 January registrations represented a 21.02 percent market share, up 1.15 percentage points from the year-earlier 2,354 tallies and 19.87 percent market share.

International again led Group 8 registrations with 2,540 tallies to Ford's 1,324. Ford led Group 7 registrations with 2,400 tallies to International's 1,248.

Mack passed GMC for third place in heavy registrations, 2,025 to 1,989.

Kenworth, which held sixth place in 1984 heavy registrations, fell to eighth place in January. Peterbilt, which held seventh place, moved up to sixth place, and White moved up a notch into seventh position.

R.L. Polk's January truck registrations did not include the District of Columbia, as those figures were delayed. New York and Oklahoma registrations were compiled from manufacturers' sales records.

factories list auction dates

Chrysler Corp.

April 2—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 3—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn.; Dallas Auto Auction, Grand Prairie, Tex., and Southwest Auto Auction, Phoenix.

April 4—Clanton's Auto Auction, Darlington, S.C.

April 5—Concord Auto Auction, Acton, Mass, and St. Louis Auto Auction, Bridgeton, Mo.

April 9—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

April 10—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

April 11—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Ford Motor Co.

April 2—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

April 3—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

April 4—Nashville Auto Auction, Nashville.

April 10—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

April 11—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

April 17—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 18—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo.; Skyline Auto Exchange, Fairfield, N.J., and Denver Auto Auction, Englewood, Colo.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 3—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

April 4—Aptco Auto Auction, Taylor, Mich.; St. Louis Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

April 9—Florida Auto Auction of Orlando, Orlando.

April 10—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 11—Nashville Auto Auction, Nashville, and Denver Auto Auction, Englewood, Colo.

April 16—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 17—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

April 18—Indianapolis Auto Auction, Indianapolis.

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

March 1985	$4,928
Month ago	$4,782
Year ago	$5,162

Model Breakdown
Auction Averages

	MAR. 1985	FEB. 1985	JAN. 1985
1985	$12,924	$14,691	$11,375
1984	$9,046	$8,850	$8,726
1983	$6,028	$6,171	$5,978
1982	$5,332	$5,185	$5,343
1981	$4,544	$4,049	$4,350
1980	$3,474	$3,301	$3,600
1979	$2,809	$2,742	$2,771
1978	$1,578	$1,907	$2,117
Overall Average	$4,928	$4,782	$4,992

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Continued from Page 10

under the EPA regulations. Comparing the increase in cost due to emission controls installed by the factory and the cost of the emissions test with current modification and test cost cost of $3,500 results in a lower cost of direct imports of about $1,700 ($3,500 minus $1,800 equals $1,700).

Finally, President Reagan has demonstrated that he has no tolerance for artificial trade barriers. Witness the decision to drop the voluntary restraints on Japanese imports and the Duracell decision where he reversed the International Trade Commission in its decision to restrict imports. We believe that the Administration understands that direct imports provide a critical price-adjusting function that will result in benefits to American buyers.

AICA is raepidly moving forward to implement self-policing in the direct import industry that meets all of its obligations for safety and emissions compliance. We believe that this self-policing will take away the arguments by the opposition that this industry is not responsible or capable of being policed.

We believe that some of the auto makers will attempt to maintain their price structures and seek changes to U.S. laws to ban direct imports and, sooner or later, that effort in and of itself will cause a focus on price structure protection.—**Benjamin R. Jackson,** Executive Director, Automobile Importers Compliance Assn., Washington.

Chevy dealer makes a million for charity

ST. LOUIS.—Johnny Londoff, North County Chevrolet dealer, made a million—not in the auto business but as chairman of the Variety Club Telethon.

Pledges totaled $1,219,349 and will benefit more than 100 children's organizations. Among the performers were Sammy Davis Jr. and Tony Bennett.

IMPORTED CAR SALES

	Feb. 1985	Feb. 1984	2 Mos. 1985	2 Mos. 1984
Alfa Romeo	252	210	637	368
Audi	4,715	5,432	10,086	10,662
4000S	1,158	----	2,264	----
4000S Quattro	323	----	681	----
5000S	2,245	3,172	4,864	5,836
5000S turbo gas	618	491	1,309	1,304
Quattro turbo	7	6	14	7
Coupe	243	282	549	570
BMW	6,138	5,242	11,577	9,505
318	----	----	----	----
320	1,884	3,283	3,437	5,917
325e	2,028	----	3,836	----
528	----	----	----	----
533	1,326	1,084	2,488	1,887
635csi	242	208	498	439
735	658	667	1,318	1,262
Chevrolet Spectrum	3,341	----	6,089	----
Chevrolet Sprint	1,360	----	2,822	----
Chrysler	----	----	----	----
Mitsubishi	6,763	6,587	14,332	15,847
Colt (Dodge/Plym.)	5,033	4,993	10,898	12,080
Conquest	----	----	----	----
Sapporo	----	----	----	----
Challenger	394	776	822	1,585
Vista (Dodge/Plym.)	1,336	818	2,612	2,182
Honda	29,610	31,988	65,548	67,250
Civic	11,339	10,958	24,602	22,301
Civic CRX	4,553	2,915	9,947	7,034
Accord	9,341	12,378	21,578	25,914
Prelude	4,377	5,737	9,421	12,001
I.A.I.	00		00	
Isuzu	1,849	1,453	4,262	2,655
I-Mark	203	431	976	863
Impulse	1,646	1,022	3,286	1,792
Jaguar	1,419	1,030	2,268	2,085
XJ6	1,135	917	1,813	1,830
XJS	284	113	455	255
Maserati Biturbo	75	----	226	----
Mazda	14,163	12,259	26,242	25,494
GLC	3,056	3,167	5,885	6,406
626	6,463	5,182	11,986	10,651
RX-7	4,644	3,910	8,371	8,437
Mercedes-Benz	6,226	6,256	12,146	12,637
190D	274	629	548	1,459
190E	1,915	1,048	3,496	1,799
240D	3	5	3	13
300D	1,090	1,341	2,200	2,616
300CD	91	111	209	232
300TD	166	195	340	441
300SD	552	1,283	1,069	2,606
380SE	761	473	1,459	945
500SEL	450	307	934	697
380SL	----	----	----	----
SLC	788	728	1,629	1,519
500SEC	136	136	259	310
Mercury Merkur	256	----	392	----
Mitsubishi	2,466	3,250	5,698	6,583
Starion	328	670	802	1,284
Cordia	539	1,329	1,258	2,705
Tredia	413	1,251	1,200	2,594
Mirage	634	----	----	1,021
Galant	552	----	1,021	----
Nissan	36,493	35,056	78,923	72,092
Sentra	12,611	14,164	28,213	31,149
Pulsar	3,325	2,308	7,397	5,753
Stanza	3,265	3,477	7,249	8,141
Maxima	6,331	4,209	14,032	9,289
200SX	5,002	4,395	10,724	4,538
300ZX	5,023	6,069	10,093	12,285
Hawaii	936	434	1,215	937
Peugeot	1,130	1,507	2,169	3,019
Porsche	1,724	2,027	3,667	3,952
944	1,206	1,262	2,650	2,542
911	341	533	708	994
928	177	232	272	416
Renault	675	821	1,519	2,132
18i	187	99	340	203
Fuego	488	722	1,179	1,929
Saab	2,655	2,428	5,545	5,136
900	742	677	1,427	1,394
900S	792	676	1,586	1,434
Turbo	1,075	1,042	2,426	2,192
Tourist	46	33	106	116
Subaru	12,518	13,424	23,919	26,874
Toyota	43,161	39,879	86,113	79,871
Starlet	----	140	0	250
Corolla	11,763	11,092	22,539	23,002
Tercel	6,262	7,596	14,502	15,377
Celica	5,545	6,585	11,854	12,985
Supra	1,829	2,090	3,936	4,268
Camry	7,881	5,795	15,593	11,124
Cressida	3,469	2,762	6,925	5,401
Land Cruiser	79	202	269	
Van	2,854	2,862	5,512	5,565
4Runner SR5	594	----	1,235	----
MR2	2,150	----	2,443	----
Hawaii	732	755	1,302	1,697
Other	3	----	3	----
Volkswagen	8,208	9,265	18,077	17,689
Cabriolet	901	786	1,693	1,544
Jetta	4,405	3,789	9,838	7,848
Vanagon	1,232	1,587	2,793	3,050
Quantum	894	1,297	2,039	2,528
Scirocco	776	1,806	1,714	2,719
Volvo	8,880	8,104	18,716	17,496
DL	3,360	3,919	7,438	8,447
GL	710	2,205	1,654	4,647
GLT Turbo	365	849	1,071	2,000
DL/GL	339	298	1,105	633
740GLE	1,971	----	3,924	----
740 Turbo	740	----	651	----
745 GLE	31	----	31	----
745 T	31	----	31	----
760	273	423	539	973
760 TurboDiesel	252	265	531	555
760 GT	601	145	1,271	241
Tourist	343	145	471	241
TOTAL	193,633	186,218	400,773	381,347

Closer link for manufacturing, engineering, planning

Betti promoted in Ford revamping

Continued from Page 1

substantial consolidation of power under Betti. The new job gives him responsibility for the company's long-range planning, research, design, engineering and manufacturing of new products. A new Engineering and Manufacturing Staff, reporting to Betti, has been created to involve manufacturing in the product-planning, design and engineering process.

He will also oversee the Marketing, Purchasing and Supply and Environmental and Safety Engineering staffs. In addition, a spokesman said, the company's Alpha project, Ford's clean-sheet small-car program, will report to Betti through Herr.

According to Ford Chairman Donald Petersen, the changes mean "responsibility for identifying consumer needs, generating new technologies and concepts that address those needs, and evolving appropriate product designs, related manufacturing processes and marketing strategies will be coordinated from within a single organization."

The move emphasizes the kind of philosophical shift characterizing U.S. auto makers today as they gear up for long-term competition with less-costly production sources overseas. Coordination of manufacturing and engineering is a fundamental part of the movement to build cars faster and more efficiently and is a centerpiece of the various high-tech small-car projects.

Auto analyst Arvid Jouppi called the new organization a response to GM's various steps toward cost efficiencies, including the company's Saturn project, implementation of Japanese manufacturing features and acquisition of Electronic Data Systems to streamline corporate communications.

"Ford is now formalizing its response in that it is drawing manufacturing and engineering functions under one head," said Jouppi. "Ford is formalizing an organization to capture these advanced manufacturing techniques."

Reporting channels have been altered in the reorganization. The Design, Purchasing and Supply and Marketing Staffs will now move directly to Betti. The Design and Marketing Staffs, which previously answered to Ford President Harold Poling, will report to Betti, who in turn reports to Poling.

Purchasing and supply activities will now answer directly to Betti. They formerly moved to Betti through James Bakken, vice president, Operations Support Staffs, whose job description was altered last week. A company spokesman said Ford's Alpha project, headed by Henry Nida, will report to Betti through Herr.

John A. Betti

Frederick Z. Herr

• Betti, 54, joined Ford in 1962 after 10 years as an engineer with Chrysler. He was elected a vice president at Ford in 1975 and has held various engineering and manufacturing positions with the company's North American and European operations.

He was promoted to executive vice president of Technical Affairs last fall, replacing Louis R. Ross, who was appointed executive vice president of North American Automotive Operations. Betti became a Ford Motor director in February.

Herr, 59, has been general manager of Ford's Electrical and Electronics Division since Jan. 1, 1981. He has been with the company since 1956, holding various supervisory and management jobs within Ford's engineering and manufacturing organizations.

As vice president for engineering and manufacturing, Herr will have four principal operations reporting to him—engineering, manufacturing, advance manufacturing and engineering and product and technical planning.

Product and technical planning is a new operation responsible for recommending advanced-concept priorities and supervising evolution of vehicle and powertrain concept programs.

W.R. Wilkinson has been appointed executive director of product and technical planning. He formerly was executive director of product strategy development.

Donald F. Kopka continues as vice president for design, Lionel M. Chicoine as vice president of purchasing and supply and B.J. Coughlan as executive director of the Marketing Staff.

Bakken's title has been changed to vice president for operations support services, overseeing plant engineering, product quality and statistical methods. He also is responsible for pulling together companywide efforts in the area of computer-aided engineering design and manufacturing.

Ford announced last week that Frank E. Macher will succeed Herr as general manager of the Electrical and Electronics division. Macher has been vice president of Northern Pacific Operations at Ford Asia-Pacific.

Jaguar profits up sharply; BL slips deeper into red

By Richard Feast
European Editor

LONDON.—Jaguar reported a pre-tax profit of 91.5 million pounds ($105 million) for 1984, an increase of 83 percent over 1983.

It is the first time in 18 years the company has reported its results as an independent unit. It followed last summer's sale of stock and Jaguar's separation from the state-owned BL group.

At the same time, the former owners remained in the red. BL, which had expected to break even in 1984, saw its deficit increase by 9 percent to 73.3 million pounds ($84 million). There were declines in sales (3.4 billion pounds, $3.9 billion), production (490,000) and unit sales (511,000).

However, there was a mood of confidence at Jaguar, whose results were revealed just two days after BL's. "By any standards, it was a successful year," said John Egan, chairman and chief executive.

Sales rose 34 percent to 634.1 million pounds ($729 million) and production increased 19 percent to 33,437.

Jaguar said the performance reflects continuing strong demand for its products, an ability to supply efficiently and the strength of the dollar.

Jaguar has no outstanding debts of any significance and is sitting on "quite substantial" cash reserves, Egan said. It spent 38 million pounds on capital investments last year and will put up to 50 million pounds this year and up to 60 million pionds next year into the business.

"Remember, in the 1970s, Jaguar was spending one, two, three million on ivestments," Egan said.

But the main Jaguar thrust is now coming in West Germany—"the home of our major rivals," as Egan frequently comments. The company expects to sell about 2,500 cars there this year, compared with 1,950 last year. But that will not be the ceiling, as 65 percent of all luxury-car sales in Europe are in West Germany.

Company officials were evasive about the introduction date of the XJ40, the replacement for the current Series 3 sedan. Egan confirmed it will not be this year, but unofficial reports suggest the launch has been put back from the spring to the fall of next year.

While demand for present models remains high, Jaguar is taking the time to perfect the new model. It is under no pressure to introduce it, and it is aiming for standards of refinement and reliability beyond anything that has been achieved in the U.K.

Jaguar also estimates that 25 percent of the shares issued last year are held in the U.S. through banks' American Depository Receipts (ADRs).

DOMESTIC SALES

	Mar. 11 20, 1985	Mar. 11 20, 1984
Renault Alliance-Encore	2,700 †	3,800 †
AMC	300 †	950 †
AMERICAN MOTORS	3,000 †	4,750 †
Chrysler	13,048	8,620
Plymouth	13,964	8,592
Dodge	17,018	10,950
CHRYSLER CORP.	44,030	28,162
Ford	52,058	34,156
Mercury	17,868	15,944
Lincoln	5,406	4,610
FORD MOTOR CO.	75,332	54,710
Buick	23,762	26,128
Cadillac	9,563	7,638
Chevrolet	48,020	47,679
Oldsmobile	40,481	40,232
Pontiac	23,025	17,826
GENERAL MOTORS	144,851	139,503
VOLKSWAGEN	2,624	1,948
HONDA	3,985	2,408
U.S. INDUSTRY TOTAL	273,822	231,481

† Estimate

obituaries

Claire E. O'Brien

PEORIA, Ariz.—Claire E. O'Brien, 87, retired owner of Roy O'Brien Ford, St. Clair Shores, Mich., died here March 4.

Melvin Q. Winter

HILLSBORO, Ore.—Melvin Q. Winter, 69, owner of Mel Winter Auto Center, Inc., Pendleton, Ore., died March 11. Winter had been a Volkswagen dealer since March, 1955, and added Audi to his dealership in 1974. Mr. Winter was mayor of Pendleton from 1960-62.

Ross E. Thompson

NAPLES, Fla.—Ross E. Thompson, 77, retired assistant general sales manager of Pontiac, died March 23. Mr. Thompson held that post at Pontiac from 1955 to 1968.

John B. Kenney

AVON, Conn.—John B. Kenney, president of O'Neill's Chevrolet-Buick, died March 22. Mr. Kenney was a past president of the Hartford Automobile Dealers Assn.

Quattroporte No. 1,000

Posing with the 1,000th Maserati Quattroporte delivered to a U.S. dealership are Bruce Qvale, right, general manager of Maserati Import Co., San Francisco, and Tony Thompson, president of Maserati of Beverly Hills (Calif.).

It's spring and U.S. roads have 56 million potholes

By Jake Kelderman
Washington Reporter

WASHINGTON.—It's enough to bring a smile to any alignment man.

The Washington-based Road Information Program estimates that there are as many as 56 million potholes in U.S. roads today, an average of 29 for each mile of American pavement.

Based on the group's survey of state highway engineers, Ohio leads the nation with nearly 6.9 million of the troublesome indentations, followed by Pennsylvania with 3.9 million, South Carolina with 3 million and Tennessee and Florida with 2.2 million each.

If everyone were so inclined, it would cost approximatly $308 million to eradicate the roadway acne, the Road Information Program estimates. This is based on a per-pothole cost of $5.50 for material, labor and equipment to fill it.

Donald Knight, RIP executive director, said the "potholes signal the arrival of spring and offer graphic proof that our roads are in trouble."

"These are not pinholes we are talking about,"Knight said, noting that the average pothole measures about 1½ feet wide and almost half a foot deep.

Potholes develop when water seeps into roadbeds, freezes and expands. In the spring, when the ice melts, the covering of cavity left below the road surface collapses under the weight of passing vehicles, leaving holes in the road that can, at worst, wreak havoc with auto suspension systems.

The transportation research group estimates that about 19.7 million tons of material will be used this year to fill most of the holes at a cost of $224 million.

Michigan acts to ease fund snag on Mazda plant

Continued from Page 1

mitment.

"The VRA never has and does not now have any influence on Mazda's project," he said.

He said the expected 25 percent increase in Japanese imports would provide insufficient volume for Mazda, which was limited to 170,000 units in the final year of restraints. The company's U.S. dealers have long maintained they could double sales in the U.S. if supplies were available.

The Flat Rock plant will be capable of turning out 240,000 units annually. However Mazda is negotiating to sell part of the plant's output to Ford Motor Co., which owns 25 percent of the Japanese company.

Construction of the Flat Rock plant is scheduled to begin this spring. Production is due to begin in the fall of 1987.

Signing with Chevy

FOREST HILLS, N.Y.—Arnold J. Posner has signed for Lawrence Chevrolet, Inc.

U.S. car sales climb 18 pct. for mid-March

Continued from Page 3

estimated sales of 3,000, down 36.84 percent from 4,750 (down 43.94 percent daily rate).

Chrysler, which not too many years ago was regularly earning less than 10 percent of the domestic market, held 16.08 percent for mid-March this year, up from 12.17 percent in 1984. Ford earned 27.51 percent, up from 23.63 percent.

GM plunged to 52.90 percent from 60.27 percent. AMC was down to 1.10 percent from 2.05 percent. VW earned 0.96 percent compared with 0.84 percent a year earlier, and Honda was up to 1.45 percent from 1.04 percent.

Mid-March brought strong sales gains for Chrysler and Ford products and ups and downs for GM. Plymouth was up 62.52 percent over last year, Chrysler was up 51.37 percent and Dodge was up 55.42 percent.

Mercury was up 12.07 percent, Lincoln was up 17.27 percent and Ford climbed 52.41 percent.

At GM, Buick was down 9.06 percent, Cadillac was up 25.20 percent, Chevrolet was up 0.72 percent, Oldsmobile was up 0.62 percent and Pontiac rose 29.17 percent.

Estimated AMC sales of 300 Eagles were down 68.42 percent from 950 while Renault was down 28.95 percent. VW had a 34.70-percent increase, and Honda was up 65.49 percent.

The top-selling nameplates in mid-March were led by Ford Tempo at 17,935. Second was Oldsmobile Cutlass Ciera at 12,785, then Chevrolet Cavalier at 11,729, Ford Escort at 10,368 and Chevrolet Celebrity at 10,289.

Week's total highest since Jan. 12

Year's car output tops 2 million

By Louise Kertesz
Detroit Reporter

U.S. auto production passed the two million mark last Monday (March 25), barely a day ahead of last year.

By week's end, the total was expected to reach 2,181,490 units, a pace running about even with (up 0.58 percent) last year's 2,168,972 assembled last year at this point.

Last week's targeted production of 183,935 cars was the highest since the week ended Jan. 12, when 185,560 cars were built. Overtime contributed to the high output.

Last week's total was 6.87 percent more than the previous week's 172,116 and 1.19 percent more than the year-ago week's 181,765.

Companies shared last week's scheduled car production as follows: General Motors, 59.74 percent; Ford Motor Co., 18.12 percent; Chrysler Corp., 16.74 percent; American Honda, 2.05 percent; American Motors, 2.04 percent; Volkswagen of America, 1.09 percent; Nissan Motor Mfg. Corp., U.S.A., 0.18 percent, and New United Motor Mfg., Inc., 0.04 percent.

Nissan reported its first weekly production of Sentras last week at its plant in Smyrna, Tenn.

GM scheduled two overtime shifts Saturday (March 30) at the following plants: Pontiac; Detroit; Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Framingham, Mass.; Janesville, Wis.; Lakewood, O.; Leeds, Mo.; Linden, N.J.; Lordstown, O.; Oklahoma City, and Orion Township.

One shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Ford also scheduled Saturday overtime at its plants in Lorain, O., and Dearborn.

Daily overtime is scheduled at the following Ford plants this week (April 1): Atlanta, Chicago, Dearborn, Kansas City, Lorain (O.) and Wixom (Mich.).

Honda's Marysville (O.) facility was scheduled to work eight hours Saturday and six overtime hours during the week.

Chrysler's Belvidere (Ill.) and Jefferson (Detroit) assembly plants were scheduled to work two overtime shifts Saturday.

The Belvidere, Newark (Del.) and St. Louis No. 2 plants are also scheduled to operate two nine-hour daily shifts this week.

Goodyear asks suppliers to help with quality goals

AKRON.—At a meeting with 150 of its suppliers, Goodyear management requested their help in achieving quality and uniformity goals.

"Quite frankly, Goodyear is now at the point where its own strategy is being limited by the materials or equipment being pruchased from its suppliers," said Goodyear President Tom Barrett.

"Our own studies and experience over the past decade have led us to the inescapable conclusion that eventually we must get all our suppliers on the same perfection program."

Goodyear's manufacturing philosophy has changed in recent years. A major factor in that change has been the company's adoption of a perfection strategy employing statistical methods for the control of its manufacturing processes.

Goodyear said its first order of business in achieving its new objectives was to get the capital investment needed for the undertaking and establish the commitment of top management.

With its program in place, Goodyear next had to address an equally critical part of the equation: Supplier adoption of perfection strategies and quality assurance programs.

At stake for the suppliers is whatever slice they hope to win of the $5 billion Goodyear spends yearly in purchases. At stake for Goodyear, Barrett said, is "unquestioned worldwide supremacy in the tire business and in other market niches we choose to carve out."

After asking the suppliers to accept the challenge, Barrett offered help from Goodyear. The company, though its manufacturing training division, is conducting a series of statistical applications workships for its suppliers.

Instructors include Harold Haller, founder and president of Statistical Studies, Inc.

Those attending the workshops receive an introduction to statistical process control and the use of basic statistical tools. Further instruction focuses on the use of control charting, detecting changes in process, calculation of process capability, how to interpret variable control charts and how to evaluate variable control chart applications.

Truck production for year stands 7 pct. above '84

Domestic makers scheduled production of 68,967 trucks last week, about the same (down 0.44 percent) as the previous week's 69,270, but 6.83 percent more than the year-ago week's 64,560.

Year-to-date, 847,431 trucks have been assembled, 6.98 percent more than the 792,133 built last year at this time.

General Motors scheduled two overtime shifts Saturday (March 30) at its Baltimore plant.

GM's Moraine (O.) plant scheduled work on Saturday as a makeup day.

Ford Motor Co. also scheduled Saturday overtime at its Twin Cities plant.

Ford has scheduled daily overtime this week (April 1) at its plants in Loraine, O.; Wayne, Mich. (Michigan Truck); Kansas City; Norfolk; Twin Cities, and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week (April 1).

Downtime hurts; Canadian output at 12-week low

Canadian car makers scheduled their lowest production in 12 weeks last week: 14,679 units, 28.88 percent below the previous week's 20,766 and 39.05 percent lower than the year-ago week's 24,232.

Last week's total reflected the closing of American Motors' Brampton (Ont.) plant for two weeks for inventory adjustment (production is scheduled to resume April 8) and downtime at Ford Motor Co.'s Oakville (Ont.) facility which is converting to the 1985½-model Escort and Lynx.

So far this year, 245,551 cars have been built, 11.57 percent fewer than the 280,870 assembled last year at this point.

Makers expected to build 18,348 trucks last week, down a bit (1.38 percent) from the previous week's 18,605 but 8.58 percent more than the year-ago week's 16,898.

So far this year, 227,242 trucks have been assembled, 9.23 percent more than the 208,049 completed last year at this point.

Chrysler's Windsor (Ont.) plant scheduled production of 2,746 Plymouth Voyagers, 2,743 Dodge Caravans and 619 Mini Ram Vans last week, bringing this year's total T-115s to 73,385.

Adduci elected

DETROIT.—V.J. (Jim) Adduci, MVMA president, has been elected chairman of the National Commission Against Drunk Driving. Adduci succeeds John A. Volpe, former U.S. secretary of transportation, who becomes chairman emeritus.

U.S. CAR PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March Est.	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
AMERICAN MOTORS	3,750	4,795	3,716	11,782	50,803	25,988
Renault Total	3,750	4,795	3,716	11,782	50,803	25,988
Alliance	1,950	2,723	2,041	6,316	26,698	15,090
Encore	1,800	2,072	1,675	5,466	24,105	10,898
CHRYSLER CORP.	30,800	29,077	30,201	126,053	336,355	334,619
Plymouth Total	9,100	8,528	8,502	36,549	100,334	97,426
Horizon	3,500	3,602	3,004	12,903	41,664	33,644
Reliant	4,100	4,339	4,019	16,953	52,426	44,059
Caravelle	1,200	236	1,028	4,862	2,242	14,970
Gran Fury	300	351	451	1,830	4,002	4,753
Chrysler Total	9,600	9,496	10,306	41,855	110,052	112,958
LeBaron	2,300	2,281	2,374	10,639	33,073	29,980
LeBaron GTS	2,500	0	2,476	9,212	0	20,781
Laser	1,000	1,552	1,105	4,309	20,068	12,654
New Yorker/E-Class	1,400	2,664	1,438	6,515	27,721	18,520
Fifth Avenue	2,400	2,999	2,913	11,180	29,190	31,023
Dodge Total	12,100	11,053	11,393	47,650	125,969	124,235
Omni	3,700	3,430	3,216	13,946	37,805	36,042
Aries	3,200	3,348	3,140	13,182	42,015	33,876
Daytona	900	1,455	854	3,652	16,514	11,527
Dodge 600	1,600	1,921	1,439	6,429	21,630	19,097
Lancer	1,800	0	1,843	7,034	0	15,603
Diplomat	900	899	901	3,405	8,005	8,090
FORD MOTOR	33,323	40,146	28,526	135,933	447,836	450,771
Ford Division	20,806	26,188	19,602	89,570	297,944	296,543
Escort	3,470	8,055	4,447	17,335	91,514	74,332
Mustang	4,443	2,942	3,795	16,746	33,102	45,813
LTD	4,991	5,526	3,512	18,648	62,443	59,727
Thunderbird	3,980	3,521	3,961	20,641	44,466	57,893
Crown Victoria	0	1,749	0	0	21,697	7,122
EXP	0	639	0	0	8,454	3,838
Tempo	3,922	3,756	3,887	16,200	36,268	47,818
L-M Division	12,517	13,958	8,924	46,364	149,892	154,228
Mercury Total	8,964	9,777	5,421	32,305	106,531	110,305
Lynx	482	1,458	672	4,102	18,547	18,756
Capri	198	362	172	976	4,510	5,151
Marquis	4,081	1,759	1,357	10,956	25,073	29,265
Cougar	2,975	2,889	1,984	10,903	24,614	36,138
Grand Marquis	0	1,879	0	0	23,469	4,733
Topaz	1,228	1,430	1,236	5,368	10,318	16,262
Lincoln Total	3,553	4,181	3,503	14,059	43,361	43,523
Continental	649	744	626	2,550	7,917	7,962
Lincoln	2,516	2,616	2,481	9,958	23,943	31,110
Mark VI/VII	388	821	396	1,551	11,501	4,851
GENERAL MOTORS	109,879	102,322	103,739	439,891	1,273,345	1,301,844
Buick Total	20,570	21,342	18,832	80,078	273,922	245,270
Skylark	2,250	1,823	2,262	9,326	25,917	29,976
Skyhawk	2,154	3,731	1,853	8,787	43,399	26,859
Somerset Regal	2,900	0	3,176	12,225	0	33,053
Century	4,000	4,277	3,739	16,819	59,008	54,775
Regal	2,326	4,643	2,038	7,934	59,199	26,195
LeSabre/Electra(rwd)	3,136	4,841	1,982	9,501	66,984	34,362
Riviera	1,423	1,218	1,470	5,793	15,376	16,743
Electra(fwd)	2,381	809	2,312	9,693	4,039	23,307
Cadillac Total	8,547	8,252	7,977	33,665	89,802	100,312
Cimarron	751	390	725	2,999	5,534	7,759
Seville	957	942	978	3,890	10,636	11,322
Eldorado	1,781	1,673	1,841	7,275	19,464	20,847
Cadillac (rwd)	1,069	4,222	1,054	4,312	50,042	14,081
DeVille (fwd)	3,989	1,025	3,379	15,389	4,126	46,303
Chevrolet Total	37,755	33,746	35,648	154,709	433,075	463,102
Chevette	3,614	4,867	3,054	14,564	57,280	42,468
Cavalier	11,079	9,211	10,931	43,098	107,737	126,563
Celebrity	6,646	5,067	5,638	27,259	78,069	76,388
Camaro	4,915	5,251	4,866	20,359	68,378	59,668
Citation	1,750	2,717	1,814	7,250	26,578	21,282
Malibu/El Camino	0	840	0	0	8,798	0
Monte Carlo	3,656	2,636	3,308	15,125	46,665	40,992
Chevrolet	4,895	2,375	5,031	22,836	30,259	84,814
Corvette	1,000	782	1,006	4,217	9,311	10,927
Oldsmobile Total	29,230	26,512	26,712	113,888	330,486	328,611
Omega	0	1,278	0	0	13,808	0
Firenza	1,975	2,008	1,763	7,908	18,824	20,113
Cutlass Supreme	5,435	9,880	4,444	18,987	101,628	51,477
Cutlass Ciera	9,226	6,453	7,995	36,091	70,605	103,140
88/96 (rwd)	4,235	4,983	4,056	16,790	110,284	61,660
Olds 98 (fwd)	3,568	888	3,107	13,650	3,607	37,758
Calais	3,735	0	4,264	16,155	0	41,999
Toronado	1,056	1,022	1,083	4,307	11,730	12,444
Pontiac Total	13,777	12,470	14,570	57,350	146,060	164,549
Acadian**	0	330	216	817	4,689	2,935
2000 Sunbird	3,173	3,586	3,293	11,887	39,068	36,760
1000	793	758	666	3,189	10,906	8,859
Firebird	2,705	2,222	2,717	11,174	28,893	32,415
Phoenix	0	392	0	0	4,385	0
6000	742	0	780	3,204	0	7,047
Grd Prix/Bon'vle	0	1,660	0	0	20,107	0
Parisienne	999	535	1,146	5,159	6,156	18,159
Fiero	2,400	2,987	2,393	9,788	31,856	28,058
Grand Am	2,965	0	3,359	12,133	0	30,316
HONDA	3,777	3,043	3,764	15,519	30,318	42,314
NISSAN	336	0	0	336	0	336
NUMMI (Nova)*	70	0	70	260	0	405
VOLKSWAGEN	2,000	2,382	2,100	8,679	30,315	25,213
Total Cars - U.S.	183,935	181,765	172,116	738,453	2,168,972	2,181,490
Total Cars, Canada	14,769	24,232	20,766	78,027	280,870	245,551
N. American Cars	198,704	205,997	192,882	816,481	2,449,842	2,427,041
N. American Trucks	87,315	81,458	87,875	366,115	1,000,182	1,074,673
North American Cars and Trucks	286,019	287,455	280,757	1,182,596	3,450,024	3,501,714

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
AMERICAN MOTORS	0	610	609	731	7,047	2,752
FORD MOTOR	5,568	9,820	9,866	38,458	102,090	130,934
GENERAL MOTORS	8,976	13,577	10,072	37,899	168,905	109,081
VOLVO	225	225	219	939	2,828	2,784
Total Cars, Canada	14,769	24,232	20,766	78,027	280,870	245,551

TRUCK PRODUCTION IN U.S.

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
CHEVROLET	21,854	20,324	23,242	96,073	253,414	285,641
DODGE	4,600	4,252	4,736	18,302	53,582	51,068
FORD	26,041	24,924	24,924	105,609	302,827	299,732
GMC	7,016	6,920	6,848	29,224	81,280	85,859
INTERNATIONAL	1,660	1,713	1,244	6,782	18,422	19,279
JEEP	4,300	3,523	4,400	17,531	44,759	51,362
NISSAN	1,726	1,854	2,106	8,819	24,409	29,680
AM GENERAL	50	50	50	210	640	630
MISCELLANEOUS	1,720	1,000	1,720	7,224	12,800	24,180
Total Trucks, U.S.	68,967	64,560	69,270	289,776	792,133	847,431

CANADIAN TRUCK PRODUCTION

	Week Ended March 30, 1985	Week Ended March 31, 1984	Week Ended March 23, 1985	March to Date	Jan. 1 to March 31, 1984	Jan. 1 to March 30, 1985
CHRYSLER	8,760	7,228	8,854	36,930	84,368	106,568
FORD	3,460	3,133	3,708	13,971	42,388	43,244
GENERAL MOTORS	5,888	6,391	5,780	24,428	79,488	74,548
INTERNATIONAL	240	146	263	1,010	1,805	2,882
Total Trucks, Canada	18,348	16,898	18,605	76,339	208,049	227,242
N. American Trucks	87,315	81,458	87,875	366,115	1,000,182	1,074,673

*—Now includes window van production. **-Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

CZ700-1

Automotive News

April 8, 1985

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Chrysler, Mitsubishi near accord on U.S. venture

By Marjorie Sorge
Labor Editor

Chrysler Corp. Chairman Lee A. Iacocca will discuss and possibly announce a joint venture with Mitsubishi to build vehicles in the U.S. while on a trip to Japan and Korea which begins this week, Automotive News has learned.

The new car would be a subcompact that would replace the Dodge Omni and Plymouth Horizon, which are due to be dropped for the 1988 model year. The major parts of the powertrain would come from Japan and the rest of the components would be basically sourced in the U.S., sources said.

It is also likely that Chrysler and Mitsubishi will build a new plant somewhere in the Midwest for the new car, although other sites have been discussed.

The setup could be similar to the General Motors-Toyota joint venture in California, which began producing the Chevrolet Nova late last year. GM and Toyota created a separate company in that venture.

Chrysler is holding discussions with Mitsubishi on a number of matters, but the company will not comment on any speculative reports, said a company spokesman.

It has also been reported in Japan that Chrysler plans to increase its shareholding in Mitsubishi from 15 to 24 percent as part of the company's plan to build cars in the U.S.

The spokesman declined to comment on that report.

While Mitsubishi has been talking about building its own plant in the U.S., it has been rumored that the company has been pulling back since General Motors announced its Saturn project.

Iacocca has said Chrysler's relationship with Mitsubishi, which is now 16 years old, will be even closer in the future.

Chrysler currently sells three Mitsubishi cars, the Conquest, Vista and Colt, and a Mitsubishi truck, the Ram 50. Chrysler buys 2.6-liter four-cylinder engines from Mitsubishi and has an agreement to buy a three-liter V-6 from the company for the 1987 model year.

The Mitsubishi V-6 engine will be in the 1987½ minivans, the new A-car will get it in 1988½, the C-car in 1987½ or 1988 and the Imperial will offer it in 1989, sources said. The A-cars are compacts, the C-cars are full-size.

Under the Voluntary Restraint Agreement, Chrysler was getting 87,500 cars annually from Mitsubishi, but Iaccoca has said the company wants up to 200,000 more now.

Chrysler has looked at its Belvidere (Ill.) plant as a possible location for building the joint-venture vehicle, but sources said it is not the most likely candidate. Belvidere is scheduled to build the Dodge Omni and Plymouth Horizon through 1987.

The new P-car was to be built in that plant, but Iacocca cut pro-

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Spying on the Sprint

Jim Dunne

Two more doors

Chevrolet will offer a four-door version of the Suzuki-built Sprint this fall. The price is not available; however the 1985 two-door hatchback model is priced at $5,151. The new hatchback will be sold in the same nine Western states as the two-door.

Barriers spawn congressional demand for retaliation

Japanese trade issue heats up

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The fallout generated by Japan's decision to export more cars to the U.S.—while failing to remove barriers to U.S. products—continued on Capitol Hill last week.

As the White House was moving to play down Japanese intransigence in ongoing trade negotiations, the House on Tuesday speedily passed a resolution urging President Reagan to take retaliatory action against Japanese imports. The measure, approved 394 to 19, was a milder version of a Senate resolution passed a week earlier.

Trade pressure also intensified in the Senate, as the Finance Committee passed—in bill form—the resolution approved earlier by the full Senate.

The action prompted immediate moves by the Japanese to defend their world-trading record and to assure the U.S. that market-opening measures were underway.

Japanese officials pointed to the high U.S. dollar and huge federal budget deficits as sources of American noncompetitiveness in Japan. Cultural differences were also cited, while market-opening measures already implemented were pointed out.

But Senate Commerce Committee Chairman John Danforth, Missouri Republican, and Senate Finance Committee Chairman Robert Packwood, Oregon Republican, countered Japanese claims.

The senators said that whatever the excuse, the U.S.-Japan trade imbalance was unacceptable and that Japanese trading practices are a problem even for nations whose currency is undervalued against the yen.

Although the opening shots of what some have described as a U.S.-Japan trade war coincided with Japan's announced 24 percent increase in auto shipments to the U.S., protection of American auto production has not been a primary issue among lawmakers bent on retaliation against Japan.

Rather, the focus of congressional anger has been Japan's reluctance to open its markets to U.S. agricultural, medical and high-technology goods—areas where Congress believes the U.S. is clearly competitive.

Domestically based U.S. auto makers stand to be shaken up by an allout trade war with Japan because their access to Japanese components or vehicles could be restricted. Japanese-based U.S. auto makers could also find themselves in a similar situation, but to a far more vulnerable extent.

Lawmakers contend, however, that their purpose is to avert such drastic measures. Talk of restrictions on auto parts, with the possible exception of electronic components, has not been a subject of the debate thus far.

Although the Senate resolution—and its bill counterpart—tie Japan's market-opening measures to the increase in Japan's U.S. car sales over the next year, many members of both the House and Senate expressed dissatisfaction with this linkage and criticized the domestic industry.

Complaints were leveled against expected price increases

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Domestics top 2 million; imports also gain

Sales up 2 pct. for first quarter

By Jenny L. King
Detroit Reporter

At the end of the first quarter, it was domestic car sales up 2 percent, imports up 2 percent and the industry healthy and heading into the spring selling season.

Breaking the two-million mark, domestic new-car sales pushed 2.38 percent ahead of the year-ago figure with Chrysler Corp., Honda and Ford Motor Co. propping up sales declines reported by General Motors, Volkswagen and American Motors.

Domestics numbered 2,042,164, up 2.38 percent from 1,994,609 a year earlier. It was their highest first quarter since 1979 when 2,184,569 units were reported, just prior to a plunge that would last four years.

Import first-quarter sales, hanging on to 22.77 percent of the total U.S. market (compared with 22.80 percent in 1984), totaled 602,132, up 2.24 percent from 588,966.

Total industry sales of 2,644,296 were up 2.35 percent from the year-earlier 2,583,575.

As the domestic auto makers lined up to report their numbers, market shares were changing and Honda replaced AMC as fourth-highest in sales in the first quarter. Chrysler Corp. sales were up 26.80 percent, to 303,151 from 239,069 and its share of the market expanded to 14.84 percent from 11.99 percent.

Honda sales of 41,747 were up 43.48 percent from 29,096 a year ago and they were a full 10,000 units ahead of AMC's 31,479 tally. Ford sales were up 6.97 percent to 521,939 from 487,929.

• GM dropped 3.72 percent in the first quarter, to 1,124,614 from 1,168,051. Volkswagen was off 8.25 percent, to 19,234 from 20,963, and AMC dropped 36.41 percent, to 31,479 from 49,501.

Chrysler's gain of nearly 3 percentage points in the domestic market was the most spectacular. Chrysler climbed to 14.84 percent from 11.99 a year earlier. Ford was up to 25.56 percent from 24.46 percent and Honda rose to 2.04 percent from 1.46 percent.

GM, unable since May of 1984 to break back into its favored spot above 60 percent of the market, finished the first quarter with 55.07 percent, down from 58.56 percent. AMC dropped to 1.54 percent from 2.48 percent and VW was down to 0.95 percent from 1.05 percent. Honda earned 2.04

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breaking news

Camaro, Firebird to get Fiero technology

DETROIT.—The 1989 replacements for Camaro and Firebird will feature space frames and plastic body panels—technology developed by Pontiac for the Fiero. Sources described the new cars, being developed under the GM-80 (F-car) project, as downsized and extremely wedge-shaped.

Chevrolet launches truck incentive

DETROIT.—Chevrolet has inaugurated "Action Cash," an April 2-May 31 salesperson cash incentive on C/K trucks. The program features a computerized pull board with cash-award amounts of $75, $100, $300 and $500 and is patterned after a similar Ford program. Chevy also extended its 8.8 percent APR financing program on S-10 trucks until April 30 and extended the half-ton Work Ready program and 6.2-liter Diesel Days program through the end of the model year.

Hyundai sets dealer rule: No dualing

By Richard Johnson
Detroit Reporter

Hyundai Motor America, which will begin signing dealers early next month, has ruled out dualing for its U.S. dealership network.

In addition, the California-based U.S. arm of Korea's Hyundai Motor Co. will restrict sales to about 30 states, concentrating on the East and West coasts and the South, according to a company spokesman.

The Hyundai official said no date has been set for the company's U.S. launch, although he predicted a startup sometime next winter.

Hyundai's initial goal is to build 100,000 cars a year for sale in the U.S. The company hopes to have 300 dealers lined up by the end of 1986, but Bruce Matthias, national public affairs manager, said his "guess" is that about 100 franchises will be in place when

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But Jaguar faces heavy fines

Credits to help firms with CAFE shortfall

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The bad news is that a number of auto firms are facing millions of dollars in civil penalties for failing to meet fuel economy standards, but the good news is that some have enough credits at hand to help them and may be able to borrow against the future.

In any case, they will have to pay nothing until the EPA decides in May, or possibly June, on the appropriate CAFE adjustment factor. EPA's decision is important because the adjustment could be retroactive to 1980 and could be carried forward.

In addition, EPA still has to make final reports on 1984 model sales which determines exact CAFEs.

Involved are both passenger-car and light-truck CAFEs and model years from 1983 to 1986 and later-model CAFEs now under NHTSA consideration. Also involved is the 1987-model light-truck CAFE soon to be announced. Both domestic and import companies are affected.

Jaguar is the only auto company (excluding small-volume firms like Rolls Royce) failing to meet the 1983 standard of 26 MPG. Jaguar's CAFE was 18.8 MPG and its U.S. sales were 12,639. Its shortfall (using $5 for each car for each one-tenth of an MPG under the standard) produces a fine of about $4,550,040, not counting some help eventually from EPA.

For 1984 models, Jaguar raised its CAFE to 19.0, still short of the standard of 27 MPG. Its U.S. sales that model year were 15,679, making its unadjusted shortfall equal to a fine of $6,271,600.

For 1985 models, Jaguar is reporting the same CAFE of 19.0 against a standard of 27.5 MPG. Using the company's projected volume of 19,999, the raw shortfall produces a fine of $8,499,575.

In a recent letter to Rep. John Dingell, Michigan Democrat, Transportation Secretary Elizabeth Dole said Jaguar is the only company DOT knows of that likely will be subject to penalties through model year 1985.

Though unsaid, this is because it is so far the only maker without carryforward credits and, because of its limited line in the U.S., it is the only one not able to make a case for carryback credits in future years.

A runnerup as another company in trouble over civil penalties is Chrysler in the light-truck area. The 1984 composite light-truck standard is 20 MPG; Chrysler CAFE is 18.4 MPG.

Although Chrysler has labeled confidential its 1984 light-truck production (under 8,500 pounds GVW) for the U.S., an estimate of that figure is 370,568 units (assuming 10 percent of its production is between 8,500 and 10,000 pounds GVW). That would translate to a fine of $29,645,440 but Chrysler has carryforward credits of $28.5 million. That would leave it with approximately $1,145,440 left to pay.

Chrysler, which complained bitterly when 1985- and 1986-model light-truck standards were lowered at the request of Ford Motor Co. (joined by General Motors), has said it will be first in line to pay its fines.

Chrysler has been meeting passenger-car standards handily and, in fact, has $286.2 million in carryforward credits for cars. While its reported and unadjusted CAFE for 1984 cars is 27.1 MPG, its credits are probably more than enough.

Ford, on the other hand, reports a 1984 CAFE of 25.1 MPG and its estimated penalties are around $195 million. But its carryfoward credits are about $123.5 million

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Olds succumbs to power of . . . vidi, vici

Oldsmobile will cancel a TV spot which provoked a letter-writing campaign by students of Latin at two Virginia high schools.

The ad in question showed a man and his son riding in a Cutlass Ciera. When the son questions his father about the need to take algebra, the man replies that algebra is needed to design cars like the Ciera. When the boy asks the purpose of studying Latin, the man just shrugs.

"We received about 150 letters concerning the ad and all but about a dozen were from students at two high schools near Roanoke," said an Oldsmobile spokeman. "I don't know if it was a class project or what."

The students, from Cave Spring High School and Blacksburg High School, complained that the spot made the study of Latin seem irrelevant.

Oldsmobile wrote to the teachers and told them the division would study the ad. After a review, the division decided not to air the commercial after the 1985 model campaign ends May 15, the spokesman said. Oldsmobile notified the teachers of the decision.

One of the two teachers involved wrote a return letter thanking Oldsmobile for its interest and concern.

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60th year—No. 5069

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Symes shows off ads

NADA President William J. Symes, right, shows NHTSA Administrator Diane K. Steed and National Assn. of Broadcasters President Edward O. Fritts four advertisements auto dealers will be using to help promote sober driving during the high school and college graduation season.

UAW to form group for Ford Alpha work

By Marjorie Sorge
Labor Editor

The UAW soon will form a group to begin work on Ford Motor Co.'s Alpha Project, according to UAW President Owen Bieber.

Alpha was one of the main topics covered by Ford Chairman Donald E. Petersen, who addressed a Ford UAW Council meeting in Dearborn last week. Petersen and other Ford executives also covered Ford's past, present and future project plans, including the Aerostar, Sable and Taurus, and future sourcing plans.

Rumors have been circulating that Ford is holding discussions with Mazda to import vehicles and that it is discussing buying into Fiat to beef up its European operations against a GM attack on the market.

Petersen said there are no new Mazda discussions and declined to comment on Fiat.

Alpha will be a new small car to compete with General Motors' Saturn and Chrysler's Liberty. Ford also took the UAW Council members to the design center to see future products, but the council did not see the Alpha since there is no Alpha car.

Both GM and Chrysler Corp. say they have protypes on the road, but those are not the finished product and it is unlikely the final cars will look anything like the protypes, said Peter J. Pestillo, Ford employe relations vice president. Consequently, it is not fair to make comparisons on the progress of the three companies, he said.

Only GM and the UAW have a formal joint committee working on the future product.

Petersen called the Reagan Administration's refusal to ask for a continuation of the Voluntary Restraint Agreement "a serious negative added to the equation." But, he said, it is too soon to make any long-lasting decisions on alternate production or sourcing until the situation shakes itself out.

There are currently moves in Congress to impose strict import restrictions on the Japanese which would affect all products. Bieber has been in Washington often in the past few weeks to push for those restraints.

According to Bieber, Ford made no announcement regarding moves to counter the imports.

Instead, the meeting was to fill the union in on the state of the company, which Petersen said is "extremely good," and to reaffirm the goal of improving Ford product quality and employe involvement programs.

"We have a renewed determination to give vitality to our company," he said.

"We recommitted to keeping Ford a major force in this industry, and we are committed to the maximum effort to enhance the livelihood of our employes."

Like GM and Chrysler, Ford is also embarking on a project to create an improved method of doing business in the auto industry. The Alpha Project is a study of all the company's business, Petersen said. Its goal is to create a product that is cost-competitive with overseas producers, he said.

The project was announced after Ford and the UAW reached an agreement last year. The UAW was then promised that it would be a part of the project.

The UAW and Ford have had preliminary discussions since then, said Stephen P. Yokich, UAW vice president and director of the Ford Department.

Aerostar van is $8,222, Ford says

Ford Motor Co. said last week that its Aerostar minivan will be priced at $8,222 when it goes on sale in late June. The wagon version will be $9,064.

The 1985½ Ford Escort and Mercury Lynx will go on sale in May with base two-door hatchbacks up $236 over the current cars. The base Escort will be $5,856 and the base Lynx will be $5,986.

Ford said the higher prices are due to a new engine and additional standard equipment. It assigned values of $108 to the 1.9-liter engine, $33 to low-back seats and $95 to power brakes.

The Escort L two-door hatchback will be $5,812, which is $64 less than the earlier model, and the Lynx L two-door hatchback will be $6,112, down $58.

Ford has notified its dealers that they may begin taking retail orders for the Aerostar and the 1985½ Escort and Lynx.

Production of the rear-wheel-drive Aerostar will begin in May at the St. Louis assembly plant. The Aerostar will have a 2.3-liter four-cylinder engine with EPA ratings of 26 MPG city and 30 MPG highway. A 2.8-liter V-6 is optional.

Aerostar vans and wagons will be offered in standard and XL versions. A premium-level XLT wagon also will be available.

In addition to the 1.9-liter engine, the 1985½ Escort and Lynx have new front-end sheet metal and aerodynamic headlights. Ford said those are the first significant visual changes in the cars since they were introduced in the fall of 1980 and 1981 models.

Production of the 1985½ models began March 18 at the assembly plants in Wayne, Mich., and Edison. N.J.

Shifts at Nissan seen as bid to hike market share

TOKYO.—Nissan Motor Co. will shuffle its top management in June in what some see as an effort to recover domestic market share and lay to rest labor problems.

Takashi Ishihara, who has served as president for the past eight years, will move to the more ceremonial position of chairman following the company's board of directors meeting in late June. Ishihara is the outgoing president of the Japan Automobile Manufacturers Assn. and recently helped negotiate the new quotas for auto exports to the U.S.

Katsuji Kawamata, chairman, will become counselor.

Ishihara will be replaced as president by Yutaka Kume, presently an executive vice president. Kaichi Kanao, also an executive vice president, will become vice chairman.

Despite Nissan's denial, observers see the management changes as a means of revitalizing Japan's second-largest auto company.

Nissan's market share in Japan has fallen for the past four years, dipping from 29 percent to 27 percent, while No. 1 Toyota Motor Corp. has increased market share from 37 percent to 41 percent.

Nissan's profit for the fiscal year ended March 31, 1984, slipped 26 percent, though results from the recently ended fiscal year are expected to be better.

Theme will be 'the best of both worlds'

Chevy Nova ads to mention Toyota

By Matt DeLorenzo
Los Angeles Reporter

TUCSON.—Chevrolet will use an ad theme touting the Nova as "the best of both worlds," when it introduces the car on June 13.

The initial marketing plans for the product of the General Motors-Toyota joint venture have been expanded to include an early launch in the 25 states not served by the division's captive imports.

Initially, only 500 to 600 dealers were scheduled to have the cars at introduction. However, production is coming on stream faster than anticipated at the Fremont (Calif.) assembly plant.

As a result, Chevrolet expects to have twice as many cars (about 6,000) on hand at announcement as originally planned.

Production numbers for calendar year 1985 have been bumped from 43,000 to 58,000. Robert Burger, Chevrolet general manager, said he expects to have Nova selling nationally sometime in 1986.

Currently, the division retails Suzuki-built Sprints in nine Western states, Isuzu-built Spec-

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Seeking the biggest bang for the buck

Dealers get hints on advertising strategy

By Patricia A. Kelsey
Staff Correspondent

TAMPA.—Considering the fact that 85 percent of all ads are totally ignored by consumers, leaving a scant 15 percent to be noted, it behooves dealers to take a critical note of planned strategies and campaign execution to get the biggest bang for their buck.

Couple that with research that shows consumers are bombarded with some 1,800 sales propositions per day and it becomes readily apparent that advertisers must pick and choose their message vehicle with great care.

To help members of the (Tampa) Bay Area Chevrolet Automobile Dealers Assn. meet that challenge, representatives from the Radio Advertising Bureau, Television Bureau of Advertising and Newspaper Advertising Bureau gathered during a one-day seminar hosted by DynaMedia Advertising, Inc., Tampa.

Ray Avedian, vice president and Detroit manager of the RAB, said 1984 was a giant year for radio, with ads reaching $5.2 billion in sales, up 17 percent, with projections calling for $5.5 billion in 1985.

He referred to his medium as a very productive local sales force with 74 percent of all ad dollars invested in radio placed by local retail advertisers, including auto dealers, in contrast to newspapers attacting 50 percent and TV, 26 percent.

"Auto dealers across the country today invest $400 million a year in radio," Avedian said, "and dealers spend 24 percent of their total ad budget on radio, twice the average for local advertisers in general."

In terms of cost, while admittedly all media costs have risen between 1967 and 1984, radio went up the least—117 percent—compared with TV, up 198 percent; magazines, up 198 percent; outdoor, up 198 percent, and newspapers, up 200 percent. Averaged out on a cost-per-thousand basis, all media costs rose 172 percent.

Reasons for radio's popularity, Avedian said, are a one-on-one sales pitch that can target consumers most needed to reach, and 123 million car radios representing a huge ad medium.

"Ninety-five percent of all cars have radios," Avedian said, "providing a natural marriage between an auto dealer and the consumer riding in the car, fully aware of the vehicle's age and condition.

"The significance of radio advertising in this application is that it reaches your prospects while they are in the closed ambience, allowing your message to work in your favor," he said.

Another benefit of radio advertising, he said, is that radio, by its very nature, allows the consumer to listen with the ears and watch with imagination.

Conjuring up imagination increases consumer participation and involvement, both of which tend to increase retention time, something all advertisers seek, he said.

To get the most out of the advertising messages, Avedian told the dealers to make sure identification of the dealership is in place, to stress customer benefits, to be authoritative yet reflect sincerity, to avoid exaggerations and to establish individuality.

Richard A. O'Donnell, vice president—Detroit sales for the Television Bureau of Advertising, told the dealers they and their counterparts across the country invested $188 million in local TV advertising in the first nine months of 1984, a gain of 52 percent over 1983.

Attributes of using TV to convey the sales message include its capability of selling not only the item advertised by the retailer, but the retailer's image as well, O'Donnell said.

TV, he said, provides projection of a quality image, the same image which auto delers are using today to sell their product and to attract the investment spender.

"Of all the retailers that are benefiting from an improved economy, the automotive industry has rebounded the most," O'Donnell said, "and dealers who survived the recession are hitting on the quality image because customers have learned to look for value."

Because TV can sell the item and the image, auto dealers can interject item appeals such as low finance charges, year-end savings, no downpayment and overall savings while at the same time projecting an image that will stay with the viewer, he said.

"TV," he said, "has a better reach than other media and it is an affordable medium in that it is the most cost-efficent based on cost-per-thousand."

Hugh C. Quinn, vice president for automotive classified of the Newspaper Advertsing Bureau, offered more of an idea workshop for dealers, keying on elements of print advertsing.

He said the 10 basics for the auto dealer to follow to get his message across are:

1. Use a dominant graphic because the reader is attracted when a single element clearly dominates the ad.

2. Use a prominent benefit headline because that's what the reader is going to want to know first.

3. Use a simple layout, making sure the reader's attention is directed in a natural flow though the ad. Avoid making the reader hopscotch around.

4. Make the copy complete by including key information such as your hours, address and telephone number.

5. Be specific about details that influence buying decisions, such as model designations and standard and optional equipment, and spell out service and warranty information.

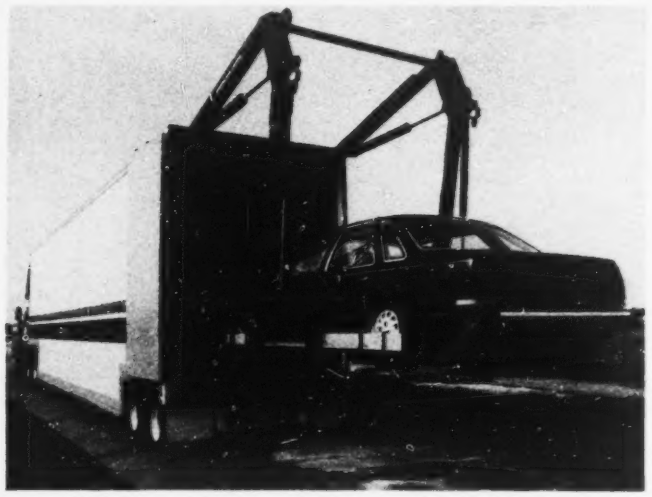
6. Stick to a recognizable style to build identity of your dealership.

7. Let white space work for you by not overcrowding an ad.

8. Price it right. The price or monthly payment in the ad can trigger action. At the same time, be clear about what the price does and does not include.

9. Make your ad ask for action by suggesting a test drive, "they're moving fast" or "buy today."

10. Work with the pros, either at an advertising agency or with professionals at the local newspaper.



Low-cost, fast, safe delivery

Ford Motor Co. is in a three-year pilot project shipping cars in enclosed trailers that are loaded and unloaded automatically as shown here. Ford says cars arrive damage-free in less time. Kansas City-Seattle delivery time is cut to five days from 17, for example, largely because railyard time is minimized and specific trains are used. Cars are positioned and lifting bars are placed. Then, a computer-controlled robot takes over and inserts cars. More automation is possible at assembly plants, and the system can be used for rail or highway delivery.

Ford tries enclosed trailers to cut car-shipping damage

By Roger Rowand
Engineering Editor

DEARBORN.—A Phoenix inventor believes he has developed a foolproof way of getting new cars from the assembly plant to the dealership without damage.

That would be quite a feat because now only five of every 100 cars arrive at their destinations without some kind of damage, according to one factory traffic manager.

The chipped and scratched paint, dents, dings, smashed glass and flat tires come from the weather, vandalism, road debris, theft and theft attempts.

Ford Motor Co. is expressing confidence in the inventor's ideas with a three-year pilot project that uses them.

In essence, the plan is to ship cars at low cost inside entirely closed trailers that have a computer-controlled robotic system that loads and unloads the cars.

In addition to damage avoidance, transit would be speeded because loaded trailers would be sent from the factory directly to specific freight trains, avoiding railyard delays, Ford said.

Using the new system in a test, it takes five days to deliver a load of cars to Seattle from Kansas City compared with 17 days the old way.

Dallas Smith, of Dallas Smith Property Brokers, Phoenix, is the inventor. Transportation Mfg. Corp., Roswell, N.M., a Greyhound Corp. subsidiary, is building 50 of the $40,000 to $60,000 trailers for the pilot project. Burlington Northern Railroad will ship the units during the test period.

When the system is geared up, eight cars can be loaded in one of the 48-foot trailers in 15 to 20 minutes, Smith said. A trailer can carry eight small cars, six large ones and mixed loads of both sized cars and Ranger pickups.

Louis E. Lataif, Ford vice president, sales operations, told Automotive News that dealers receiving cars in the trailers during tests have been delighted.

"This trailer is the missing link between the high quality we are building in at our assembly plants and the high quality sales and service provided by Ford and Lincoln-Mercury dealerships," Lataif said. "We are doing everything we can to ensure that no damage is inflicted on a car before the new owner receives it."

Fire hits L-M deal

SPRINGFIELD TOWNSHIP, Pa.—A fire at Sheehy Lincoln-Mercury in this Philadelphia suburb caused more than $200,000 worth of damage to the rear of the dealership building. The blaze began when a large air-compressor motor overheated and caught fire.

Torrington signs agreement to aid Chinese firm

TORRINGTON, Conn.—An agreement to provide technical assistance to Suzhou Needle Bearing Co., of the People's Republic of China, has been signed by a Chinese Government trade company and Torrington Co., a needle bearings manufacturer here.

Torrington will provide engineering and manufacturing expertise to assist Suzhou in modernizing its needle-bearing capabilities and operations.

The Chinese Government has selected Suzhou to become a world-class supplier, which requires the meeting of bearing design and production specifications set by the International Standards Organization.

Torrington will select for and sell to Suzhou equipment for bearing production and other related equipment. It also will train Suzhou employes in product design, tooling and inspection as well as the operation and maintenance of the purchased process equipment.

The agreement also includes the licensing of Suzhou to manufacture certain needle bearings of Torrington design.

IMPORT SALES BY NAMEPLATE

	January, 1985	January, 1984
Alfa Romeo	385	158
Audi	5,371	5,230
4000S	1,363	1,106
4000S Quattro	385	358
5000S	2,619	2,664
5000S turbo gas	691	813
Quattro	7	7
Coupe GT	306	288
BMW	5,439	4,263
318-320	1,553	2,634
325e	1,808	.....
528e-535i	1,162	803
635CSi	256	231
735	660	595
Chevrolet Spectrum	2,748	.....
Chevrolet Sprint	1,462	.....
Chrysler Mitsubishi	7,569	9,260
Colt	5,865	7,097
Conquest	428	809
Vista	1,276	1,364
Honda	35,938	35,262
Civic	13,263	11,343
Civic CRX	5,394	4,119
Accord	12,237	13,536
Prelude	5,044	6,264
Isuzu	2,413	1,202
I-Mark	773	432
Impulse	1,640	770
Jaguar	849	1,055
XJ6	678	913
XJS	171	142
Maserati Biturbo	151	.....
Mazda	12,079	13,235
GLC	2,829	3,239
626	5,523	5,469
RX-7	3,727	4,527
Mercedes-Benz	5,920	6,381
190D	274	830
190E	1,581	751
240D	.....	8
300D	1,110	1,275
300CD	118	121
300TD	174	246
300SD	517	1,323
380SE	698	472
500SEL	484	390
380SL	841	791
500SEC	123	174
Mercury Merkur	136	.....
Mitsubishi	3,232	3,333
Starion	474	614
Cordia	719	1,376
Tredia	787	1,343
Mirage	783	.....
Galant	469	.....
Nissan	42,430	37,036
Sentra	15,602	16,984
Pulsar	4,072	3,446
Stanza	3,984	4,664
Maxima	7,701	5,080
200SX	5,722	143
300ZX	5,070	6,216
Hawaii	279	503
Peugeot	1,039	1,512
Porsche	1,982	1,925
944	1,470	1,280
911	412	461
928S	100	184
Renault	844	1,331
18i Sportwagon	153	104
Fuego	691	1,207
Saab	2,890	2,708
900	685	717
900S	794	758
Turbo	1,351	1,150
Tourist	60	83
Subaru	11,401	13,450
Toyota	42,952	39,992
Starlet	.....	110
Corolla	10,776	11,910
Tercel	8,240	7,781
Celica	6,309	6,400
Supra	2,107	2,178
Camry	7,712	5,329
Cressida	3,456	2,639
MR2	293	.....
Land Cruiser	190	286
Van	2,658	2,703
4Runner	641	.....
Hawaii	570	656
Volkswagen	9,869	8,534
Rabbit Cabriolet	792	758
Jetta	5,433	4,059
Vanagon	1,561	1,139
Quantum	1,145	1,231
Scirocco	938	913
Volvo	10,056	9,392
DL	4,077	4,528
GL	944	2,442
GLT Turbo	706	1,151
DL-GL Diesel	766	335
740GLE	1,953	.....
740GT	267	.....
760	266	550
760 TurboDiesel	279	290
760GT	670	.....
Tourist	128	96
TOTAL	207,916	195,259

Dealer Williams honored

FORT WORTH.—J. Roger Williams, president and general manager of Jack Williams Automall here, has been named Outstanding Young Man of the Year by the Fort Worth Jaycees for his involvement in the community.

Sees chance to sell 600 trucks

Saab sees potential for 600 Class 8 sales

Continued from Page 16

importers, except Volvo, compete in Classes 6 and 7.

He feels Saab's expertise in building and selling Class 8 models exclusively, coupled with a "very competitive price" to be announced at Boston on its trucks and the good fuel economy of its turbocharged intercooled engines will make it a formidable competitor here.

Overall, he considers only Mack and International Harvester direct competitors to the local, short-haul type of vehicles that his company plans to market here.

With reference to its cautious start, Doennig said, "We have to crawl before we can run."

But, he added, "We are not a small player. Don't be deceived by the volumes. If, at any time, we see greater progress than we anticipated, we will increase our quotas."

Initially, Saab will sign only Northeast dealers. That's where trucks can be most easily brought in from Scandanavia, Doennig noted, and it's also where trucking density is highest.

Next year, Saab plans to expand its dealer network geographically and to sign 25-30 dealers by year's end. It expects to be selling about 200 trucks by then. Doennig figures that 30 dealers are sufficient to handle a volume of about 600 units annually.

Scania, the parent company's truck and bus division, reported sales of 24,000 vehicles worldwide last year, up 25 percent from 1983. Of those, 21,793 were heavy trucks. Saab builds nothing smaller than a 36,000-pound GVW truck.

A breakout of Scania's sales shows that 21 percent were delivered in Scandanavia, with other Western European countries taking 45 percent. South America took 16 percent and Asia, Africa, the Middle East and Australia the balance.

Brazil is Scania's largest single market, with sales of 2,667.

Despite its far-flung marketing activities, Scania has taken its time entering the U.S. Doennig said it wanted to be 100 percent certain it would succeed here before getting underway.

He now feels the division has the right truck, the right engine and the right components to be successful. Saab used Australia, with geographic and climatic similarities to the U.S., to test its trucks prior to mapping out its U.S. program.

Doennig joined Saab-Scania in late 1984 after 29 years with Mercedes-Benz of North America. He had been with Mercedes' truck division since 1968. He expects to have 18 people working in the Scania division by the end of this year.

Unlike its buses, which are built in Connecticut, Scania expects to build all its trucks in Sweden. While the truck division will be housed in the same facility as buses, it will do only prep work there.

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NEW-TRUCK SALES BY MAKE AND GVW CLASS

JANUARY, 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Jan. '85	.....	.....	.....	.....	.....	.....	.....	106	106
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	83	83
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	106	106
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	83	83
CHEVROLET	Jan. '85	43,857	36,314	1,683	.....	20	533	583	26	83,016
	Jan. '84	41,855	36,139	2,324	.....	21	362	501	28	81,230
	Year to Date '85	43,857	36,314	1,683	.....	20	533	583	26	83,016
	Year to Date '84	41,855	36,139	2,324	.....	21	362	501	28	81,230
(Memo Units)#	Jan. '85	31,986	12,500	.....	.....	.....	.....	.....	.....	44,486
	Jan. '84	28,510	14,220	.....	.....	.....	.....	.....	.....	42,730
	Year to Date '85	31,986	12,500	.....	.....	.....	.....	.....	.....	44,486
	Year to Date '84	28,510	14,220	.....	.....	.....	.....	.....	.....	42,730
DODGE	Jan. '85	26,284	11,490	.....	.....	.....	.....	.....	.....	37,774
	Jan. '84	16,467	9,204	.....	.....	.....	.....	.....	.....	25,671
	Year to Date '85	26,284	11,490	.....	.....	.....	.....	.....	.....	37,774
	Year to Date '84	16,467	9,204	.....	.....	.....	.....	.....	.....	25,671
(Memo Units)#	Jan. '85	19,674	6,140	.....	.....	.....	.....	.....	.....	25,814
	Jan. '84	11,061	5,794	.....	.....	.....	.....	.....	.....	16,855
	Year to Date '85	19,674	6,140	.....	.....	.....	.....	.....	.....	25,814
	Year to Date '84	11,061	5,794	.....	.....	.....	.....	.....	.....	16,855
FORD	Jan. '85	48,940	37,488	.....	.....	.....	1,094	2,401	985	90,908
	Jan. '84	23,727	57,842	.....	.....	.....	835	1,560	794	84,758
	Year to Date '85	48,940	37,488	.....	.....	.....	1,094	2,401	985	90,908
	Year to Date '84	23,727	57,842	.....	.....	.....	835	1,560	794	84,758
(Memo Units)#	Jan. '85	32,659	12,549	.....	.....	.....	.....	.....	.....	45,208
	Jan. '84	22,270	19,573	.....	.....	.....	.....	.....	.....	41,843
	Year to Date '85	32,659	12,549	.....	.....	.....	.....	.....	.....	45,208
	Year to Date '84	22,270	19,573	.....	.....	.....	.....	.....	.....	41,843
FREIGHTLINER	Jan. '85	.....	.....	.....	.....	.....	.....	.....	1,398	1,398
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	1,066	1,066
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,398	1,398
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	1,066	1,066
GMC	Jan. '85	10,091	10,444	957	.....	421	428	1,045	944	24,330
	Jan. '84	9,709	9,813	99	.....	154	356	824	553	21,506
	Year to Date '85	10,091	10,444	957	.....	421	428	1,045	944	24,330
	Year to Date '84	9,709	9,813	99	.....	154	356	824	553	21,506
(Memo Units)#	Jan. '85	6,748	3,262	.....	.....	.....	.....	.....	.....	10,010
	Jan. '84	6,073	3,147	.....	.....	.....	.....	.....	.....	9,220
	Year to Date '85	6,748	3,262	.....	.....	.....	.....	.....	.....	10,010
	Year to Date '84	6,073	3,147	.....	.....	.....	.....	.....	.....	9,220
INTERNATIONAL	Jan. '85	.....	.....	.....	.....	.....	1,683	1,279	2,209	5,171
	Jan. '84	.....	.....	.....	.....	.....	1,009	985	1,608	3,602
	Year to Date '85	.....	.....	.....	.....	.....	1,683	1,279	2,209	5,171
	Year to Date '84	.....	.....	.....	.....	.....	1,009	985	1,608	3,602
JEEP	Jan. '85	11,757	1,906	.....	.....	.....	.....	.....	.....	13,663
	Jan. '84	8,557	2,108	.....	.....	.....	.....	.....	.....	10,665
	Year to Date '85	11,757	1,906	.....	.....	.....	.....	.....	.....	13,663
	Year to Date '84	8,557	2,108	.....	.....	.....	.....	.....	.....	10,665
(Memo Units)#	Jan. '85	11,757	1,703	.....	.....	.....	.....	.....	.....	13,460
	Jan. '84	8,557	1,797	.....	.....	.....	.....	.....	.....	10,354
	Year to Date '85	11,757	1,703	.....	.....	.....	.....	.....	.....	13,460
	Year to Date '84	8,557	1,797	.....	.....	.....	.....	.....	.....	10,354
KENWORTH	Jan. '85	.....	.....	.....	.....	.....	.....	.....	810	810
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	1,025	1,025
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	810	810
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	1,025	1,025
MACK	Jan. '85	.....	.....	.....	.....	.....	307	81	1,944	2,332
	Jan. '84	.....	.....	.....	.....	.....	184	17	1,124	1,325
	Year to Date '85	.....	.....	.....	.....	.....	307	81	1,944	2,332
	Year to Date '84	.....	.....	.....	.....	.....	184	17	1,124	1,325
MERCEDES-BENZ	Jan. '85	.....	.....	.....	.....	.....	237	105	.....	342
	Jan. '84	.....	.....	.....	.....	.....	122	58	.....	180
	Year to Date '85	.....	.....	.....	.....	.....	237	105	.....	342
	Year to Date '84	.....	.....	.....	.....	.....	122	58	.....	180
PETERBILT	Jan. '85	.....	.....	.....	.....	.....	.....	.....	937	937
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	781	781
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	937	937
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	781	781
PLYMOUTH	Jan. '85	7,427	.....	.....	.....	.....	.....	.....	.....	7,427
	Jan. '84	4,059	26	.....	.....	.....	.....	.....	.....	4,085
	Year to Date '85	7,427	.....	.....	.....	.....	.....	.....	.....	7,427
	Year to Date '84	4,059	26	.....	.....	.....	.....	.....	.....	4,085
VOLVO	Jan. '85	.....	.....	.....	.....	.....	.....	107	109	216
	Jan. '84	.....	.....	.....	.....	.....	.....	85	36	121
	Year to Date '85	.....	.....	.....	.....	.....	.....	107	109	216
	Year to Date '84	.....	.....	.....	.....	.....	.....	85	36	121
WESTERN STAR	Jan. '85	.....	.....	.....	.....	.....	.....	.....	100	100
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	33	33
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	100	100
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	33	33
WHITE	Jan. '85	.....	.....	.....	.....	.....	.....	.....	830	830
	Jan. '84	.....	.....	.....	.....	.....	.....	.....	625	625
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	830	830
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	625	625
MISCELLANEOUS☆	Jan. '85	63,510	858	198	66	11	11	24	88	64,766
	Jan. '84	45,072	442	8	61	.....	.....	4	55	45,642
	Year to Date '85	63,510	858	198	66	11	11	24	88	64,766
	Year to Date '84	45,072	442	8	61	.....	.....	4	55	45,642
TOTALS	Jan. '85	211,866	98,500	2,838	66	452	4,293	5,625	10,486	334,126
	Jan. '84	149,444	115,574	2,431	61	175	2,868	4,034	7,811	282,398
	Year to Date '85	211,866	98,500	2,838	66	452	4,293	5,625	10,486	334,126
	Year to Date '84	149,444	115,574	2,431	61	175	2,868	4,034	7,811	282,398

*—New York and Oklahoma registrations compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. ☆—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

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Honda 4-Dr. Accord	List + 500
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Isuzu Impulse	List – 300
Isuzu I-Mark	I + 700
Mazda GLC	I + 500
Mazda 626	I + 900
Mazda RX7	I + 800
Nissan Maxima	I + 1500
Nissan 300 ZX	I + 500
Nissan Sentra	I + 600
Nissan Stanza GL	I + 700
Nissan Pulsar NX	I + 800
Subaru	I + 800
Toyota Camry	List
Toyota Celica	List – 500
Toyota Corolla	List
Toyota Cressida	List
Toyota Supra	List – 2000
Toyota Tercel	List
Volvo	I + 1200

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factories list auction dates

American Motors

April 9—Aptco Auto Auction, Taylor, Mich.

April 10—Mid States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn; Kansas City Automobile Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

April 11—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 16—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

April 17—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

April 18—Todd Auto Auction, Telford, Pa.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 24—Mid States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn; Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

April 25—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$13,325	$12,924	$14,691
1984	$8,003	$9,046	$8,850
1983	$6,248	$6,028	$6,171
1982	$4,606	$5,332	$5,185
1981	$3,302	$4,544	$4,049
1980	$3,008	$3,474	$3,301
1979	$2,445	$2,809	$2,742
1978	$1,678	$1,578	$1,907
Overall Average	$4,368	$4,928	$4,782

Chrysler Corp.

April 9—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

April 10—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

April 11—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Evansville Auto Auction, Evansville, Ind.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

Ford Motor Co.

April 10—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

April 11—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

April 17—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 18—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo.; Skyline Auto Exchange, Fairfield, N.J., and Denver Auto Auction, Englewood, Colo.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

April to date	$4,368
Month ago	$4,835
Year ago	$5,244

Blankenstein named vice president at TRW

CLEVELAND.—Bernd Blankenstein has been named vice president and general manager, TRW Steering Components Group.

He has worked in West Germany for the past 12 years and served most recently as managing director, TRW Ehrenreich GmbH.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 9—Florida Auto Auction of Orlando, Orlando.

April 10—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

April 11—Nashville Auto Auction, Nashville, and Denver Auto Auction, Englewood, Colo.

April 16—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 17—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

April 18—Indianapolis Auto Auction, Indianapolis.

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Brothers sign

George L. Miller, seated right, and brother John C. Miller, standing, sign for Apple Valley Chevrolet & Oldsmobile, Inc., Martinsburg, W.Va. Witnessing is David A. Walsh, Chevrolet's Washington zone manager.

movers and shakers

General Motors

General Motors last week announced new assignments for two of its vice presidents—**Elmer W. Johnson** and **Marina v.N. Whitman.**

Johnson was named group executive in charge of the Operating Staffs Group. He succeeds William E. Hoglund, who recently was appointed president of Saturn Corp. Johnson will continue as GM general counsel.

Whitman was promoted to group executive in charge of the Public Affairs Staffs Group. She will continue as GM's chief economist.

Johnson will be responsible for the following staffs: Customer Sales and Service, Industrial Relations, Marketing and Product Planning, Materials Management and Personnel Development and Administration.

Staffs reporting to Whitman are: Environmental Activities, Industry-Government Relations, Public Relations and Economics.

Johnson, 52, joined GM in 1983 as vice president and group executive in charge of the Public Affairs Group and general counsel. He had been a partner in a Chicago law firm.

Whitman, 50, came to GM in 1979 as vice president and chief economist. She is a former member of the President's Council of Economic Advisers. She also has been a member of the Federal Price Commission and a professor at the Universitry of Pittsburgh.

GM also promoted **Michael E. Naylor** to executive in charge of corporate strategic planning. He has been general director of corporate strategic planning on the Ecomomics Staff since 1981.

Naylor, 56, joined GM in 1967 with what is now Detroit Diesel Allison Division. He has also served with the Transportation Systems Division.

Elmer W. Johnson

Marina v.N. Whitman

General Motors—CPC

Thomas S. McDaniel has been appointed to the newly established post of director of international and joint venture programs for the Chevrolet-Pontiac-Canada Group of General Motors.

His duties will include maintaining and expanding liaison efforts with Isuzu, Suzuki, Daewoo and New United Motor Mfg., Inc.

McDaniel has been director of international programs for Chevrolet since 1983. He joined Cadillac in 1966 and also has served with the GM treasurer's office and the Worldwide Product Planning Group.

Ford Motor Co.

Kenneth C. Merrill has been appointed executive director of business planning and trust management for Ford Motor Co. He replaces **Robert C. White,** assistant treasurer, who has retired after 35 years with the company.

Merrill will be responsible for administration of the pension fund and other trust investments and for capital financing. He has been executive director of business planning, Office of the Chief Executive, since 1980 and will continue to be responsible for business planning. He joined Ford in 1956.

MVMA publishes world data book

DETROIT.—MVMA has published the 21st annual edition of World Motor Vehicle Data, which covers production, imports, exports, registrations and sales of motor vehicles around the world in 366 pages of tables.

The $35 soft-cover book combines data from a wide variety of sources around the world, such as foreign government agencies, motor-vehicle-related trade organizations and private organizations.

New this year, MVMA said, is a section on vehicle exports by countries of destination of the major vehicle producing countries.

Celebrating silver

HOUSTON.—Charles N. Davis Jr., Chuck Davis Chevrolet, Inc., has received a 25-year-dealer plaque.

Domestics top 2 million; imports also gain

Sales up 2 pct. for first quarter

Continued from Page 1

percent, up from 1.46 percent in 1984.

Pontiac was the only GM make to report improved first-quarter sales. All Chrysler and Ford makes were up as was Honda, whose 43.48-percent climb was the biggest.

Plymouth was up 34.12 percent, Dodge was up 31.59 percent and Chrysler was up 13.94 percent. Lincoln sales were up 19.01 percent, Ford was up 7.93 percent and Mercury advanced by 1.28 percent.

Domestic sales for March continued to stay a short distance ahead of the preceding year. On a daily-rate basis, they were up for each of the three reporting periods (but down the first and third on a straight numbers comparison), finishing the month up 5.58 percent daily rate and 1.67 percent in actual numbers.

Import penetration of 20.75 percent was lowest for any month since April, 1984, and was more reminiscent of 1979-level penetrations.

Domestic sales in March totaled 768,927, up 1.67 percent from 756,303 the preceding year. Imports slipped 3.02 percent, to 201,341 from 207,619. The industry sum of 970,268 was just 0.67 percent ahead of 963,783 a year earlier.

Chrysler again led the Big Three with its 29.66-percent sales increase, based on sales on 115,729 vs. 89,253. Ford was up 11.49 percent, to 204,315 from 183,537. Honda climbed 49.88 percent, to 15,039 from 10,034 and VW was up 2.02 percent, to 7,233 from 7,090.

GM reported sales of 415,218 domestic passenger cars, a decline of 7.62 percent from 449,462 a year earlier, and AMC was off 32.14 percent, to 11,393 from 16,788.

GM plunged to 54.00 percent of the March domestic market from 59.44 percent 12 months earlier. Chrysler rose to 15.05 percent from 11.80 percent. Ford was up to 26.57 percent from 24.27 percent and Honda had 1.96 percent, up from 1.33 percent. VW stayed at 0.94 percent while AMC slipped back to 1.48 percent from 2.22 percent.

Mirroring their first-quarter sales accomplishments, all Chrysler and Ford makes were up in March as were Pontiac and Honda. VW joined the monthly winners, up 2.02 percent. Increase percentages included Plymouth, up 34.34; Chrysler, up 21.49; Dodge, up 32.73; Ford, up 14.75; Mercury, up 4.89; Lincoln, up 4.36; Pontiac, up 6.38, and Honda, up 49.88.

Lincoln-Mercury Division had its best March in six years and the month was the division's 25th consecutive one with a year-to-year increase.

March import sales included records for Jaguar, Saab and Volvo. Nissan outsold rival Toyota and its 38,985 sales were highest for any import even though they were actually down more than 9 percent from a year earlier.

With imports down to 20.75 percent of the market, the remaining shares in terms of size-class were as follows: U.S. intermediates, 26.67 percent; compacts, 21.17 percent; subcompacts, 14.41 percent; standards, 9.41 percent, and luxuries, 7.59 percent.

A year earlier, the month's market class comparison included: Imports, 21.54 percent; intermediates, 27.83 percent; compacts, 18.05 percent; subcompacts, 14.55 percent; standards, 10.67 percent, and luxuries, 7.36 percent.

The March, 1985, domestic market was comprised of 33.65 percent intermediate; 26.72 percent compact; 18.18 percent subcompact; 11.88 percent standard, and 9.57 percent luxury.

Third-period domestic sales were up 6.88 percent on a daily rate basis and down 3.81 percent in straight numbers. The March 21-31 tally dropped to 301,496 this year from 313,443 in 1984. With nine selling days this year compared with 10 a year earlier, the rates figured to 33,500 and 31,344, respectively.

For the period, GM was off 8.95 percent and earned 55.31 percent of the market. Ford dropped 2.92 percent and had 25.06 percent of the total. Chrysler was up 19.32 percent, with 14.33 percent of the market. AMC dropped 27.34 percent, earning 1.90 percent of the total. Honda, up 30.44 percent, held 2.17 percent of the whole, and VW, off 6.03 percent, had 1.23 percent of the market.

Where auto market was, March, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	139,761	14.41
COMPACT	205,451	21.17
INTERMEDIATE	258,749	26.67
STANDARD	91,335	9.41
LUXURY	73,631	7.59
IMPORTS	201,341	20.75
TOTAL	970,268	100.00

IMPORTED CAR SALES

	March, 1985	March, 1984	3 Mos., 1985	3 Mos., 1984
Alfa Romeo	376	341	1,013	709
Audi	5,722	6,634	15,808	17,296
BMW	7,467	5,890	19,044	15,395
Chevrolet Spectrum	3,984	----	10,073	----
Chevrolet Sprint	1,233	----	4,055	----
Dodge Colt	2,700	2,845	8,270	9,215
Dodge Conquest	207	375	633	1,210
Dodge Vista	712	417	2,023	1,552
Honda	30,228	36,592	95,776	103,842
Isuzu	1,980	1,014	6,242	3,669
Jaguar	1,984	1,786	4,252	3,871
Maserati Biturbo	143	----	369	----
Mazda	18,034	14,930	44,276	40,424
Mercedes-Benz	7,740	7,947	19,886	20,584
Mercury Merkur	409	----	801	----
Mitsubishi	3,195	3,304	8,857	9,887
Nissan	38,985	43,024	117,908	115,116
Peugeot	1,073	1,672	3,242	4,691
Plymouth Colt	2,467	2,314	7,975	8,024
Plymouth Conquest	211	313	607	1,063
Plymouth Vista	712	360	2,013	1,407
Porsche	2,226	2,319	5,976	6,271
Renault	912	1,123	2,431	3,255
Saab	3,294	3,279	8,839	8,415
Subaru	11,876	11,637	35,795	38,511
Toyota	32,906	39,274	119,019	119,145
Volkswagen	10,757	10,487	28,605	28,176
Volvo	9,808	9,742	28,524	27,238
TOTAL	201,341	207,619	602,132	588,966

U.S. CAR SALES BY MARKETING UNITS

	March, 1985	March, 1984	3 Mos., 1985	3 Mos., 1984
Chevrolet	148,152	160,147	404,925	396,151
Ford	138,315	120,541	347,987	322,410
Oldsmobile	95,223	106,337	262,491	291,578
Buick	76,721	85,575	219,159	226,376
Pontiac	75,153	70,648	184,091	177,873
Nissan	38,985	43,024	117,908	115,116
Mercury	51,650	48,853	132,325	129,868
Honda	45,267	46,626	137,523	132,938
Dodge	48,453	37,415	129,161	101,826
Plymouth	39,961	30,210	109,415	84,311
Toyota	32,906	39,274	119,019	119,145
Cadillac	25,186	26,755	68,076	76,073
Chrysler	34,324	28,252	85,916	75,403
AMC-Renault	12,305	17,911	33,910	52,756
Mazda	18,034	14,930	44,276	40,424
Volkswagen of America	23,712	26,530	63,647	72,706
Subaru	11,876	11,637	35,795	38,511
Lincoln	14,759	14,143	42,428	35,651
Volvo	9,808	9,742	28,524	27,239
Mercedes-Benz	7,740	9,747	19,886	20,584
BMW	7,467	5,890	19,044	15,395
Mitsubishi	3,195	3,304	8,857	9,887
Saab	3,294	3,279	8,839	8,415
Isuzu	1,980	1,014	6,242	3,669
Jaguar	1,984	1,786	4,252	3,871
Peugeot	1,073	1,672	3,242	4,691
Porsche	2,226	----	5,976	----
Alfa Romeo	376	341	1,013	709
Maserati Biturbo	143	----	369	----
TOTAL	970,268	963,783	2,644,296	2,583,575

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VW/Audi includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984.

DOMESTIC CAR SALES

	Mar. 21 to Mar. 31, 1985	Same Period, 1984	Mar., 1985	Same Month, 1984	Jan. 1 to Mar. 31, 1985	Same Period, 1984
Alliance	----	----	6,178	8,781	17,428	25,961
Encore	----	----	4,393	6,130	10,680	17,290
Total Renault	----	----	10,571	14,911	28,108	43,251
Eagle	----	----	822	1,877	3,371	5,620
Total AMC	----	----	822	1,877	3,371	5,620
AMERICAN MOTORS*	5,743	7,313	11,393	16,788	31,479	49,501
Horizon	3,385	3,157	10,432	7,758	30,133	20,936
Turismo	2,393	1,946	6,679	4,193	17,812	10,905
Reliant	5,420	5,071	13,898	14,001	36,408	38,960
Caravelle	1,250	----	3,430	----	9,449	----
Plymouth	780	435	2,132	1,271	5,198	3,016
Total Plymouth	13,208	10,609	36,571	27,223	99,000	73,817
Laser	2,427	2,287	7,459	4,688	16,077	13,269
LeBaron K	3,339	3,869	8,568	8,840	22,391	23,162
LeBaron GTS	1,920	----	4,455	----	10,702	----
Cordoba	----	----	----	----	----	124
Fifth Avenue	3,268	2,879	8,626	6,840	22,911	17,312
E-Class	1,975	3,303	5,214	7,884	13,835	21,536
Total Chrysler	13,226	12,338	34,324	28,252	85,916	75,403
Omni	3,074	2,490	8,746	6,278	29,399	17,328
Charger	2,732	2,125	7,080	4,928	18,942	12,819
Daytona	2,411	2,933	6,613	4,341	14,470	11,167
Aries	3,931	3,522	10,035	10,556	28,805	30,214
Lancer	1,270	----	3,212	----	8,110	----
Dodge 400-600	----	456	----	1,385	18,953	27,075
Diplomat	1,339	936	3,584	2,288	8,938	3,942
Mirada	----	----	----	----	----	250
Dodge 600	2,025	2,176	5,644	5,387	14,571	14,129
Total Dodge	16,782	13,272	44,834	33,778	118,235	89,849
CHRYSLER CORP.	43,216	36,219	115,729	89,253	303,151	239,069
EXP	987	1,115	2,837	2,493	8,678	6,043
Escort	9,190	13,822	26,484	32,558	85,024	86,089
Mustang	5,400	4,936	14,390	11,184	40,083	34,116
Tempo	16,370	10,035	46,546	23,818	92,281	66,051
Thunderbird	5,830	7,341	14,211	15,704	36,024	41,729
LTD	7,078	8,443	18,987	18,755	47,531	48,738
Crown Victoria	5,299	7,244	14,860	16,029	38,366	39,644
Total Ford Division	50,154	52,396	138,315	120,541	347,987	322,410
Lynx	2,176	2,569	5,525	6,447	17,414	16,932
Topaz	4,320	2,882	11,809	7,199	24,548	18,978
Cougar	4,224	4,422	10,510	10,368	28,417	28,868
Capri	543	590	1,499	1,808	4,140	5,591
Marquis	3,298	3,533	8,686	9,074	23,497	24,975
Grand Marquis	5,306	5,865	13,212	13,957	33,508	34,524
Total Mercury	19,867	19,861	51,241	48,853	131,524	129,868
Continental	1,182	801	3,098	2,052	9,428	5,607
Lincoln	3,733	3,696	9,891	8,930	27,330	19,078
Mark VII	612	1,067	1,770	3,161	5,670	10,966
Total Lincoln	5,527	5,564	14,759	14,143	42,428	35,651
Total L-M Division	25,394	25,425	66,000	62,996	173,952	165,519
FORD MOTOR	75,548	77,821	204,315	183,537	521,939	487,929
Skyhawk	5,026	4,579	9,021	10,946	22,600	25,373
Skylark	4,677	3,562	10,145	8,996	28,847	24,065
Somerset Regal	3,624	----	8,379	----	22,901	----
Century	7,327	10,635	17,193	21,339	51,331	51,990
Regal	3,562	7,247	8,443	18,155	26,120	51,201
LeSabre	5,059	6,120	12,407	15,279	37,650	41,031
Electra	2,950	2,342	6,701	5,807	16,405	18,760
Riviera	1,942	2,151	4,432	5,053	13,305	13,956
Total Buick	34,167	36,636	76,721	85,575	219,159	226,376
Cimarron	1,233	661	2,508	1,572	4,974	4,849
Seville	1,001	1,353	2,575	3,226	7,045	8,956
Cadillac	5,355	6,794	14,768	16,037	41,015	45,178
Eldorado	2,116	2,478	5,335	5,920	15,042	17,090
Total Cadillac	9,705	11,286	25,186	26,755	68,076	76,073
Chevette	3,889	9,670	10,744	20,624	34,618	50,352
Cavalier	20,959	14,225	41,501	33,387	103,393	84,849
Citation	2,509	6,550	7,077	15,216	19,578	26,447
Camaro	6,855	7,116	18,484	18,684	51,196	48,432
Celebrity	10,869	13,227	28,560	32,135	80,687	79,014
Monte Carlo	4,238	5,750	10,874	14,187	27,877	36,964
Chevrolet	8,325	9,909	21,775	23,169	63,880	62,540
Corvette	1,543	1,116	3,920	2,745	9,568	7,553
Total Chevrolet	59,187	67,563	142,935	160,147	390,797	396,151
Firenza	2,400	1,894	5,490	5,481	14,929	14,511
Omega	0	1,500	0	3,964	0	11,044
Calais	3,182	----	10,463	----	27,048	----
Cutlass Ciera	8,972	9,169	29,593	25,174	79,332	64,667
Cutlass Supreme	6,059	11,443	19,312	35,133	53,449	97,113
Olds 88	5,762	9,316	17,852	25,455	52,328	66,996
Olds 98	3,034	2,011	9,619	7,732	26,267	27,272
Toronado	985	1,231	2,894	3,398	9,138	9,975
Total Oldsmobile	30,405	36,564	95,223	106,337	262,491	291,578
Fiero	6,971	4,872	12,385	11,316	24,231	29,051
1000	691	1,104	1,934	2,568	5,760	6,909
Sunbird	5,318	5,218	10,958	11,927	26,960	28,205
Phoenix	0	566	0	1,308	896	3,474
Firebird	4,127	4,539	9,922	10,370	24,187	25,611
Grand Am	4,824	00	11,127	----	26,049	----
6000	5,101	5,699	12,761	13,010	33,371	32,800
Bonneville	2,021	3,100	5,112	6,994	13,277	19,061
Grand Prix	2,109	3,545	5,361	7,741	13,995	19,619
Parisienne	2,137	2,459	5,583	5,414	15,365	13,143
Total Pontiac	33,299	31,102	75,153	70,153	184,091	177,873
GENERAL MOTORS	166,763	183,151	415,218	449,462	1,124,614	1,168,051
VOLKSWAGEN	3,696	3,933	7,233	7,090	19,234	20,963
HONDA	6,530	5,005	15,039	10,034	41,747	29,096
DOMESTIC TOTAL	301,496	313,443	768,927	756,164	2,042,164	1,994,609
IMPORT TOTAL	----	----	201,341	207,619	602,132	588,966
INDUSTRY TOTAL	----	----	970,268	963,783	2,644,296	2,583,575

*—AMC does not provide 10-day nameplate sales.

GMAC to sell auto loans in securities mart

By Michelle Krebs
Financial Editor

General Motors Acceptance Corp. plans to float a package of auto loans as securities, representing its first move into the auto financing secondary market.

GMAC President Robert F. Murphy said GM's financing subsidiary is working with its underwriters to develop such a financing package.

Other financial institutions have been rumored to be contemplating similar moves. However, Marine Midland Bank and the investment banking firm, Salomon Brothers, Inc., were the first and only ones, so far, to pool car loans and sell them as securities.

In February, $23 million in Marine Midland auto loan contracts were placed with a private, institutional investor. A month later, $60 million worth were sold in the first public offering. Marine Midland plans further offerings, probably private ones, within the year.

"That's small for what we think we want to do," said GMAC's Murphy.

He said GMAC's package will differ from Marine Midland's in that the auto loans will remain on GMAC's books since the servicing of the loans is a profitable business.

Murphy sees great potential for the secondary market. For the auto and financial services industries, it ensures that money will be available for auto financing during economic downturns.

For the investor, it provides less of a risk than a mortgage security, since the terms is much shorter.

But March auto production trails last year's

1st-quarter output edges past '84

By Louise Kertesz
Detroit Reporter

U.S. auto makers scheduled production of 134,539 cars last week. The total reflected the closing of assembly plants for the holiday on Friday, April 5.

No Saturday overtime was scheduled for Saturday, April 6.

Last week's targeted output was 27.58 percent less than the previous week's 185,788, which was the highest production for any week so far this year.

The total for last week was 21.50 percent less than the year-ago week's 171,386.

Production for March—746,090 cars—was up 10.76 percent from February's 673,636 but was 4.81 percent below the 783,807 for March, 1984.

First-quarter output of 2,184,277 units was a bit higher (1.61 percent) than last year's 2,149,665 for the corresponding period and was the best production for any quarter since the second quarter of 1979, when 2,485,124 cars were assembled.

But so far this year, production of 2,321,191 cars has slipped 1.04 percent behind last year's total at this time of 2,345,694.

Companies accounted for last week's scheduled production as follows: General Motors, 59 percent; Ford Motor Co., 20.46 percent; Chrysler Corp. 16.43 percent; American Honda, 2.57 percent; Volkswagen of America, 1.19 percent; New United Motor Mfg., Inc., 0.18 percent, and Nissan Motor Mfg. Corp., U.S.A., 0.17 percent.

American Motors' Kenosha plant closed last week for two weeks for inventory adjustment.

Honda scheduled eight hours of daily overtime last week.

Daily overtime is scheduled this week (April 8) at Ford plants in Atlanta, Chicago, Lorain (O.), Dearborn, Wixom (Mich.) and Kansas City.

Two nine-hour daily shifts are scheduled this week at the following Chrysler plants: Belvidere (Ill.), Newark (Del.) and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to operate two 8½-hour daily shifts this week.

Chrysler Financial, banks refinance $4.8 billion debt

DETROIT.—Chrysler Financial Corp. wrapped up an agreement with more than 200 banks and lending institutions to refinance its $4.8 billion of private debt.

"This new refinancing arrangement removes the last remaining restrictions on Chrysler Financial Corp. that resulted from Chrysler Corp.'s financial difficulties during the late 1970s and early 1980s," said E.O. Grote, Chrysler Financial president.

Effective April 1, the refinancing package includes a $3.2-billion initial two-year revolving credit agreement that matures March 31, 1987, with 181 banks worldwide. It also involves a $1.2-billion receivable purchase agreement that matures March 31, 1988 with 39 banks.

The agent for both agreements is Manufacturers Hanover Trust Co. Swiss Bank Corp. is co-agent for the revolving credit agreement.

"These facilities will provide ample backup for the $3 billion worth of Chrysler Financial commercial paper currently outstanding," Grote said.

In addition, the refinancing deal involves the continuation of $90.5 million worth of subordinated debt with two insurance company lenders and $20 million of senior debt with four savings and loan companies. The maturities extend to 1988.

In Canada, Chrysler Credit Canada, Ltd., has arranged a new revolving credit agreement with 13 banks totaling $325 million (Canadian). The agreement matures March 31, 1987.

A new receivable purchase agreement totaling $225 million (Canadian) has been negotiated with six banks. The agreement runs through Jan. 15, 1987.

Royal Bank of Canada is agent for both Canadian agreements.

Chrysler Credit Canada also has arranged for $20 million (Canadian) worth of 12¾ percent debentures with 23 holders.

CANADIAN CAR PRODUCTION

	Week Ended April 6, 1985	Week Ended April 7, 1984	Week Ended March 30, 1985	March Total	Jan. 1 to April 7, 1984	Jan. 1 to April 6, 1985
AMERICAN MOTORS	0	604	0	731	7,628	2,752
FORD MOTOR	6,740	10,678	5,453	37,905	112,023	137,559
GENERAL MOTORS	9,015	13,582	11,304	40,792	186,910	120,424
VOLVO	180	225	225	939	3,060	2,964
Total Cars, Canada	15,935	25,089	16,982	80,367	309,621	263,699

TRUCK PRODUCTION IN U.S.☆

	Week Ended April 6, 1985	Week Ended April 7, 1984	Week Ended March 30, 1985	March Total	Jan. 1 to April 7, 1984	Jan. 1 to April 6, 1985
CHEVROLET	17,498	19,408	22,298	99,466	278,900	310,065
DODGE	3,600	4,217	4,656	18,373	57,634	54,780
FORD	20,536	23,680	26,089	105,646	326,163	320,037
GMC	5,656	6,533	6,799	29,515	88,697	91,075
INTERNATIONAL	1,328	1,608	1,650	6,875	19,968	21,609
JEEP	3,100	3,670	4,080	17,742	53,594	55,026
NISSAN	1,180	1,747	1,993	9,435	26,063	32,194
AM GENERAL	40	50	50	210	750	670
MISCELLANEOUS	1,376	1,000	1,720	7,224	14,800	25,556
Total Trucks, U.S.	54,314	61,913	69,335	294,486	866,569	911,012

CANADIAN TRUCK PRODUCTION

	Week Ended April 6, 1985	Week Ended April 7, 1984	Week Ended March 30, 1985	March Total	Jan. 1 to April 7, 1984	Jan. 1 to April 6, 1985
CHRYSLER	5,864	8,196	8,916	38,286	97,108	112,588
FORD	3,040	2,843	3,667	14,132	45,231	46,491
GENERAL MOTORS	4,544	6,293	5,922	24,667	88,113	79,126
INTERNATIONAL	192	149	254	1,025	1,948	3,088
Total Trucks, Canada	13,640	17,481	18,759	78,110	232,400	241,293
N. American Trucks	67,954	79,394	88,094	372,596	1,098,969	1,152,305

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destinad vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production for March best since May, 1979

Domestic truck makers scheduled production of 54,314 units during the holiday week, 21.66 percent less than the 69,335 built the previous week and 12.27 percent below the year-ago week's 61,913.

So far this year, 911,012 trucks have been assembled, 5.13 percent more than the 866,569 built last year at this time.

March output of 294,486 trucks was the highest output for any month since May, 1979, when 338,961 trucks were completed, and the best March production since 1979's 358,126 for the month.

First-quarter truck production of 865,296 units was 6.98 percent more than the 808,852 for the corresponding period last year and was the best output for any quarter since the second quarter of 1979, when 887,948 trucks were assembled.

General Motors' heavy-duty truck plant in Pontiac will be down this week (April 8) for one week to prepare for the processing of several orders that require special equipment, the company said.

The closing idles 700 employes.

No overtime was scheduled for Saturday (April 6).

All Ford Motor Co. truck plants are scheduled to work daily overtime this week.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to operate two nine-hour daily shifts this week.

Month's output in Canada dips 24 pct. below '84

Canadian makers scheduled production of 15,935 cars during last week's short work week, 6.17 percent less than the previous week's 16,982 and 36.49 percent below the year-ago week's 25,089.

So far this year, 263,699 cars have been built, 14.83 percent less than the 309,621 completed last year at this time.

March production of 80,367 cars was up a bit (1.31 percent) from February's 79,326 but was 24.21 percent less than the 106,044 units built in March, 1984.

First-quarter car production of 244,564 units was down 14.88 percent from first-quarter 1984's 287,309.

Last week's scheduled truck output of 13,640 units was 27.29 percent less than the previous week's 18,759 and 21.97 percent below the year-ago week's 17,481.

Year-to-date, 241,293 trucks have been built, 3.83 percent more than the 232,400 completed last year at this time.

Truck production in March reached 78,110 units, 9.75 percent more than the 71,170 built in February and about even with (down 1.68 percent) the 79,441 built in March, 1984.

Output of 227,826 trucks during the first quarter was 5.68 percent more than last year's 215,575 for the period and the best quarter ever, beating the record 223,692 reached in the second quarter of 1984.

Chrysler Corp.'s Windsor (Ont.) plant scheduled production of 1,764 Plymouth Voyagers, 1,900 Dodge Caravans and 408 Mini Ram Vans last week, bringing the T-115 total for the year to 77,553.

U.S. CAR PRODUCTION

	Week Ended April 6, 1985	Week Ended April 7, 1984	Week Ended March 30, 1985	March Total	Jan. 1 to April 7, 1984	Jan. 1 to April 6, 1985
AMERICAN MOTORS	0	4,722	3,719	11,377	55,596	25,488
Renault Total	0	4,722	3,719	11,377	55,596	25,488
Alliance	0	2,689	2,055	6,291	29,547	15,167
Encore	0	2,033*	1,664	5,086	26,051	10,321
CHRYSLER CORP.	22,100	26,259	31,530	128,863	363,637	358,179
Plymouth Total	6,200	7,587	9,148	37,190	107,167	103,722
Horizon	2,300	2,735	3,538	12,931	43,321	36,020
Reliant	2,900	4,252	3,999	17,210	56,765	46,757
Caravelle	800	165	1,288	5,104	2,428	15,946
Gran Fury	200	435	323	1,945	4,653	4,999
Chrysler Total	7,100	8,843	10,134	43,257	119,648	121,126
LeBaron	1,700	2,559	2,370	10,905	35,254	31,820
LeBaron GTS	1,800	0	2,447	9,184	0	22,475
Laser	800	1,484	1,118	4,436	22,420	13,690
New Yorker/E-Class	1,000	2,262	1,763	7,156	30,185	20,246
Fifth Avenue	1,800	2,538	2,436	11,576	31,789	32,895
Dodge Total	8,800	9,829	12,248	48,416	136,822	133,331
Omni	2,400	3,105	3,788	14,039	41,335	38,618
Aries	2,400	3,276	3,280	13,658	45,663	36,436
Daytona	700	1,036	879	3,630	17,769	12,185
Dodge 600	1,100	1,809	1,653	6,599	23,451	20,303
Lancer	1,500	0	1,788	7,052	0	17,079
Diplomat	700	603	860	3,438	8,604	8,710
FORD MOTOR	27,520	38,540	34,253	137,292	477,231	481,635
Ford Division	18,698	24,727	21,676	90,840	314,442	318,031
Escort	4,772	7,407	4,386	18,320	97,478	80,936
Mustang	3,162	3,277	4,502	17,311	34,228	49,581
LTD	4,772	4,230	4,895	18,541	66,573	64,553
Thunderbird	2,737	3,736	4,012	20,652	44,537	61,010
Crown Victoria	0	1,719	0	0	22,812	7,122
EXP	0	553	0	0	9,437	3,838
Tempo	3,255	3,805	3,881	16,016	39,377	50,991
L-M Division	8,822	13,813	12,577	46,452	162,789	163,604
Mercury Total	6,063	10,879	9,053	32,409	116,253	116,960
Lynx	534	1,490	533	4,084	19,753	19,392
Capri	140	398	201	1,019	4,761	5,465
Marquis	2,407	2,693	4,038	10,940	28,055	31,753
Cougar	2,159	3,064	3,029	10,964	26,262	38,504
Grand Marquis	0	1,872	0	0	25,933	4,733
Topaz	823	1,362	1,252	5,402	11,489	17,133
Lincoln Total	2,759	2,934	3,524	14,043	46,536	46,624
Continental	500	549	642	2,548	8,508	8,448
Lincoln	1,955	1,834	2,496	9,947	25,902	33,025
Mark VI/VII	304	551	386	1,548	12,126	5,151
GENERAL MOTORS	79,382	96,906	109,893	442,916	1,384,049	1,381,049
Buick Total	16,813	20,346	21,107	81,178	293,793	263,162
Skylark	1,912	1,921	2,277	9,350	27,371	31,942
Skyhawk	1,497	3,272	2,373	8,982	46,946	28,799
Somerset Regal	2,336	0	2,734	12,238	0	35,057
Century	3,759	4,763	4,115	16,980	63,872	58,764
Regal	2,366	4,884	2,886	8,510	63,842	29,681
LeSabre/Electra(rwd)	2,400	3,808	2,970	9,334	70,704	36,430
Riviera	942	925	1,422	5,781	16,379	17,683
Electra(fwd)	1,601	773	2,330	10,003	4,679	24,806
Cadillac Total	5,709	8,250	8,385	33,848	96,637	105,710
Cimarron	383	339	736	3,079	5,877	8,114
Seville	731	880	959	3,889	11,601	12,057
Eldorado	1,186	1,667	1,788	7,289	21,282	22,047
Cadillac (rwd)	856	4,239	1,096	4,341	52,651	14,991
DeVille (fwd)	2,553	1,125	3,806	15,250	5,226	48,501
Chevrolet Total	26,300	35,018	37,942	156,501	468,744	489,022
Chevette	2,411	5,608	3,603	14,795	62,986	43,941
Cavalier	7,536	8,844	11,337	44,506	116,667	134,615
Celebrity	4,487	6,780	6,565	27,324	84,221	80,712
Camaro	4,036	5,621	4,725	20,140	74,773	63,488
Citation	1,355	2,774	1,797	7,300	29,759	22,731
Malibu/El Camino	0	877	0	0	9,606	0
Monte Carlo	2,590	1,414	3,873	15,119	47,875	43,616
Chevrolet	3,085	2,659	5,040	23,099	32,974	88,188
Corvette	800	441	1,002	4,218	9,883	11,731
Oldsmobile Total	19,853	23,337	28,637	114,491	355,010	347,670
Omega	0	1,015	0	0	14,996	0
Firenza	1,179	1,635	1,754	7,685	21,794	20,849
Cutlass Supreme	3,638	7,414	6,096	19,681	108,871	57,399
Cutlass Ciera	5,395	5,997	8,612	36,614	76,194	107,332
88/96 (rwd)	2,337	5,024	4,124	16,551	115,398	63,660
Olds 98 (fwd)	3,753	1,289	3,505	13,686	4,974	40,969
Calais	2,964	0	3,491	15,980	0	44,471
Toronado	587	963	1,055	4,294	12,783	12,990
Pontiac Total	10,707	9,955	13,822	56,898	169,865	175,485
Acadian**	0	516	238	817	4,769	4,347
2000 Sunbird	2,162	2,861	3,127	11,700	41,860	37,932
1000	517	867	812	3,213	11,871	9,424
Firebird	2,190	2,402	2,539	10,994	31,591	34,253
Phoenix	0	279	0	0	4,772	0
6000	570	0	779	2,983	0	7,802
Grd Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	794	358	1,080	5,197	10,426	19,115
Fiero	2,094	2,672	2,400	9,804	34,843	30,152
Grand Am	2,380	0	2,847	12,190	0	32,460
HONDA	3,462	2,586	3,699	15,636	32,752	45,620
NISSAN	225	0	396	396	0	681
NUMMI (Nova)*	250	0	250	850	0	1,630
VOLKSWAGEN	1,600	2,373	2,048	8,760	32,697	26,909
Total Cars, U.S.	134,539	171,386	185,788	746,090	2,345,964	2,321,191
Total Cars, Canada	15,935	25,089	16,982	80,367	309,621	263,699
N. American Cars	150,474	196,475	202,770	826,457	2,655,585	2,584,890
N. American Trucks	67,954	79,394	88,094	372,596	1,098,969	1,152,305
North American Cars and Trucks	218,428	275,869	290,864	1,199,053	3,754,554	3,737,195

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

April 15, 1985

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From Ford for '85½

Aerodynamic theme for Escort, Lynx

The 1985½ Escort (above) and Lynx, to be introduced May 2, feature flush, aero-style headlamps and a new 1.9-liter, four-cylinder engine that provides a 23 percent boost in horsepower and a 14 percent increase in torque. Story on Page 6.

Domestic inventory is 53 days

New-car supply declines

By Arthur Flax
Automotive News Staff

Supplies of domestic cars on April 1 fell to 53 days, from 59 days a month earlier, as the stockpile of vehicles dropped in the face of strong sales.

New domestic cars in stock totaled 1,572,998 on April 1. A month earlier, there were 1,603,527 cars in inventory and at the start of April, 1984, there were 1,579,155 units in stock, representing a 56-days supply.

The ideal supply is generally considered to be 60 days, however there were a number of hot-selling lines that dipped well below that figure.

Factory incentives were apparently responsible for the tremendous drop in Pontiac Fiero's supply. Days' supply of that model fell from 78 on March 1 to 36 on April 1.

Sales of Chrysler's small cars continue to benefit from factory incentives and supplies of those cars remain low. Days' supply of Horizon, Turismo, Omni and Charger models ranged from 25 to 35 days on April 1. Last month's supply ranged from 28 to 34 days.

Supplies of a number of Ford Motor Co. models dropped and the company's days' supply fell from 74 on March 1 to 56 on April 1.

Models for which the days' supply fell appreciably from March to April included the Ford Crown Victoria, LTD, EXP and Tempo and the Mercury Grand Marquis, Capri and Topaz.

Notable was the days' supply of the Ford Tempo. It was 18 on April 1, down from 58 a month earlier and was the second lowest in the industry. Honda supplies were the lowest at three days for the U.S.-built Accord.

Supply of the Mercury Topaz also fell, from 55 days on March 1 to 24 days on April 1.

Other cars for which the days'

Please turn to Page 74, Col. 4

Profits for Big Three will be second-best

By Michelle Krebs
Financial Editor

First-quarter profits for the Big Three auto companies won't break the records set last year, but they'll come in second.

Combined profits for the Big Three are expected to be $2.5 billion, according to estimates from auto analysts, compared with last year's combined $3.2 billion.

For General Motors, auto analysts have lowered their original forecasts, which could have resulted in GM breaking the best-quarter-ever record set in the first quarter of last year.

GM profits are expected to be shy of $1.2 billion, or $3.75 per share, compared with $1.6 billion, or $5.11 per share a year ago.

Arvid Jouppi, an independent auto analyst in Detroit, lowered his estimate from $5.75 per share to $4.50 per share because of GM's underscheduling of cars and lower market share, to which GM responded by offering financing incentives on some models.

GM is suffering from high project expenses and costs of its reorganization, which has taken more time and more money than expected, said David Bloom, of First Boston Corp. The increased costs cannot be offset by higher car prices, he added.

Scott Merlis, of Shearson Lehman Brothers, said model changeovers have required more engineering than anticipated at GM.

Ford Motor Co. is expected to earn about $830 million, or $4.50 per share, down from $897.2 million, or $4.90 per share, in the first quarter last year, which was Ford's best first quarter.

Analysts said Ford's performance may depend on how well it has done in the European market, which remains flat, and the currency losses associated with the strong dollar.

Chrysler's profits will be off from last year because the auto maker will pay taxes this year.

Chrysler is expected to earn close to $530 million, or between $4.25 and $4.50 per share. Net income in the first quarter last year was $705.8 million, or $5.64 per share, the company's best-ever first quarter.

Analysts' estimates varied from $3.70 per share to $4.75 per share because of questions regarding what tax rate Chrysler will apply to first-quarter earnings. Chrysler officials have said they will use a 28 to 30 percent tax rate for the year.

The Big Three will announce first-quarter earnings the week of April 22.

Comfort, convenience, testing involved

Passive-restraint changes proposed

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A flood of proposed changes in the passive-restraint standard—only six months later than the due date proposed by the Department of Transportation in its own calendar—has been cleared by the White House Office of Management and Budget.

These supplement the standard announced by Transportation Secretary Elizabeth H. Dole last July. The July announcement called for a phase-in of air bags or automatic belts but allows them to be rescinded if states with two-thirds of the nation's people adopt mandatory belt-use laws meeting certain federal criteria.

The new proposals, of major interest to manufacturers but too technical for the average consumer, involve mostly test procedures, measurements, vehicle types and kinds of anthropomorphic dummies.

The seat-belt comfort and convenience standard, however, is of great interest to motorists who have experienced a lost buckle, a chafed neck, or a slack belt which can be tightened only by opening a door.

This is the standard which former NHTSA head Joan Claybrook completed Jan. 8, 1981, and made effective for 1983 models. But with seven petitions for reconsideration pending and the Reagan Administration eager to reduce regulation, its effective date was first postponed until the 1984 model year and again postponed until the 1986 model year.

NHTSA is now proposing comfort/convenience requirements with certain changes for automatic belts for the 1987 model year while postponing some changes for manual lap/shoulder belts until the 1990 model year.

This would make some requirements coincide with the rest of Standard 208 which starts the phase-in of passive restraints at 10 percent of 1987 models.

Since that same standard would automatically wipe out the passive-restraint mandate if states with two-thirds of the population adopt mandatory belt-use laws, the manual-belt requirements may coincide with rescission of any automatic belt or air-bag mandate. The delay is because manufacturers may be phasing out manual belts.

Meanwhile, since the Administration wants belts that are comfortable to wear and convenient to use, it urges companies to install voluntarily as many recommended features as possible.

Had the Reagan Administration refrained from any action, a standard very similar to the one now being proposed for Sept. 1, 1986, would have been in effect—encouraging belt use—for two years already instead of two years hence.

Because NHTSA is concerned about using child-restraint systems with lap belts, it proposes that lap belts (or the lap part of lap/shoulder belts) can be locked to secure the child seat. An emergency locking device is also proposed for a lap belt used in conjunction with an air bag but not for one used with a shoulder belt.

Other proposals for the comfort/convenience rule include:

Changes in the convenience hook release for automatic belts; allowing tension-relieving mechanisms for automatic belts like the "window-shade" (even though they may be misused) so long as the owner's manual gives warning about their proper use; retaining the requirement of not more than 0.7-pound pressure on the chest for automatic belts, and changing slightly the latchplate accessibility requirement.

More proposals are: Making minor changes in requiring full belt retraction upon unbuckling; providing flexibility but still requiring visibility of belt hardware except for movable seats; opting for visual warning but not audible warning for problems with motorized belts, and exempting "walk-in" vans from certain requirements while still requiring belts to be in the vehicle.

In another action, NHTSA den-

Please turn to Page 74, Col. 1

breaking news

Senate slates fuel-economy hearings

WASHINGTON.—Hearings on fuel-economy standards have been scheduled for May 14 by the Senate Energy Conservation Subcommittee, chaired by Senator Don Nickles, Oklahoma Republican.

Japanese supplier locates in Michigan

DETROIT.—Yazaki Corp., of Tokyo, a multinational manufacturer of electronic automotive supplies, will construct a $10 million factory and office facility in nearby Canton Township, Mich. Yazaki representatives and Michigan state officials broke ground at the site on April 11. The new factory will employ about 150 full-time workers, including 100 persons now employed at American Yazaki's leased facilities in Livonia, Mich.

EDS agency comes to Detroit

DETROIT.—Dallas-based Bozell & Jacobs ad agency, which will handle the personnel recruiting ad campaign for General Motors' EDS unit, plans to open a Bloomfield Hills (Mich.) office to service the account. The campaign, designed to enhance recruitment for the computer systems company, will use radio and newspaper advertising.

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Chrysler drops its lawsuit to halt GM-Toyota venture

By Richard Johnson
Detroit Reporter

Chrysler Corp. has dropped a lawsuit against General Motors and Toyota which sought to block the two companies' joint auto-producing venture in Fremont, Calif.

The move was widely viewed last week as a prelude to Chrysler's own auto manufacturing joint venture with Mitsubishi.

Provisions of the settlement include a reduction in the period of "active cooperation" between GM and Toyota to eight years, although the Fremont venture will continue in existence for the maximum 12-year-period.

GM insiders last week said the end of "active cooperation" means GM employes who are part of the venture, known as New United Motor Mfg., Inc. (NUMMI), will be pulled out.

The agreement also restricts GM to buying no more than 250,000 units annually from either NUMMI or Toyota for sale or distribution in the U.S. or Canada during the 12-year period. However, a GM source said the company had no plans to buy more than 250,000 cars annually.

Federal District Judge Thomas Hogan, of the District of Columbia, ruled last summer that Chrysler could sue GM and Toyota in an attempt to block the car-making venture. Chrysler had alleged the project would have a "devastating effect" on competition in the marketplace, noting that GM and Toyota are price leaders in their respective markets.

The case was scheduled to be tried before Judge Hogan beginning April 22. Both sets of attorneys refused comment beyond a statement released by the companies, but Washington observers attached significance to the cap on purchases from NUMMI and Toyota, and the reduction of "active cooperation" between GM and Toyota to eight years.

According to a joint statement released by the companies, GM and Toyota said they have discovered that the original 12-year period can be shortened to eight years and still provide the learning sought from the production of subcompacts in the U.S.

Industry observers in Detroit last week saw the announcement as confirmation of an Automotive News report (April 8) that Chrysler is about to announce a joint venture with Mitsubishi to manufacture cars in the U.S. Automotive News said the new venture would produce a subcompact to replace the Dodge Omni and Plymouth Horizon, which are scheduled to be phased out in two years.

Baron Bates, Chrysler vice president for public relations, denied that halting litigation is a prelude to a Chrysler joint-venture announcement.

"It has nothing to do with it," he said. "Our basic argument had to do with the size of the venture. Chrysler and Mitsubishi are smaller companies. If GM were to do something with Isuzi or Suzuki, we would have no objection. Bigness was the issue."

Bates said Chrysler dropped the suit because the company "had sought public debate on the issue and we had made our point."

Auto production at Fremont began last December. NUMMI is building a front-wheel-drive version of the Toyota Corolla to be marketed in the U.S. as the Chevrolet Nova.

First Acura groundbreaking

Tetsuo Chino, center, president of American Honda Motor Co., Inc., helped kick off the Acura Division's first dealer groundbreaking. The dealership, Frahm Acura, will be in Claremont, Calif. Also shown are principals of the firm: Louis Frahm, president, right, and Mitch Frahm, vice president. The Frahms currently operate a Honda dealership in Downey, Calif. The Acura firm is slated to open in April, 1986, to coincide with the introduction of the Acura in America.

Dealers' shop volume scores gain for month

By Jack Walsh
Service Editor

The nation's franchised car-and-truck dealers continue to report strong service and parts volume, with gains in the first two months in all segments of the business.

In February, according to the Automotive News Service Index, shop volume was 7.4 percent higher than the same month a year ago, while the two-month results were up 8.1 percent.

The leading indicator during the month was repair orders written. The February total—for both customer-paid and warranty work—was 11 percent higher than a year ago.

Total dollar sales of customer-paid and warranty labor rose 9.8 percent, while gross profit on all labor, parts and accessory sales in February advanced 6.7 percent over last year.

Dollar sales of shop parts during the month—those used in both customer-paid and warranty service—were 6.3 percent higher than a year ago. Sales of parts to outside customers were up 3.4 percent from 1984.

February sales of all parts and accessories advanced 4.6 percent over last year.

The leading indicator for the first two months was total labor sales, with a gain of 12.5 percent over volume in the like period a year ago.

Shop parts business through February was 9.4 percent higher than last year, while sales to outside sources advanced 3 percent.

The number of repair orders written in January and February showed an increase of 8.1 percent, and gross profit on total shop volume was 7.6 percent higher than a year ago. Two-month sales of all parts and accessories were up 5.7 percent from 1984.

Service Index figures are compiled from monthly reports from dealers in all areas of the nation.

SERVICE INDEX
107.4★

	Feb., '85 vs. Feb., '84	2 mos., '85 vs. 2 mos., '84
Gross Profit on All Labor and P&A Sales	+6.7%	+7.6%
Repair Orders Written	+11.0%	+8.1%
Total Labor Sales (Customer & Warranty)	+9.8%	+12.5%
Shop Parts Sales (Customer & Warranty)	+6.3%	+9.4%
Sales of All P&A	+4.6%	+5.7%

★—Survey by Automotive News shows that dealers' service and parts business in February, 1985, was 107.4 percent of business in February, 1984. Service business in the first two months of 1985 was 108.1 percent of business in the corresponding period in 1984.

If Olds builds a van, it will look like an Olds

DETROIT.—There may be a passenger van in Oldsmobile's future but its buyers will know it's an Olds and not a truck, the car maker's chief engineer said.

Speaking at a meeting of the Detroit Auto Writers Group, Theodore N. Louckes said he is working on van concepts with marketing people.

"We're trying to determine what the logical new types of vehicles are for Oldsmobile," he said. "The old, big station wagon has been around for a long time and obviously needs to be replaced in the future.

"Our first answer is a new, more modern better replacement. That's the obvious answer. But maybe there are some elegant, unique, dramatic designs in van hardware that would be of interest to us and I'm trying to look at that.

"We don't want to be in the van business," Louckes said. "That's the truck business which is not very attractive to up-level owners of Oldsmobiles. They don't want to look like they're driving around in a van or a truck. That's the reason they pay more to go around in an elegant station wagon."

"We'd like to give them something unique that's dressy and nice and, if there is a truck hiding under it, nobody knows it," he said.

GMAC ads advise women on credit rating

DETROIT.—General Motors Acceptance Corp. has launched a national ad campaign to encourage women to maintain good credit ratings.

The campaign centers on a full-color, 16-page booklet which advises women on the steps necessary to establish and maintain good credit ratings.

The booklet is entitled Women Can Get the Credit They Deserve. It will be available through GM dealers and will be featured in ads in national women's magazines. GMAC said insertion orders include Cosmopolitan, Ms., Working Woman, Redbook, Savvy and New Woman.

GMAC historically has espoused its opinion that a good credit rating is almost a moral obligation, and it has taken every opportunity to try to convince Americans to value their credit ratings.

So, the current campaign is not only a promotion to get potential female car buyers into dealerships and make them aware of GMAC retail financing, it is also an extension of GMAC's long-held position.

The new booklet explains what creditors, like itself, consider when approving a loan application, what the Equal Credit Opportunity Act means to women and covers other timely topics.

GMAC said it has distributed "more than 2.5 million" booklets to 10,000 U.S. GM dealers.

Dealers elect Dunn

GREENSBORO, N.C.—Robert C. Dunn, owner of Bob Dunn Ford here, has been elected chairman of the Carolina Ford Dealers Advertising Assn.

New Canadian VRA may seek investment

By Richard Johnson
Detroit Reporter

Although Japanese restraints in Canada have expired, Canadian Government officials plan to keep a close eye on imports while negotiating a new agreement.

Canada is seeking a lasting arrangement that reconciles import levels with the government's call for more Canadian investment by Japanese manufacturers.

"We are negotiating with the Japanese with a view toward reaching a more-comprehensive, longer-term agreement," said Denis Comeau, of the Department of International Trade in Canada's Ministry of External Affairs.

Comeau said it is too early to speculate on the new agreement, although he said the government wants something longer than 12 months and more comprehensive than an import quota.

"We don't know what is going to happen," he said. "But the ministers would like some type of investment coming to Canada. Certainly, the intent is to have more than we have now."

Canadian Prime Minister Brian Mulroney has indicated that quotas will be maintained until Japanese investment in Canada is expanded, although he has declined to say whether the cap will be increased.

Canadian federal officials complain that while Japanese companies have invested more than $5 billion in the U.S. automotive industry, there has been only $100 million to $125 million invested in Canada.

The voluntary limit, which expired March 31, restricted Japanese companies to 170,400 cars last year, or no more than 18 percent of the passenger-car market. A cap on Japan's share of the Canadian market was set in 1981 alongside the U.S. voluntary restraint agreement. Previously, Japanese companies had held as much as to 22 percent of Canadian auto sales.

The recently expired agreement allowed Japan's allocation to rise to a maximum of 170,400 (from a base of 166,000) if total new-car sales for the 1984 calendar year hit 943,000. Canadian sales last year reached 964,357.

Comeau said the two countries hope to settle the issue within the next several weeks, although he acknowledged that talks could drag on longer. Last year, a new one-year pact was not reached until June.

"Our ministers have expressed a hope that in the next couple of months we can arrive at some type of agreement," he said.

Meanwhile, he said Japanese importers will be monitored for increases in shipments. Japan's makers must not revert to "the traditional flow of imports," he said, or else "our ministers will take appropriate measures."

The president of the Canadian Assn. of Japanese Automobile Dealers recently predicted that Japanese volume would rise moderately, perhaps only to the range of 200,000-210,000 vehicles a year, if restraints are lifted.

Grote to retire; new team heads Chrysler Financial

TROY, Mich.—Chrysler Financial Corp. has shuffled its top management as a result of the retirement of E.O. Grote, president of Chrysler's financing subsidiary.

Grote will retire April 30. He has been with Chrysler Financial during all its 21-year history and has been in the finance industry for 38 years.

He has served as president and chief executive officer of Chrysler Financial since March, 1981. He was elected a Chrysler vice president in 1981.

Robert S. Miller, Chrysler Corp. executive vice president of finance and administration, has been elected chairman of Chrysler Financial in addition to his present duties.

Robert E. Baker, former finance vice president and general counsel of Chrysler Financial, has been elected vice chairman, and Jeremiah E. Farrell, former operations vice president of Chrysler Financial, has been named president.

Pensions and parity head the list

UAW-Canada sets Chrysler goals

By Marjorie Sorge
Labor Editor

TORONTO.—Pension increases and parity with Ford and General Motors of Canada will be the UAW-Canada's major bargaining goals in negotiations with Chrysler Canada this fall.

Robert White, UAW Canadian director, also said the union wants to negotiate a two-year pact which would expire simultaneously with Ford's and GM's on Sept. 15, 1987. The current Chrysler agreement ends Oct. 15.

The Canadian UAW's demands will not necessarily match those in the U.S.

Contract talks with Chrysler, which begin in August, will be the first set of negotiations the UAW-Canada will undertake as a separate union. It has officially split from the international UAW and will hold its Founding Convention in September. Those talks will be closely monitored by the rest of the auto industry.

"We will be on stage at Chrysler and all the lights will be shining on us," White said, "but I hope the corporation does not misread that and think we are not going to pursue our objectives. We have lived under a microscope before.

"There is absolutely no reason for a confrontation with Chrysler in 1985. They should be making overtures, saying we are not going to fight over these kinds of issues, but sometimes they have not shown very good judgment. We will have to wait and see."

The Canadian UAW will also discuss outsourcing and shorter work time and expects to agree to scaled wages at Chrysler similar to those negotiated at GM and Ford last year.

The GM scaled wages provide increases of 9 to 50 cents an hour in each of the last two years of the contract, while Ford goes from 9.5 to 45 cents an hour. The amounts depend upon job classification.

"We'd be hard pressed to say to Chrysler 'you have to come back to parity but you don't get scaled wages,'" White said. "You have to get back to parity with Ford and GM. The fact is, Ford and GM got a break on scaled wages. Chrysler has a fair way to go before they even start talking about that."

Reaching parity with Ford and GM will be the first priority and if Chrysler agrees to that, scaled wages would be the next step, he said.

The Big Three have not had parity agreements since 1979 when Chrysler was granted concessions because of its financial status.

The UAW-Canada plans to negotiate complete parity among Chrysler, Ford and GM so the workers will have basically the same wages and benefits when the contracts expire in 1987, if a two-year agreement is negotiated.

The Chrysler workers are currently making about $1 (Canadian) less an hour than those at Ford and GM. Chrysler workers make $12.72 an hour, while those at Ford and GM make $13.68.

Pensions will also be a major bargaining issue. Chrysler pensioners are currently getting $935 a month while those at Ford and GM get $1,025 (Canadian) a month for 30 and out. When the contracts expire, GM and Ford pensioners will be getting $1,250 a month. When the Chrysler contract expires in October, the Ford and GM workers will be getting $1,070.

Concessions in pensions were made in 1980, and further concessions were made in negotiations in 1981 and 1982.

"We must talk about how we make them (pensioners) whole for the immense sacrifices they made," White said. "Many of them won't live long enough for us to make them whole a little bit at a time. So we are looking at that."

That will not be done by simply bringing them up to today's level and forgetting about lost wages and benefits during the last few years, White said. That could mean the union will seek some retroactive payments as well as an immediate raise to parity.

While the union expects to discuss outsourcing and shorter worktime, those will not be major issues in the talks.

Chrysler Chairman Lee A. Iacocca has said he plans to move North American work offshore since the Voluntary Restraint Agreement on Japanese cars was not renewed in the U.S. Bargaining can only put a "band-aid" around the outsourcing situation, White said; the changes must come from the political sector.

"I blame them (the corporations) to this extent," he said. "They are quick off the mark with the record profits. They didn't make those profits offshore, they made them in North America.

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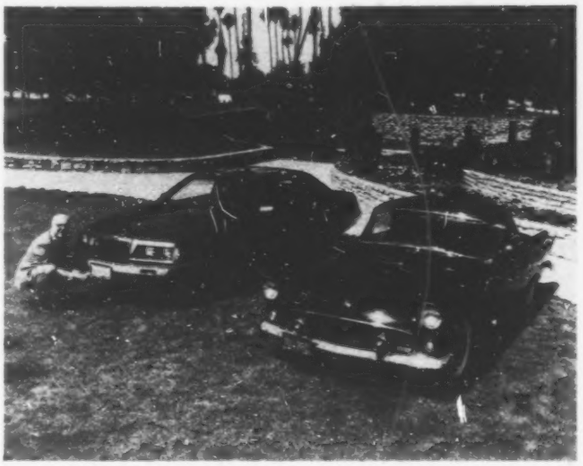

A pair of Thunderbird firsts

George Watts, owner of the first Ford Thunderbird ever built, above right, took delivery of the first 30th anniversary limited-edition T-bird at Earnest Ford, Orange, Calif. Watts also owns the one-millionth T-bird (a 1972 model). Only 5,000 30th Anniversary Thunderbirds will be produced.

January total is 788,765

Car registrations best since 1973

By Jenny L. King
Detroit Reporter

Registrations of new cars in the U.S. the first month of 1985 were best for January since the boom year of 1973 and were up 5.56 percent from the January, 1984, total.

Figures reported by R.L. Polk & Co. note January registrations of 788,765, highest since the 828,618 recorded back in 1973. In 1984, first-month registrations totaled 747,231, making the more recent figure an improvement of 5.56 percent.

January's total was off 4.13 percent from the December registrations sum of 822,721.

Imports accounted for 26.41 percent of the grand total, up from 26.09 percent in January, 1984. The totals were 208,340 this year and 194,947 in 1984.

Domestics numbered 580,425, up 5.10 percent from 552,284 a year earlier. Domestics were off 2.99 percent from the 598,315 reported for December, 1984.

Chrysler Corp. and Ford Motor Co. posted market-share gains, year to year, in January. General Motors and American Motors were down, and imports showed an increase of 0.32 percentage points.

Chrysler climbed to 10.89 percent of the total market from 9.07 percent a year ago, an increase of 1.82 percentage points. Ford was up 0.51 percentage points, to 19.85 percent from 19.34 percent.

GM slipped 1.75 percentage points, to 41.51 percent from 43.26 percent, and AMC was down 0.90 percentage points, to 1.34 percent from 2.24 percent.

Miscellaneous domestics, with just seven registrations this year and 27 in 1984, failed to take a substantial piece of the total.

Of the domestics only, GM registrations accounted for 56.41 percent this year, 58.53 percent in 1984. Ford was up to 26.97 percent from 26.17 percent. Chrysler

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NEW-CAR MARKET SHARES IN U.S.

	JANUARY				
	Regis., Jan., 1985	Percent Share of Market	Regis., Jan., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	114,500	14.52	108,544	14.53	−0.01
Ford	105,377	13.36	99,316	13.29	+0.07
Oldsmobile	74,259	9.42	80,513	10.77	−1.35
Buick	666,371	8.41	62,973	8.43	−0.02
Pontiac	49,773	6.31	47,395	6.34	−0.03
Mercury	38,213	4.85	36,860	4.93	−0.08
Dodge	32,797	4.16	25,416	3.40	+0.76
Plymouth	28,057	3.56	21,107	2.83	+0.73
Chrysler	25,034	3.17	21,221	2.84	+0.33
Cadillac	22,504	2.85	23,808	3.19	−0.34
Lincoln	12,974	1.64	8,382	1.12	+0.52
AMC	10,559	1.34	16,772	2.24	−0.90
GENERAL MOTORS	327,407	41.51	323,233	43.26	−1.75
FORD MOTOR CO.	156,564	19.85	144,558	19.34	+0.51
CHRYSLER CORP.	85,868	10.89	67,744	9.07	+1.82
AMC	10.559	1.34	16,772	2.24	−0.90
IMPORTS	208,340	26.41	194,947	26.09	+0.32
MISCELLANEOUS	7	0.00	27	0.00	0.00
Total	788,765		747,231		

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma from manufacturers' sales records.

'Day in Court' covers makers' finance units

WASHINGTON—Auto makers' finance subsidiaries are subject to the Dealer's Day in Court Act if they engage in prohibited activities while under the control of the manufacturing company, a U.S. District Court in Ohio has ruled.

The ruling in Bonnano vs. Chrysler Corp. found that Chrysler Credit was a party to Bonnano's franchise agreement with Chrysler Corp. since it engaged in financing the dealership.

Chrysler Credit is a wholly owned subsidiary of Chrysler Financial Corp. which, in turn, is a subsidiary of Chrysler Corp.

The court held that Chrysler Credit's refusal to lend Bonnano money to buy Chrysler Corp.'s preferred stock holding in Arena Dodge, Inc., and Bonnano's subsequent termination as president, general manager and director of Arena Dodge, gave Bonnano standing under the act since Chrysler Credit's actions were due to Chrysler Corp.'s control over the financing arm.

Judge Walter H. Rice rejected Chrysler Credit's claim that it was not a "manufacturer" under terms of the Dealer Day in Court statute.

Citing an earlier decision in Colonial Ford vs. Ford Motor Co., the judge reasoned that "if a wholly owned finance company was indeed subject to the control of its parent automobile manufacturer, the subsidiary's insulation from liability under the (Act) would permit the parent to do indirectly what it could not do directly."

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60th year—No. 5070

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Provided by MIC unit because dealer handles Olds

GM warranty on gray-market cars

By Dan McCosh
Detroit Reporter

One of the largest gray-market importers of Mercedes-Benz cars in the U.S. has arranged a four-year/50,000-mile mechanical-service warranty for the vehicles through a General Motors insurance subsidiary.

Weil Imports, Libertyville, Ill., has an agreement with CIM Insurance Corp., an affiliate of GM's Motors Insurance Corp., to provide the service warranty. According to Weil, the extended warranty means that the car can be serviced by any GM dealer during that warranty's tenure.

Weil, a large-volume Oldsmobile dealer, has become one of the largest gray-market importers as well. This year, he plans to bring in about 2,000 Mercedes models that are not sold through franchised Mercedes dealers.

"We're trying to dispel the notion being promoted largely by North American dealers that the cars we're importing are some sort of cheap reproduction or imitation," said Erwin Weil, dealership president. "They're not. The only difference is that we're federalizing them here instead of in Europe."

A spokesman for Mercedes-Benz of North America said the price differential between gray-market imports and those imported through MBNA is due mainly to the equipment level of the cars. Several Mercedes models are sold at lower equipment levels in Europe than a similar model in the U.S., the spokesman said.

Daimler-Benz extends a one-year warranty on cars purchased in Europe, but the MBNA spokesman cautioned that the one year is from the time of purchase by the gray-market dealer in Europe, not from the time of sale to the final customer in the U.S.

He also noted that modifications to the driveline—normally necessary to comply with U.S. emissions standards—can void the factory warranty.

GM ended up handling the warranty on the Weil Mercedes models because a GM dealer can get extended warranty coverage for non-GM cars he also handles, according to a GM spokesman.

This is common practice in the case of dual dealerships, but GM said it has no information about how often the policies are being used to insure gray-market products.

Glaval buys True North to join RV field

ELKHART, Ind.—Glaval, Inc., has acquired True North Corp., Nappanee, Ind., a manufacturer of travel trailers. It will be operated as a wholly owned subsidiary of Glaval.

Richard Strefling, Glaval president, said True North will enable his company to enter the recreational vehicle market and eventually produce a complete line of motorized and towable vehicles.

Strefling added that no personnel changes would be made as a result of the acquistion.

Key executives at True North include Peter Stone, general manager; Thomas Clarke, general sales manager, and Thomas Sandlin, production manager.

"They are the core of a very solid management team which provides True North with the ability to enjoy substantial and sustained growth" in future years, Strefling concluded.

Glaval is the parent corporation of Gladiator, Inc.; Universal Motor Coach; Mid Atlantic Universal Motor Coach; Auto Form Corp.; Le Van, and Dusterfield Corp.

It collectively represents one of the country's leading manufacturers of personalized vehicles.

Rockwood's new Class A motor home

The Bayport, available in four lengths ranging from 25 to 34 feet, is the newest entry by Rockwood, Inc., Millersburg, Ind., in the Class A motor-home market.

GM outlets big signers

Wheat motor homes draw auto dealers

By Joseph Bohn
Truck & RV Editor

Some 26 dealers, most of them car dealers, have signed or are preparing to sign on as franchisees of the revived General Motors-designed motor home being built by Wheat Motor Co., Rancho Cucamonga, Calif.

George Byers Sons, Inc., Columbus, O.; Newman Chevrolet, Cedarburg, Wis., and Barry-Cassata GMC, Inc., Glen Ellyn, Ill.—all GM dealers—were the first three to sign up for the Wheat motor homes which will be introduced in September.

Jake Green, vice president of marketing and sales for Wheat Motor, said he received an enthusiastic response from dealers in his first recruitment efforts.

The company had signed agreements with 11 dealers by early April, representing a quota of 642 units.

The quotas indicate what dealers feel they can sell, based on an analysis of their markets.

Of the 11, nine are auto dealers. Two are previous RV dealers.

The company also had oral agreements for contracts with another 16 dealers, representing a quota of 804 units. Fifteen of them are auto dealers and one is an RV dealer.

Wheat plans to have 40 dealers signed by the September launch.

Most of its dealers are GM

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Truck sales at peak for March, quarter

By Joseph Bohn
Truck Editor

Led by the light-duty segment, new-truck sales soared to an any-month high for March and an any-quarter high for the first quarter.

Franchised dealers and factory outlets retailed 1,188,484 trucks of all kinds during the first quarter, up 17.5 percent from the previous any-quarter high of 1,010,-911 set during January-March, 1984.

March retail sales of 430,070 were up 7.8 percent from last year's 398,866 and were 6.6 percent ahead of the the previous any-month high of 403,078 set in March, 1978.

The figures are based on preliminary sales reports from the MVMA plus sales reported by the Japanese import manufacturers.

The MVMA reported 364,248 trucks sold in March, up 8.6 percent from 335,478 in like 1984.

Class 1, 2 and 3 light-duty sales of 339,010 trucks in March were up from last year's 313,686, according to MVMA.

The Japanese contributed another 65,822 sales, bringing the light-duty segment total to 404,-832, up from 377,074 in like 1984. The Japanese contributed 63,388 to last year's monthly total.

Medium-duty Class 4, 5 and 6 sales totaled 4,988, up from 4,-737 last year.

Class 7 and 8 heavy-duties recorded sales of 20,250 in March, up from last year's 17,055.

MVMA reported first-quarter sales of 993,121, up 16.5 percent from 852,774 last year.

Its light-duty sales total was 926,429, up from 796,628 in the first quarter of 1984. The Japanese added another 195,363 to the first quarter, bringing the light-duty segment to 1,121,792, up from 954,765 last year. The Japanese added 158,137 to last year's quarterly total.

Medium-duty sales totaled 13,-592, up from 12,759 in the first quarter of last year.

Heavy-duty sales totaled 53,-100, up from 43,387 last year.

Among the Japanese firms, Toyota's record March sales of 27,644 were up 12.9 percent from the previous record of 24,478 last year. Toyota has had 14 straight months of sales increases.

Nissan, at 20,761, was down from 22,983 a year ago. Mazda, at 8,414, was off from 12,330.

Isuzu, at 6,032, was up from 2,-346. And Mitsubishi, at 2,971, was up from 1,251. Both are still gearing up and adding dealers, and their sales were records.

Among domestic manufactur-

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Moving 'em out

Winnebago Industries wholesaled 887 motor homes, with an approximate value of $24 million, to dealers during the last week of February. It was the highest single-week tally in 12 years. Here, workers add finishing touches at the firm's plant in Forest City, Ia.

Durakon set to expand in U.S., abroad

LAPEER, Mich.—Durakon Industries has made two agreements to increase sales and distribution of its products domestically and overseas.

It made an agreement with Coach-Lite Supply Co., subsidiary of Coachman, Inc., whereby Coach-Lite will serve as the master distributor of Durakon's All Star truckbed liner throughout most of the U.S.

Duraliner pickup truckbed liners and other Durakon products will also be distributed in the Middle East by Saad M. Al-Juraid, of Saudi Arabia.

The agreement is part of the company's international growth strategy.

Late in 1984, the company opened subsidiaries in Japan and Canada.

Durakon Japan, Inc., markets the company's products through Banzai, Ltd., an automotive parts

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recreation on wheels

RV shipments off as dealers peg orders to sales

By Joseph Bohn
Truck and RV Editor

RV manufacturers wholesaled slightly fewer units in January than a year ago as dealers began gearing orders more closely to sales.

Fred Emmert, vice president of sales and marketing for Winnebago Industries, Forest City, Ia., pointed out that after 12-16 months of building motor home inventories—ordering more units than they were retailing—dealers now are pegging orders directly to retail sales.

"They're neither increasing nor decreasing stocks," Emmert said, "but gearing orders directly to sales."

Previous inventory-building efforts made January, 1984, look stronger than this year, he added.

Still, there is some indication of softer retail deliveries in January, 1984, as well. Emmert didn't want to blame the weather, although it wasn't very good in some Southern and Southwestern areas of the country. Interest rates were favorable, he added, and money was available.

The industry's January decline appears temporary, though. Winnebago, which had a modest gain in January (940 units vs. 899 a year earlier), saw a very sharp increase in February, Emmert said.

And Dr. Richard Curtin, of the Survey Research Center, University of Michigan, found the Index of Consumer Confidence climbing in January to 96.0 from 92.9 percent in December.

"Widespread reports of price discounts and declines in interest rates have reinvigorated consumer buying attitudes," he said.

"The recent improvement was due to more favorable perceptions of market prices, and financial prospects for the year ahead remain favorable," he added.

Overall, manufacturers reported wholesaling 28,900 units in January, off 0.3 percent from 29,-000 a year earlier, according to the Recreational Vehicle Industry Assn. RVIA added that January's total was up 12 percent from the December figure.

It found that retail sales, as measured by its Index of Retail Activity, gave off mixed signals for different segments in January.

Sales of travel trailers were somewhat lower both on the wholesale and retail side, while reports on Type A motor homes showed substantial increases.

The total of "towable RVs," encompassing travel trailers, folding camper trailers and truck campers, was 9,600, off 15.8 percent from 11,400 a year earlier.

Manufacturers shipped 6,600 travel trailers of all types, RVIA reported, off 23.3 percent from 8,-600 in January, 1984.

Again, folding camping trailers were up 4.0 percent to 2,600 from 2,500 a year earlier, while truck campers increased 33.3 percent to 400 from 300 a year earlier.

The motor home segment was off 10.6 percent. Deliveries of 5,-900 were off from 6,600 a year earlier.

In that segment, conventional Type A motor homes totaled 3,-200, according to RVIA, off 5.9 percent from 3,400 a year earlier.

Van campers (Type B) totaled 500, a 25 percent increase from 400 shipped a month earlier.

And chopped vans of all types dropped 21.4 percent to 2,200 from 2,800 a year earlier.

Van conversions, meanwhile, jumped to 13,400 percent, a 21.8 percent gain over 11,000 a year earlier.

In a new breakout for Type C motor homes, RVIA found that more than half of the reported de-

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Champion names JWT for dealers

DRYDEN, Mich.—Champion Home Builders Co. named J. Walter Thompson, Detroit, as the ad agency to handle the dealer co-op ad program of its RV Division.

Clare G. Wentworth, Champion vice president, recreational and commercial vehicles, said company management has given "high priority" to the RV Division and budgeted for what he claimed was the "strongest dealer co-op ad program in the industry."

Turtle Top's new camper van

Turtle Top, Inc., Goshen, Ind., calls its new Classic II Camper Van an all-purpose vehicle that provides easy driving and maneuverability. The unit utilizes a Ford Supervan and features a complete self-containment package. It also is available without this package.

Automotive World News

PRODUCTION OVERSEAS

FRANCE
Cars

	1 mo., 1985	1 mo., 1984
Peugeot SA	109,439	105,745
Citroen	39,526	42,664
Peugeot	65,180	56,334
Talbot	4,733	6,747
Renault	130,439	140,177
Total	239,878	245,922

Vans, Trucks, Buses

CBM	3	5
Iveco-Unic	9	566
Peugeot SA	12,994	8,653
Citroen	6,528	2,151
Peugeot	5,573	6,502
Talbot	893	773
Renault	19,411	22,074
Sovam	5	8
Total	32,422	31,306
Total vehicles	272,300	277,228

BRAZIL
Cars

	1 mo., 1985	1 mo., 1984
Farus	0	3
Fiat Auto	8,949	8,777
Ford	15,836	12,376
General Motors	18,300	10,669
Gurgel	5	5
Puma	0	11
Sta Matilde	7	8
Toyota	0	11
Volkswagen	19,881	18,507
Total	62,978	50,367

Vans, Trucks, Buses

Agrale	46	50
Fiat Auto	2,702	3,261
Fiat Cam.	52	51
Ford	4,242	3,160
Genral Motors	756	1,617
Gurgel	81	77
Mercedes-Benz	3,013	2,482
Scania	301	175
Toyota	264	214
Volkswagen	3,817	861
Volvo	180	110
Total	15,454	12,058
Total vehicles	78,432	62,425

SPAIN
Cars

	12 mos., 1984	12 mos., 1983
Ford	262,099	221,340
General Motors	259,971	246,340
Peugeot SA	184,713	166,270
Citroen	98,506	112,221
Talbot	86,207	54,049
Renault	214,786	283,172
Seat	255,324	223,887
Total	1,176,893	1,141,581

Vans, Trucks, Buses

Enasa	11,183	13,931
Ford	7,090	5,884
Land Rover	13,023	26,152
Mercedes-Benz	8,203	9,172
Motor Iberica	19,247	20,297
Peugeot SA	22,096	20,686
Citroen	22,096	20,435
Talbot	0	251
Renault	27,296	33,046
Seat	23,531	26,152
Setra	208	168
Total	131,876	147,140
Total vehicles	1,308,769	1,288,721

JAPAN
Cars

	12 mos., 1984	12 mos., 1983
Daihatsu	162,405	185,159
Fuji	242,680	230,462
Honda	843,807	857,686
Isuzu	88,536	116,184
Mazda	764,309	861,580
Mitsubishi	547,838	523,754
Nissan	1,846,407	1,858,782
Suzuki	164,058	137,528
Toyota	2,413,133	2,380,753
Total	7,073,173	7,151,888

Vans, Trucks, Buses

Daihatsu	403,671	345,137
Fuji	306,735	310,218
Hino	60,844	52,129
Honda	145,229	174,754
Isuzu	343,721	274,517
Mazda	369,012	309,770
Mitsubishi	547,318	450,951
Nissan	635,279	623,749
Nissan Diesel	37,435	32,472
Suzuki	525,813	493,782
Toyota	1,016,116	891,582
Others	574	701
Total	4,391,747	3,959,771
Total vehicles	11,464,920	11,111,659

UNITED KINGDOM
Cars

	12 mos., 1984	12 mos., 1983
BL	383,324	445,364
Austin Rover	371,427	433,183
Range Rover	11,897	12,181
Carbodies	1,621	2,171
Ford	273,767	318,674
Jaguar	33,342	27,977
Lotus	837	642
Panther	447	n/a
Reliant	135	105
Rossl-Royce	2,201	1,568
Talbot	95,122	120,503
TVR	397	291
Vauxhall	117,114	126,524
Others	599	778
Total	908,906	1,044,597

Vans, trucks, buses

Bedford	47,007	51,478
BL	72,518	86,202
Austin Rover	18,039	25,147
Freight Rover	16,843	18,152
Land Rover	25,604	30,093
Leyland Veh.	12,032	12,810
ERF	1,876	1,536
Foden	709	630
Ford	94,211	96,843
Hestair Dennis	978	788
Metro-Cammell-Weymann	494	402
Reliant	178	214
Renault Truck Ind.	4,770	4,707
Seddon Atkinson	1,845	1,264
Others	239	450
Total	224,825	244,514
Total Vehicles	1,133,731	1,289,111

REGISTRATIONS OVERSEAS

UNITED KINGDOM
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	603	799/
BL	59,546	54,960
BMW	6,596	5,368
Daihatsu	827	905
Fiat Auto	9,283	9,989
Ford	82,237	88,367
FSO	915	666
GM-Vauxhall	64,271	67,281
Honda	2,079	2,001
Hyundai	793	404
Jaguar	1,594	1,447
Lada	1,936	2,209
Lotus	119	101
Mazda	2,090	2,771
Mercedes-Benz	3,722	3,315
Mitsubishi	2,238	2,088
Nissan	7,028	12,693
Panther	17	38
Peugeot SA	15,694	18,700
Citroen	4,392	5,067
Peugeot/Talbot	11,302	13,633
Reliant	29	29
Renault	13,155	11,863
Rolls-Royce	131	150
Saab	1,456	1,574
Skoda	1,279	1,879
Subaru	401	395
Suzuki	735	597
Toyota	3,489	4,070
VW-Audi Group	19,982	17,126
Audi	3,873	3,911
Volkswagen	16,109	13,215
Volvo	10,848	11,943
Zastava	1,098	856
Others	990	1,088
Total	315,181	325,672

SWEDEN
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	64	136
BMW	515	561
Daihatsu	88	138
Fiat Auto	969	867
Ford	5,095	3,207
GM-Opel	4,767	3,103
Honda	513	525
Lada	125	157
Mazda	1,446	1,185
Mercedes-Benz	1,384	696
Mitsubishi	270	128
Nissan	1,197	641
Peugeot SA	1,010	1,165
Citroen	402	542
Peugeot/Talbot	608	623
Porsche	24	30
Renault	272	260
Saab	5,085	5,512
Skoda	46	58
Subaru	220	149
Suzuki	68	0
Toyota	1,723	1,189
VW-Audi Group	4,301	4,207
Audi	1,868	1,250
Volkswagen	2,433	2,957
Volvo	11,757	11,516
Total	41,037	35,537

FRANCE
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	20,416	27,888
Austin Rover	30,220	20,447
BMW	30,220	33,127
Fiat Auto	97,228	102,971
Ford	138,235	143,521
FSO	1,144	2,024
GM-Opel	76,845	77,313
Honda	7,667	8,227
Innocenti	1,274	2,190
Jaguar	173	204
Lada	23,051	24,134
Mazda	14,597	13,632
Mercedes-Benz	19,008	18,843
Mitsubishi	3,505	3,863
Nissan	14,694	16,001
Peugeot SA	582,365	649,975
Citroen	224,056	259,028
Peugeot	317,414	301,162
Talbot	40,895	89,785
Porsche	1,370	1,612
Renault	544,968	708,713
Saab	1,234	806
Seat	17,068	2,366
Skoda	3,790	5,272
Toyota	12,720	12,851
VW-Audi Group	97,517	115,476
Audi	24,231	24,617
Volkswagen	73,286	90,859
Volvo	15,778	13,956
Zastava	1,501	1,793
Others	85	412
Total	1,757,673	2,017,617

SWITZERLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	8,083	7,254
AMC	147	275
Austin Rover	2,290	1,910
Bertone	250	218
BMW	12,189	11,006
Daihatsu	1,107	1,242
Ferrri	181	204
Fiat Auto	21,634	23,364
Ford	22,993	24,268
GM-Opel	37,588	35,738
Honda	8,363	6,951
Inocenti	78	83
Isuzu	562	624
Jaguar	430	353
Lada	31	229
Maserati	295	68
Mazda	8,530	11,989
Mercedes-Benz	5,913	5,295
Mitsubishi	8,348	9,104
Nissan	10,344	14,369
Peugeot SA	22,977	23,908
Citroen	9,668	10,310
Peugeot/Talbot	13,309	13,598
Pininfarina	275	232
Porsche	1,416	1,420
Puch	116	139
Renault	14,782	14,730
Rolls-Royce	102	98
Saab	1,300	1,301
Skoda	181	250
Subaru	7,843	7,570
Suzuki	3,465	4,059
Toyota	16,989	18,577
VW-Audi Group	42,340	40,443
Audi	11,065	12,098
Volkswagen	31,275	28,345
Volvo	6,225	6,508
Others	128	107
Total	267,488	273,886

FINLAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	145	32
Austin Rover	68	288
BMW	2,508	2,389
Daihatsu	829	764
Fiat Auto	6,542	6,127
Ford	11,203	9,835
GM-Opel	10,729	9,578
Honda	3,899	4,055
Isuzu	116	6
Lada	11,486	9,807
Mazda	8,575	7,859
Mercedes-Benz	2,640	2,871
Mitsubishi	4,863	4,384
Nissan	14,860	15,642
Peugeot SA	8,576	8,103
Citroen	1,389	952
Peugeot/Talbot	7,187	7,151
Renault	906	819
Saab	6,509	5,415
Skoda	2,731	2,863
Subaru	186	184
Suzuki	1,771	2,328
Toyota	12,947	12,742
VW-Audi Group	7,897	5,622
Audi	1,550	1,326
Volkswagen	6,347	4,296
Volvo	6,046	5,705
Wartburg	493	666
Others	46	53
Total	126,995	119,440

IRELAND
Cars

	12 mos., 1984	12 mos., 1983
Alfa Romeo	327	288
Austin Rover	3,034	3,110
BMW	413	385
Daihatsu	7	6
Fiat Auto	4,444	5,271
Ford	12,143	12,696
GM-Opel	8,115	7,448
Honda	9	2
Jaguar	11	n/a
Mazda	1,178	1,610
Mercedes-Benz	304	292
Nissan	5,143	6,552
Peugeot SA	2,573	2,577
Porsche	7	11
Renault	4,804	5,235
Saab	210	164
Skoda	1	2
Suzuki	6	0
Toyota	9,078	9,625
VW-Audi Group	2,953	2,631
Volvo	941	871
Others	440	356
Total	56,141	59,132

JAPAN
Cars

	12 mos., 1984	12 mos., 1983
Daihatsu	107,279	112,214
Fuji	88,190	79,680
Honda	246,136	245,117
Isuzu	41,276	57,807
Mazda	215,205	244,535
Mitsubishi	198,448	189,356
Nissan	804,872	833,103
Suzuki	77,324	90,969
Toyota	1,274,842	1,247,546
Imports (all)	41,982	35,284
Total	3,095,554	3,135,611

Vans,trucks Buses

Daihatsu	308,673	271,720
Fuji	216,828	210,372
Hino	39,079	35,507
Honda	146,387	159,875
Isuzu	121,219	114,684
Mazda	155,855	151,165
Mitsubishi	333,306	293,819
Nissan	270,048	267,515
Nissan Diesel	21,259	19,103
Suzuki	379,322	371,942
Toyota	349,050	351,003
Imports (all)	177	0
Total	2,341,203	2,246,705
Total Vehicles	5,436,757	5,382,705

Marketing & Media

Continued from Page 57

handle all of its corporate car rental advertising in the U.S.

The account was previously handled by McCaffrey & McCall, a Saatchi & Saatchi unit. McCaffrey & McCall retains Avis' international business.

Other promos

General Tire, with its biggest new-product ad budget ever, plans a late-spring, early-summer national sweepstakes to support introduction of the high performance XP2000 series tires.

Grand prize is a trip to Europe for two plus a Pontiac Fiero GT. Second prize is a Fiero GT. One hundred runnersup will receive a choice of a set of XP2000 tires or $200 in auto care service at a participating General Tire dealer.

The sweepstakes runs from April 29 through June 29.

Alpine Electronics of America, Inc., will give away a loaded Lamborghini Countach as a grand prize in a summer contest. Winner will be selected from licensed drivers who purchase any Alpine product from an authorized dealer between May 15 and Aug. 31.

Entrants must describe what the two-year-old Alpine ad slogan "Alpine Touch" means to them. A Countach lists at $99,500.

Personnel

Brian Bowler is joining Doyle Dane Bernbach July 1 as executive vice president in the Detroit office.

Bowler, sales and marketing director for Volkswagen and Audi in Britain since 1978, will be responsible for their U.S. advertising and is expected to become DDB president within two years.

MVMA has appointed **Anne Marie Sylvester** a public relations associate. Sylvester joins MVMA from the University of Detroit where she was a journalism instructor.

Joseph Caponigro has been promoted to Dodge truck media director for BBDO, Inc.

Mark Rowlands replaces Caponigro as truck account media supervisor.

Althea Underwood succeeds Rowlands as media supervisor for BBDO's California and Direct Connection accounts.

Cheryl Harps moves from assistant to supervisor in BBDO's broadcast group.

Truck sales for March, quarter, set new marks

Continued from Page 16

ers, Ford's light-duty sales of 117,729 in March were up from 108,040 last year.

Chevrolet's 111,170 light-duty sales in March were up from 103,314 in like 1984.

Chrysler's sales of 61,899 set an any-month record, topping the previous record 59,384 set in June, 1978. Sales were also up 13.5 percent from last year's 54,533. Chrysler sells only light-duty vehicles.

GMC's light-duty sales of 25,985 were up from 24,103 last year.

And American Motors' Jeep sales of 12,375 were up from 12,143 in 1984. Jeep's sales are all light-duties.

Toyota's quarterly sales were 75,985, up from 58,583 last year; Nissan's were 73,112, up from 59,185; Mazda's were 24,264, down from 30,769; Isuzu's were 15,819, up from 5,900, and Mitsubishi's were 6,163, up from 3,700 last year.

Among domestic manufacturers, Ford's first-quarter light-duty sales of 312,113 were up from 269,118 last year.

Chevrolet's first quarter light-duty sales were 307,412, up from 267,218 last year.

Chrysler set a first-quarter record with 160,914, topping the previous first-quarter high of 143,220 set in January-March, 1977. Sales were also 25.7 percent ahead of 127,993 last year.

GMC retailed 71,368 light-duties, up from 68,955 last year.

And Jeep retailed 38,129, up from 34,548 in the first quarter 1984.

Among domestic manufacturers, Chevy retailed a total of 112,678 trucks in March, up from 104,687 last year.

Its quarterly total of 311,837 was up 15.2 percent from last year's 270,684.

Ford retailed a total of 122,538 trucks in March, up from 112,679 last year. Its quarterly sales of 326,165 were up 16.4 percent from last year's 280,321.

Neither Ford nor Chevrolet set any sales records for the periods.

GMC's monthly sales totaled of 30,004, up from 27,515 in 1984.

Its quarterly sales of 82,849 set a new record for the period, topping the previous first-quarter, 1979, high of 81,911 and exceeding last year's 78,835 by 5.1 percent.

Big Three March, calendar year sales

	March		calendar year	
	1985	1984	1985	1984
Ford				
Vans	18,528	17,797	48,018	43,836
Club Wagon	2,527	2,877	8,373	8,351
Ranger	35,716	22,548	85,424	51,125
Courier	.....	.....	.....	5,657
Bronco	3,904	4,457	11,837	11,482
Bronco II	7,103	7,995	23,499	21,147
Pickups	49,951	52,366	134,962	133,177
Mediums	3,754	3,454	10,682	8,667
Heavies	1,055	1,185	3,370	2,536
Chevrolet				
Vans	14,866	16,486	39,245	42,181
Sportsvan	2,074	2,373	5,845	5,867
Astro	5,559	.....	11,718	.....
S-10	25,763	18,375	68,265	45,697
S-10 Blazer	13,363	11,514	39,548	31,059
El Camino	1,785	2,342	4,952	6,063
Blazer	3,676	4,682	11,121	13,000
Suburban	5,297	4,851	13,932	12,000
Pickups	38,787	42,691	112,786	111,351
Mediums	1,508	1,373	4,425	3,466
Chrysler				
Vans	6,447	7,603	16,499	18,809
Ram Wagon	4,258	4,545	10,148	11,014
Voyager	10,064	8,778	25,731	19,641
Caravan	10,346	9,444	26,850	20,587
Mini Ram Van	2,505	1,609	6,647	1,781
Ram 50	6,730	3,406	19,768	10,048
Other Plymouth Trucks	.....	.....	.....	378
Ramcharger	3,665	3,227	10,350	7,560
Rampage	.....	951	.....	2,399
Pickups	17,884	14,970	44,921	35,776
GMC				
Vans	3,820	4,511	9,917	13,253
Safari	1,077	.....	2,320	.....
S-15	6,210	3,595	15,027	10,162
S-15 Jimmy	2,992	2,586	8,828	7,726
Jimmy	713	802	2,099	2,428
Caballero	212	262	579	665
Suburbans	1,635	1,457	4,369	3,915
Pickups	9,326	10,890	28,229	30,806
P Models	381	306	2,477	1,205
Mediums	2,159	2,262	6,154	5,805
Heavies	1,479	844	2,850	2,870

Bumpers on 4 GM lines cited in insurance losses

WASHINGTON.—Sharply increased insurance losses have been reported for four 1984 General Motors models—Pontiac Phoenix, Buick Regal, Buick LeSabre and Buick Electra, all of which had weaker bumpers than in 1983.

Claim frequencies rose 16 to 24 percent compared with their 1983 counterparts, which were equipped with stronger bumpers, according to the Highway Loss Data Institute (HLDI), an independent group affiliated with the Insurance Institute for Highway Safety (IIHS).

Meanwhile, the claim frequencies remained the same for the 1983 models of those lines.

Following NHTSA's decision to drop back from its 5-MPH bumper standard (no damage to the body and only minimal damage to the bumper face bar), some companies retained strong bumpers, some kept protection for the car body and others reverted to 2.5-MPH protection.

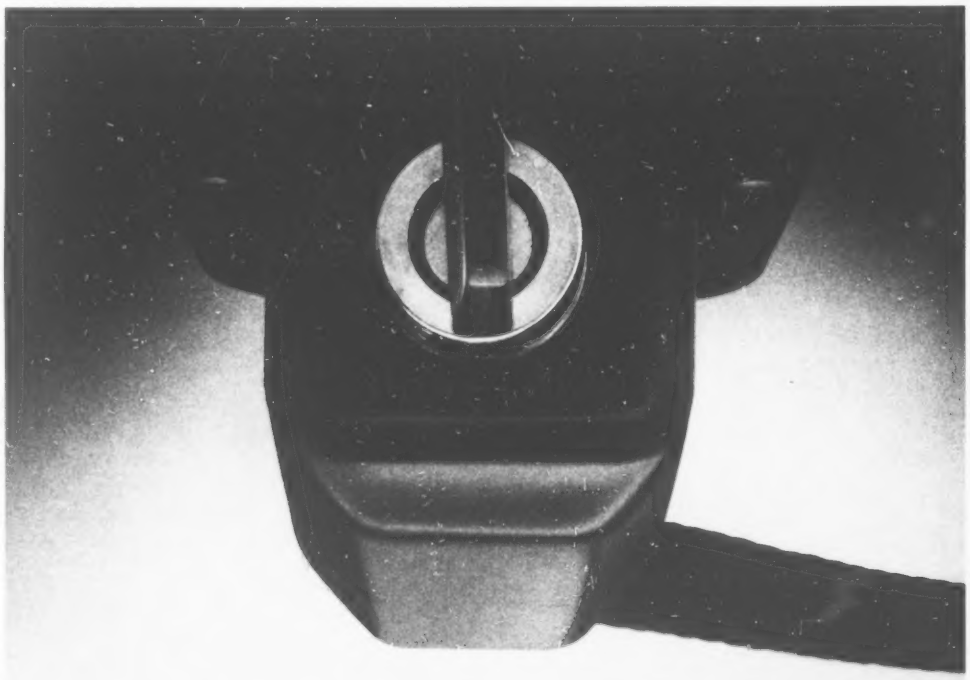
GM made no major changes in its 1983 bumpers but did weaken 1984 models. Since then, GM has dropped the Phoenix X-car and has upgraded bumpers on the 1985 Buick LeSabre, Electra and Regal. The return, however, is to what is called Phase I bumpers—allowing damage to the bumper itself but not to the car body.

Besides the greater number of claims, HLDI reported that average loss payment per insured vehicle year also rose substantially for cars with weakened bumpers compared with the previous year's car family.

Brinson named director of View Engineering

KOKOMO, Ind.—Frederick D. Brinson, manufacturing director for Delco Electronics Division of General Motors, has has been selected to represent GM on the board of directors of View Engineering, Simi Valley, Calif.

View Engineering is one of five machine intelligence companies with which GM has formed business relationships, including a minority equity investment.



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factories list auction dates

American Motors

April 16—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C., and D-A Auto Auction, New Stanton, Pa.

April 17—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

April 18—Todd Auto Auction, Telford, Pa.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 24—Mid States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn; Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

April 25—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

April 16—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; NewCar-Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

April 17—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Indianapolis Auto Auction, Indianapolis; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

April 18—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 19—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 23—Hatfield Auto Auction, Hatfield, Pa., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

April 25—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

April 17—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

April 18—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo.; Skyline Auto Exchange, Fairfield, N.J., and Denver Auto Auction, Englewood, Colo.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 16—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 17—Metro Auto Auction, Kansas City, Mo., and Clanton's Auto Auction, Darlington, S.C.

April 18—Indianapolis Auto Auction, Indianapolis.

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

auction directory

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1. 48 State ICC Auto Transp. Co.
2. Floating truck fleet covering 48 states
3. Fast, Competitive, Dependable Service

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Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$13,100	$12,924	$14,691
1984	$8,441	$9,046	$8,850
1983	$5,372	$6,028	$6,171
1982	$5,049	$5,332	$5,185
1981	$4,017	$4,544	$4,049
1980	$3,629	$3,474	$3,301
1979	$2,677	$2,809	$2,742
1978	$1,819	$1,578	$1,907
Overall Average	$4,843	$4,928	$4,782

Celebrating 50 in South Dakota

Ford Division Twin Cities District Manager Robert Garrett, left, congratulates Stan, center, and Bud Cornelius during the 50th anniversary celebration of Cornelius & Dahl Implement Co., Rosholt, S.D.

Car-rental firm speaks many tongues in Florida

FORT LAUDERDALE.—Alamo Rent A Car, which serves 12 states, has introduced its "Car Rental Hotline" multi-lingual translation service to aid its foreign customers.

The concept is being tested in three Florida cities—Miami, Orlando and Clearwater—because it is in these areas where the majority of foreign tourists flock, said Robert M. Coffey, Alamo's executive marketing director.

The hotline provides telephone translations in French, Spanish, German, Italian, Portuguese and Japanese, representing the languages of 90 percent of all non-English speaking visitors.

Translators are provided through HATA U.S.A., a Miami-based travel service that provides assistance to foreign travelers. Alamo customers are assisted by a car rental representative who puts them in touch with the Hotline to make sure they understand rental costs, insurance and related matters.

They are also provided with travel assistance relative to hotels, air transportation and tourist attractions, and given a card with the hotline number to carry with them during their visit should they need further assistance, Coffey said.

The complimentary service is available 24 hours a day, seven days a week, with the exceptions of Labor Day, Thanksgiving, Christmas and New Years Day.

If successful, the service will be expanded throughout the company's network of facilities, Coffey said.

Used Car Sales
Auction Averages

April to date	$4,843
Month ago	$4,778
Year ago	$5,604

Borton offers free limo rides to business flyers

MINNEAPOLIS.—Borton Limousine Service is providing transportation to the Minneapolis-St. Paul International Airport at no charge for passengers traveling with Scandinavian Airlines from Chicago to Europe.

Borton uses Volvo limousines featuring telephone, stereo, wet bar and television to service Scandinavian Air business and first-class passengers within a 20-mile radius of the airport.

Passengers may be picked up at home or office and ride to Twin Cities International, where flights to Chicago will connect them with Scandinavian Air flights to Europe.

Traveling in style

Al Stewart, left, manager of Borton Limousine Service, and Ken Lindahl, vice president and general manager of Borton Volvo, are shown with a Volvo 760-GLE limousine. The company offers free limo service to the Minneapolis-St. Paul International Airport for certain Scandinavian Airlines passengers.d

Comfort, convenience, testing involved

Passive-restraint changes proposed

Continued from Page 1

ied a petition by the Committee of Common Market Automobile Constructors to increase the head injury criteria (HIC—a measurement of serious or fatal head injury) from the current 1000 to 1500 in the interest of international harmonization.

In general, NHTSA did not reply to the multitude of petitions outstanding, some probably because they could impact the ongoing litigation claiming that a federal standard cannot be contingent upon state legislative actions. One such petition would require only air bags; another would require only state laws; yet another would change the federal criteria for state laws. Responses to those petitions were due last August.

NHTSA has opened a number of issues for public comment:

1. It proposes exempting convertibles from passive-restraint requirements starting with 1990 models. Even though production of convertibles is rising and NHTSA believes passive restraints could be used, the design problems are expensive. NHTSA proposes allowing the option of lap belts with belt strength tests and anchorage attachments only.

2. It proposes either retaining HIC with or without head contact or adopting one of two alternatives: Using a new neck injury criteria that could also reduce brain injury for non-contact situations while retaining the head-contact part; or calculating a HIC for both contact and non-contact but limiting the calculation to a specified time interval, probably any interval up to 36 milliseconds.

3. It proposes adopting several parts of the test procedure being used in NHTSA high-speed crash programs: Positioning of test dummies so feet do not rest on the wheel well and changing the fuel system requirement as part of the vehicle loading procedures.

4. It proposes allowing the "due care" provision of the 1966 law to apply to compliance with Standard 208 because of its complexity.

5. It proposes again dropping the oblique test (30 degrees frontal) requirement, an issue on which the companies appear to be about evenly divided.

6. It proposes dynamic testing for manual lap/shoulder belts. This means using an instrumented dummy instead of the old webbing stretch-and-pull.

Although consumer advocates have wanted dynamic testing for years, NHTSA is finally agreeing because of the trend toward smaller cars and because of more tension-relieving devices (like "window-shades") which can make belts much less effective. The crash tests would have the dummy belted according to the auto maker's recommended slack level.

However, NHTSA proposes an effective date of 1990 models and "only" if the provision of two-thirds of the population in states with mandatory-use laws rescinds the passive-restraint standard. One reason cited by NHTSA is that more than half of the vehicles crashed at high speed by NHTSA do not meet one or more of the injury criteria and although these are high speed, the dummy is strapped tightly by the belt.

NHTSA also adresses certain other questions.

For example, what is a "manufacturer?" This is needed to determine production and compliance. NHTSA is proposing agreeing with the answers proposed by the Automobile Importers of America (AIA) and General Motors, Toyota and New United Motor Mfg., Inc.

That is, a manufacturer could determine, by contract, which cars will count as its own cars; but absent such a contract, an imported car could be counted by the importer, both gray market or otherwise; or a car made by more than one manufacturer could be counted by the one which sells the car.

Ford Motor Co. asked about a situation where a maker sponsors the design and making of a vehicle for its own account as a joint venture or as an outside purchaser. NHTSA suggests that, depending on circumstances, either could be the "manufacturer."

In proposing to clarify "average annual production" in order to get a proper percentage for the vehicles with passive restraints, NHTSA said the meaning is "cars manufactured for sale in the U.S." It also proposes treating gray-market importers as manufacturers required to meet the passive-restraint standards.

Moreover, NHTSA is inclined to allow manufacturers exceeding the passive-restraint percentage level early to carry them forward against the requirement of later years (even allowing makers to count any 1986 models with passive restraints), but it is opposed to allowing any carryback of percentage amounts.

NHTSA also says it will propose a new regulation dealing exclusively with automatic restraint phase-in reporting requirements. Instead of figuring the percentage on the average of the last three years' production, NHTSA is also considering allowing the percentage to be based on actual yearly production—thus taking care of the possible cyclic swings that could end up requiring a much higher percentage of vehicles with passive restraints.

The last package of NHTSA proposals deals with the Hybrid III dummy, which GM has been working on since 1972. The agency proposes that 45 days after the final rule, manufacturers could use either the current dummy or the Hybrid III dummy, but as of Sept. 1, 1991, the Hybrid III would replace the current dummy for compliance with Standard 208.

NHTSA also proposes to set new injury reduction performance requirements for facial lacerations to go into effect for 1990 models and, in response to a petition from the Center for Auto Safety, to set new injury reduction performance requirements for the neck and chest, to become effective 45 days after the standard goes into effect. Also to be proposed are new requirements covering the knee and tibia which would go into effect for the 1992 models.

NEW-CAR STOCKS

	Apr. 1, 1985	Mar. 1, 1985	Apr. 1, 1984
Alliance	103	109	83
Encore	103	127	88
Eagle	177	120	94
AMERICAN MOTORS	109	116	86
Caravelle	74	74	.....
Horizon	25	28	47
Reliant	56	71	65
Turismo/TC-3	28	29	69
Plymouth	58	69	37
Plymouth Total	44	47	59
LeBaron	80	87	62
LeBaron GTS	71	71	.....
Laser	44	75	86
Fifth Avenue	83	87	69
N. Yorker E/EClass	85	93	65
Chrysler Total	73	84	69
Omni	30	31	54
Daytona	40	69	86
Charger/024	35	34	75
Aries	68	70	74
400/600	74	85	80
Lancer	87	71	.....
Diplomat	68	86	49
Dodge Total	53	57	71
CHRYSLER CORP.	56	60	67
EXP	83	106	65
Escort	69	70	55
Tempo	18	57	66
Mustang	42	43	60
Thunderbird	86	93	69
LTD	66	87	53
Crown Victoria	95	114	56
Ford Division	53	74	59
Lynx	94	84	67
Topaz	24	54	71
XR7/Cougar	69	74	65
Marquis	73	74	36
Grand Marquis	83	128	44
Capri	78	96	75
Total Mercury	66	82	55
Continental	46	45	66
Lincoln	49	50	21
Mark VII	66	47	85
Lincoln Total	50	48	42
FORD MOTOR	56	74	57
Skyhawk	44	56	81
Skylark	42	43	80
Century	35	33	41
Regal	57	51	57
Somerset Regal	68	63	.....
LeSabre	49	53	45
Electra	52	48	68
Riviera	61	47	56
Buick Division	48	47	57
Cimarron	51	76	112
Eldorado	83	78	43
Cadillac	67	61	51
Seville	93	90	42
Cadillac Division	71	68	51
Chevette	61	55	49
Cavalier	40	53	54
Citation	70	79	34
Camaro	68	44	68
Celebrity	38	36	47
Monte Carlo	56	53	82
Chevrolet	79	79	64
Corvette	50	69	47
Chevrolet Division	54	55	56
Firenza	65	82	84
Cutlass Ciera	31	30	32
Cutlass Supreme	37	37	49
Calais	68	70	.....
Olds 88	53	58	38
Olds 98	59	54	38
Toronado	98	89	64
Oldsmobile Division	47	48	45
Fiero	36	78	12
1000	60	56	80
2000 Sunbird	50	64	71
Firebird	54	69	52
6000	45	38	39
Bonneville	59	60	78
Grand Am	19	24	.....
Grand Prix	67	68	82
Pontiac	84	100	71
Pontiac Division	47	59	55
GENERAL MOTORS	52	53	53
VOLKSWAGEN	55	51	100
HONDA	3	1	20
Total Cars U.S.	53	59	56
SUBCOMPACT	49	55	57
COMPACT	42	59	66
INTERMEDIATE	53	54	54
STANDARD	72	81	56
LUXURY	65	62	51

New Maserati dealer

Leon Peskin, right, Century Motor Sales, Pasadena, Calif., signed with Bruce Qvale, general manager of Maserati Import Co. of San Francisco, Maserati's West Coast importer/distributor.

New-car supply declines to 53 days for domestics

Continued from Page 1

supply was low—under 40 days—on April 1 were: Chevrolet Celebrity, Pontiac Grand Am, Oldsmobile Cutlass Ciera and Supreme and Buick Century.

Inventories were split this way by maker: GM, 51.88 percent; Ford, 28.14 percent; Chrysler, 15.88 percent; AMC, 3.03 percent; Volkswagen, 0.97 percent, and Honda, 0.10 percent.

The April 1 split by market class: Subcompact, 16.80 percent; compact, 22.05 percent; intermediate, 33.27 percent; standard, 16.18 percent, and luxury, 11.70 percent.

The days' supply of subcompacts on April 1: Domestic Accords, 3; Horizon, 25; Turismo, 28; Omni, 30; Charger, 35; Fiero, 36; Daytona, 40; Laser, 44; Golf, 55; Pontiac 1000, 60; Chevette, 61; Escort, 69; EXP, 83; Lynx, 94; Alliance, 103, and Encore, 103.

Compacts: Tempo, 18; Topaz, 24; Cavalier, 40; Mustang, 42; Skyhawk, 44; Sunbird, 50; Cimarron, 51; Firebird, 54; Reliant, 56; Firenza, 65; Aries, 68; Camaro, 68; Capri, 78; LeBaron, 80 and Eagle, 177.

Intermediates: Grand Am, 19; Cutlass Ciera, 31; Century, 35; Cutlass Supreme, 37; Celebrity, 38; Skylark, 42; Pontiac 6000, 45; Monte Carlo, 56; Regal, 57; Bonneville, 59; LTD, 66; Grand Prix, 67; Calais, 68; Somerset Regal, 68; Cougar, 69; Citation, 70; LeBaron GTS, 71; Marquis, 73; Caravelle, 74; Dodge 600, 74; New Yorker E/E Class, 85; Thunderbird, 86, and Lancer, 87.

Standard-size cars: LeSabre, 49; Oldsmobile Eighty-eight, 53; Gran Fury, 58; Diplomat, 68; Chevrolet, 79; Grand Marquis, 83; Parisienne, 84, and Crown Victoria, 95.

Luxury models: Continental, 46; Lincoln, 49; Corvette, 50; Electra, 52; Oldsmobile Ninety-Eight, 59; Riviera, 61; Mark VII, 66; Cadillac, 67; Eldorado, 83; Fifth Avenue, 83; Seville, 93, and Toronado, 98.

Appeals Court upholds Texas lemon law

NEW ORLEANS.—The Fifth U.S. Circuit Court of Appeals overturned a Texas judge's ruling that struck down a Texas lemon law.

The ruling gave new life to a law similar to those adopted in 29 other states regarding the settlement of warranty claims.

Chrysler Corp. had challenged the Texas law, claiming that it was unfair on the grounds that dealers could form a majority on commissions set up to resolve disputes.

The Court of Appeals ruled that "Chrysler's challenge to the Texas lemon law ought to be directed to the Legislature rather than the courts."

Tennessee plant to ship parts to parent in Japan

LEWISBURG, Tenn.—Kantas Corp. here will begin exporting plastic parts back to its parent, Kanto Seiki Co., in Japan in July.

The Japan Economic Journal said that materials for plastic resins can be obtained in the U.S. at a markedly lower cost than in Japan, so that even with transport and distribution costs, a competitive edge is maintained.

The paper said that the plan is for Kantas to supply Nissan Motor Co.'s Smyrna (Tenn.) plant, which began assembling subcompact Sentras in late March. Once production gets solidly underway, exports to Japan will begin.

Kantas is building a factory here which will begin operating in July. It will produce instrument panels and other plastic parts.

Canadian UAW sets goals for Chrysler talks

Continued from Page 3

Now it is not a question of whether or not they are going bankrupt, but how much more money they can make."

Since this is the UAW-Canada's first time out as a separate union, it has been speculated that either the U.S. or Canadian union will negotiate a favored-nation clause, similar to what was bargained at Chrysler in the 1973 talks. The 1973 clause provided parity on both sides of the border.

The Canadian UAW has no plans to negotiate such an agreement, White said, although it expects to maintain close dialog with the U.S. UAW officials during negotiations.

"We have to get the me-too syndrome out of our heads," he said. "It is going to be difficult initially.

"Before we had to think, 'Can we do something that does not agree with the U.S. politically? Is it going to be compared and look as if we did not bargain as good an agreement (on one side of the border or the other)?' We have to have Canadian priorities over the top of the basic issues," he said.

Bommarito builds Mazda dealership

ST. LOUIS.—Frank Bommarito is building a Mazda dealership in suburban Ellisville. It is adjacent to his Oldsmobile-GMC facility.

Bommarito has been a Mazda dealer for six years. He said the facility will have 12 service bays, a two-story parts department and a 10-car showroom.

Cheers!

William Felts, left, owner of Pioneer AMC-Jeep-Renault, North Hollywood, Calif., toasts the opening of his dealership with Tom Peyton, AMC's California marketing manager, Los Angeles zone.

Will cost company much less than 'wheel tax'

UAW agrees to profit-sharing plan at AMC

By Richard Johnson
Detroit Reporter

The UAW will accept a profit-sharing plan from American Motors as the first installment on repayment of some $150 million in employe investments made over the past three years.

The plan is less-lucrative than the "wheel-tax"repayment option that was preferred by the UAW.

The union has also agreed to begin early negotiations at Kenosha and Milwaukee to replace contracts which won't expire until Sept. 15. Talks may begin as early as this week, according to an AMC spokesman.

AMC assembles Alliance and Encore at Kenosha; Milwaukee is a stamping plant. But the company has threatened to cease Wisconsin operations after Alliance/Encore production concludes later in the decade unless labor costs are made more competitive.

More than 12,000 hourly workers at the company's Wisconsin facilities and Toledo Jeep plant will receive smaller reimbursement payments than if AMC had agreed to a "wheel tax" repayment option based on production volume. Under terms of the Employe Investment Plan, the reimbursement method is subject to review again next year.

The "wheel-tax" option, favored by the union but opposed by AMC management, calls for the company to contribute $100 to a repayment fund for each of the first 200,000 vehicles produced by American Motors in the U.S. and Canada per year, and $150 for each additional vehicle.

According to an AMC spokesman, the "wheel-tax" plan would have required the company to dole out $40-$45 million this year, depending on final production totals. Instead, AMC will pay out $5.4 million under a format based on automotive profits. The company earned $15.5 million in 1984, its first profitable year since 1979.

Some 22,000 employes have participated in the EIP since 1982, according to AMC. A typical hourly employe in the program for the entire term has invested up to $10,000, including bonus credits. Based on that figure, a company spokesman said, a typical first-year profit-sharing payment will be about $300, payable in May.

AMC employes deferred some annual raises, casual days off and some cost-of-living adjustments when the three-year agreement was negotiated. The funds were earmarked for the company's new product development plan.

In response to questions submitted earlier this year by the union, AMC termed the EIP "the biggest single non-competitive labor cost item the company has."

American Motors officials have also complained that the company's hourly wage levels at Kenosha and Milwaukee, where some 7,000 are employed, are out of line with those of other U.S. auto makers. Jose DeGeurwaerder, AMC president and chief executive officer, has said the future of its Wisconsin plants hinges on labor costs to be negotiated with the UAW this year.

The union has agreed to begin negotiating new contracts far in advance of the expiration date. An AMC spokesman said last week talks will begin "in a matter of days."

"We're paying a premium on our labor contract," he said. "We're anxious to get a new contract in place that is competitive."

AMC has said Kenosha assemblers earn $13.44 per hour, or 37 cents more than counterparts at Ford Motor Co. and General Motors.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JANUARY, 1985 VERSUS JANUARY, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,325	5,325	8,336	8,336
Encore FWD	3,591	3,591	5,983	5,983
Spirit	0	0	0	0
Concord	0	0	0	0
Concord SW	0	0	0	0
Eagle 4WD	266	266	434	434
Eagle 4WD SW	1,377	1,377	1,969	1,969
TOTAL AMC	10,559	10,559	16,722	16,722
Chrysler Laser FWD	3,312	3,312	3,840	3,840
LeBaron GTS FWD	2,589	2,589	0	0
LeBaron FWD	6,063	6,063	5,356	5,356
LeBaron SW FWD	637	637	840	840
E Class-NY FWD	4,793	4,793	6,556	6,556
Cordoba	0	0	0	0
NY Fifth Ave-Newpt	7,640	7,640	4,629	4,629
Imperial	0	0	0	0
Total	25,034	25,034	21,221	21,221
Plymouth Horizon FWD	7,426	7,426	6,289	6,289
Turismo FWD	3,715	3,715	6,289	6,289
Reliant FWD	9,889	9,889	7,957	7,957
Reliant SW FWD	2,663	2,663	3,209	3,209
Caravelle FWD	2,984	2,984	0	0
Gran Fury	1,380	1,380	638	638
Total	28,057	28,057	21,107	21,107
Dodge Omni FWD	5,818	5,818	5,240	5,240
Charger FWD	4,084	4,084	3,313	3,313
Daytona FWD	3,017	3,017	3,168	3,168
Aries FWD	7,975	7,975	5,912	5,912
Aries SW FWD	2,226	2,226	2,968	2,968
Lancer FWD	2,044	2,044	0	0
600'84/400'83 FWD	4,606	4,606	3,961	3,961
Diplomat	3,027	3,027	854	854
Mirada	0	0	0	0
Total	32,797	32,797	25,416	25,416
TOTAL CHRYSLER CORP.	85,888	85,888	67,744	67,744
Ford Escort FWD	24,302	24,302	20,225	20,225
Escort SW FWD	6,342	6,342	6,850	6,850
EXP FWD	2,486	2,486	1,288	1,288
Fairmont	0	0	0	0
Tempo FWD	21,209	21,209	21,914	21,914
LTD	11,768	11,768	11,366	11,366
LTD SW	3,290	3,290	4,404	4,404
LTD Crn. Victoria	9,411	9,411	8,343	8,343
LTD Crn. Victoria SW	1,987	1,987	2,441	2,441
Mustang	12,999	12,999	9,399	9,399
Thunderbird	11,223	11,223	13,086	13,086
Total	105,377	105,377	99,316	99,316
Lincoln Town Car	8,409	8,409	3,581	3,581
Mark VII	1,853	1,853	3,391	3,391
Continental	2,712	2,712	1,410	1,410
Total	12,974	12,974	8,382	8,382
Mercury Lynx FWD	4,590	4,590	4,287	4,287
Lynx SW FWD	1,068	1,068	1,151	1,151
LN7 FWD	0	0	0	0
Capri	1,301	1,301	1,434	1,434
Zephyr	0	0	0	0
Topaz FWD	5,702	5,702	6,639	6,639
Marquis	6,523	6,523	5,328	5,328
Marquis SW	796	796	1,052	1,052
Grand Marquis	8,446	8,446	7,375	7,375
Grand Marquis SW	1,019	1,019	1,107	1,107
Cougar	8,768	8,768	8,487	8,487
Total	38,213	38,213	36,860	36,860
Lincoln-Mercury Division Total	51,187	51,187	45,242	45,242
TOTAL FORD MOTOR CO.	156,564	156,564	144,558	144,558
Buick Skylark FWD	8,417	8,417	7,492	7,492
Skyhawk FWD	5,509	5,509	5,080	5,080
Skyhawk SW FWD	544	544	636	636
Somerset Regal FWD	5,317	5,317	0	0
Century FWD	13,895	13,895	12,145	12,145
Century SW FWD	2,206	2,206	1,451	1,451
Regal	8,397	8,397	14,909	14,909
Regal SW	0	0	148	11,967
LeSabre	11,096	11,096	10,259	10,259
Electra	0	0	5,730	5,730
Electra FWD	5,363	5,363	5	5
Buick SW	1,312	1,312	1,060	1,060
Riviera FWD	4,315	4,315	4,206	4,206
Total	66,371	66,371	62,973	62,973
Cadillac DeVille	432	432	9,788	9,788
DeVille FWD	6,593	6,593	51	51
Cimarron	949	949	1,460	1,460
Fleetwood & Chassis	4,041	4,041	4,149	4,149
Fleetwood FWD	2,670	2,670	39	39
Eldorado FWD	5,190	5,190	5,533	5,533
Seville FWD	2,629	2,629	2,788	2,788
Total	22,504	22,504	23,808	23,808
Chevrolet Chevette	11,925	11,925	14,474	14,474
Camaro	15,044	15,044	12,120	12,120
Cavalier FWD	23,882	23,882	17,628	17,628
Cavalier SW FWD	5,333	5,333	6,406	6,406
Citation FWD	5,880	5,880	6,141	6,141
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	17,060	17,060	17,885	17,885
Celebrity SW FWD	5,802	5,802	3,537	3,537
Monte Carlo	6,965	6,965	9,624	9,624
Impala	4,013	4,013	3,454	3,454
Caprice	11,285	11,285	10,918	10,918
Chevrolet SW	4,533	4,533	4,161	4,161
Corvette	2,778	2,778	2,196	2,196
Total	114,500	114,500	108,544	108,544
Oldsmobile Omega FWD	0	0	3,621	3,621
Firenza FWD	3,516	3,516	2,789	2,789
Firenza SW FWD	826	826	902	902
Calais FWD	7,093	7,093	0	0
Cutlass Ciera FWD	16,509	16,509	15,361	15,361
Cutlass Ciera SW FWD	3,003	3,003	2,093	2,093
Cutlass Supreme-Calais	185,885	15,885	25,511	25,511
Cutlass SW	0	0	135	17,454
Delta 88	14,985	14,985	15,539	15,539
98	0	0	8,915	8,915
98 FWD	8,218	8,218	50	50
Oldsmobile SW	1,290	1,290	2,381	2,381
Toronado FWD	2,934	2,934	3,351	3,351
Total	74,259	74,259	80,513	80,513
Pontiac 1000	2,086	2,086	2,239	2,239
Firebird	6,492	6,492	6,475	6,475
Sunbird FWD	6,793	6,793	6,853	6,853
Sunbird SW FWD	637	637	877	877
Grand Am FWD	6,898	6,898	0	0
Phoenix FWD	0	0	1,252	1,252
Bonneville	3,568	3,568	5,404	5,404
Bonneville SW	0	0	234	12,789
6000 FWD	8,265	8,265	7,116	7,116
6000 SW FWD	1,078	1,078	1,070	1,070
Grand Prix	3,862	3,862	5,650	5,650
Parisienne	4,072	4,072	2,509	2,509
Pontiac SW	1,142	1,142	1,018	1,018
Fiero	4,880	4,880	6,932	6,932
Total	49,773	49,773	47,395	47,395
TOTAL GM CORP.	327,407	327,407	323,233	323,233
Miscellaneous Domestic	7	7	27	27
Domestic Station Wagon Total	49,111	49,111	51,583	51,583
Domestic Grand Total	580,425	580,425	552,284	552,284
Import Total	208,340	208,340	194,947	194,947
Grand Total All Registrations	788,765	788,765	747,231	747,231

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma registrations compiled from manufacturers' sales records.

Car registrations for January are highest since '73

Continued from Page 3

grew to 14.80 percent from 12.27 percent, and AMC slipped to 1.82 percent from 3.03 percent.

Imports claimed the largest single segment of the market share breakout in January, 26.41 percent, followed by intermediates at 25.29 percent, compacts at 17.98 percent, subcompacts at 11.96 percent, standards at 10.02 percent and luxuries at 8.34 percent.

A year earlier imports earned 26.09 percent, intermediates had 25.84 percent, compacts had 17.49 percent, subcompacts had 12.93 percent, standards had 9.19 percent and luxury models had 8.46 percent.

The January, 1985, domestics-only market included 34.37 percent intermediates, 24.44 percent compacts, 16.25 percent subcompacts, 13.61 percent standards and 11.33 percent luxuries.

Comparable 1984 figures were: Intermediates, 34.97 percent; compacts, 23.65 percent; subcompacts, 17.50 percent; standards, 12.43 percent, and luxuries, 11.45 percent.

Kaide to head Mazda N. America

IRVINE, Calif.—Hisao Kaide has been named president of Mazda (North America), Inc.

Kaide formerly was manager of Mazda's product planning office in Japan. He succeeds Akiro Toriyama, who has been named general manager, service parts, at Mazda headquarters in Japan.

Mazda (North America) is a wholly owned subsidiary of Mazda Motor Corp. It was established in 1981 and is responsible for future product planning and research, technical assistance for service and parts and public relations and advertising coordination in North America.

Makers schedule 187,352 cars

Week's output is highest of year

By Louise Kertesz
Detroit Reporter

U.S. auto makers planned to build more cars last week than in any week so far this year—187,352 units. The total was 36.09 percent more than the 137,670 cars assembled during the previous week (a four-day week) and 5.43 percent more than the year-ago week's 177,695.

Contributing to the high output were 14 plants working overtime Saturday (April 13).

The record production week so far this year had been the week ended Jan. 12, when 185,560 cars were assembled.

Last week's targeted output was higher than any week last year except one—the week ended Dec. 15, 1984, when 189,998 cars were built.

So far this year, 2,509,821 cars have been completed, a bit less (0.53 percent) than the 2,523,135 assembled last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 60.45 percent; Ford Motor Co., 19.35 percent; Chrysler Corp., 17.08 percent; American Honda, 1.68 percent; Volkswagen of America, 1.07 percent; Nissan Motor Mfg. Co., U.S.A., 0.21 percent, and New United Motor Mfg. Co., Inc., 0.16 percent.

General Motors scheduled two overtime shifts Saturday at the following plants: Pontiac (P plant); Lansing (Oldsmobile Nos. 1 and 2); Detroit; Arlington, Tex.; Doraville, Ga.; Fairfax, Kans.; Linden, N.J., and Oklahoma City.

One overtime shift was scheduled Saturday at GM's plant in Wentzville, Mo.

Ford scheduled Saturday overtime at its plant in Lorain, O.

Ford has scheduled daily overtime this week (April 15) at its plants in Atlanta; Chicago; Lorain, O.; Kansas City; Wayne, Mich., and Wixom, Mich.

Chrysler scheduled two overtime shifts Saturday at its plants in Belvidere, Ill.; Newark, Del., and Detroit.

Chrysler also scheduled two nine-hour daily shifts this week at its Belvidere, Newark and St. Louis (Nos. 1 and 2) plants and two 8½-hour daily shifts at its Detroit plant.

Splash curbs proposed for tractors and semis

WASHINGTON.—In response to a congressional mandate, NHTSA has proposed minimum standards to reduce splash and spray from truck tractors, trailers and semitrailers. The standards will become effective one year after the final rule.

Separately, the Federal Highway Administration is addressing installation standards for those spray-suppression devices on vehicles already on the road, including a requirement that all such vehicles be equipped with the devices four years after NHTSA sets its equipment standard.

NHTSA has tentatively determined that the only practicable and reliable devices at this time are flaps and side skirts. The flaps are similar to plain mudflaps but the surface facing the tires is designed to reduce the amount of spray.

NHTSA is also seeking comments on several alternative requirements.

The preferred one is to achieve spray reduction of at least 35 percent. The other alternatives are reductions of 50 percent or 75 percent, although NHTSA recognizes that it may not be feasible for most flap makers to design and make flaps within a year after the final rule.

NHTSA tentatively concluded that making flaps to reduce spray by 75 percent would be feasible four years after the rule and, therefore, is proposing such a program.

NHTSA has not proposed any performance requirements for the side skirts since size is the key variable.

Addressing installation, NHTSA proposed a position behind the drive and steering axles of all new tractors and behind the rear-most tires for each axle position on new trailers and semitrailers.

Side skirts, under the proposal, would be installed over the rear axle position of all new flatbeds, vans and tank trailers starting one year after the final rule. Installation would be over the steering axle position of new tractors and over the nose of new trailers and semitrailers starting four years after the final rule.

Black is inducted into Volvo Hall of Fame

TOPSHAM, Me.—Brian J. Black, of Bates & Cunningham, Inc., has been inducted into the Volvo Hall of Fame.

Volvo salesmen qualify for the honor by selling 1,000 new Volvos. Black has been with the dealership since 1958.

Truck production tops 70,000 for year's best week

With a full work week (including Saturday overtime) last week following a holiday period, U.S. truck makers scheduled the highest production of any week this year or last—70,954 units, 29.59 percent more than the previous week's 54,751 and 8.63 percent more than the year-ago week's 65,315.

So far this year, 982,035 trucks have been assembled, 5.35 percent more than the 932,200 completed last year at this point.

General Motors scheduled two overtime shifts Saturday (April 13) at its plants in Baltimore, Flint (Nos. 1 and 2) and St. Louis.

One overtime shift was scheduled Saturday at GM's Detroit plant.

Ford Motor Co. also scheduled Saturday overtime at its Louisville and Twin Cities plants.

Ford scheduled daily overtime this week (April 15) at the following plants: Lorain, O.; Wayne, Mich. (Michigan Truck); Kansas City; Twin Cities, and Louisville.

Saturday overtime is also scheduled for April 20 at Ford's Louisville plant.

Chrysler Corp. has scheduled two nine-hour daily shifts this week (April 15) at its plant in Warren, Mich.

Canada builds 23,522 cars; best week of '85

Rebounding after a holiday period, Canadian car makers scheduled production of 23,522 units last week, 45.13 percent more than the 16,207 built during the previous four-day work week, and about the same (up 0.84 percent) as the year-ago week's 23,325.

Last week's estimated production was the highest weekly output so far this year, topping the 23,068 cars built during the week ended Jan. 12—which also followed a holiday week.

So far this year, 283,731 cars have been assembled, 15.21 percent less than the 334,630 completed last year at this point.

Truck makers projected completion of 18,896 units last week, 38.55 percent more than the previous week's 13,638 and 4.35 percent more than the year-ago week's 18,109.

Year-to-date, 260,362 trucks have been built, 4.09 percent more than the 250,142 assembled last year at this time.

Chrysler's Windsor (Ont.) plant scheduled production of 2,670 Plymouth Voyagers, 2,826 Dodge Caravans and 612 Mini Ram Vans last week, bringing the T-115 total for the year to 83,725.

CANADIAN CAR PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
AMERICAN MOTORS	400	0	C	400	8,232	3,152
FORD MOTOR	10,067	9,771	6,866	16,933	122,621	143,965
GENERAL MOTORS	12,830	13,329	9,161	21,991	200,492	133,425
VOLVO	225	225	180	405	3,285	3,189
Total Cars, Canada	23,522	23,325	16,207	39,729	334,630	283,731

TRUCK PRODUCTION IN U.S.*

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
CHEVROLET	23,891	20,213	17,792	41,683	299,435	333,805
DODGE	4,600	4,290	3,664	8,254	61,951	59,388
FORD	26,705	26,002	20,505	47,210	352,203	346,663
GMC	7,453	6,664	5,670	13,123	95,409	98,759
INTERNATIONAL	1,960	1,702	1,318	2,978	21,528	23,289
JEEP	3,400	3,869	3,138	6,538	57,364	58,684
NISSAN	1,475	1,716	1,248	2,723	27,710	33,470
AM GENERAL	50	50	40	90	600	720
MISCELLANEOUS	1,720	1,000	1,376	3,096	15,800	27,276
Total Trucks, U.S.	70,954	65,315	54,751	125,705	932,200	982,035

CANADIAN TRUCK PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
CHRYSLER	8,760	8,284	5,976	14,736	105,304	121,480
FORD	3,648	3,334	2,947	6,595	48,334	59,056
GENERAL MOTORS	6,248	6,344	4,522	10,770	94,406	85,407
INTERNATIONAL	240	147	193	433	2,098	3,439
Total Trucks, Canada	18,896	18,109	13,638	32,534	250,142	260,362
N. American Trucks	89,850	83,424	68,389	158,239	1,182,342	1,242,397

—Revs includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government contract vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended April 13, 1985	Week Ended April 14, 1984	Week Ended April 6, 1985	April to Date	Jan. 1 to April 14, 1984	Jan. 1 to April 13, 1985
AMERICAN MOTORS	0	4,854	0	0	60,320	25,519
Renault Total	0	4,854	0	0	60,320	25,519
Alliance	0	2,749	0	0	32,236	15,062
Encore	0	2,105	0	0	28,084	10,457
CHRYSLER CORP.	32,000	29,929	23,297	55,297	392,796	390,646
Plymouth Total	9,800	8,953	6,682	16,482	116,154	113,956
Horizon	3,600	3,679	2,423	6,023	47,056	39,705
Reliant	4,700	4,505	3,003	7,703	61,417	51,661
Caravelle	1,100	197	898	1,998	2,593	17,056
Gran Fury	400	572	358	758	5,088	5,534
Chrysler Total	9,400	10,128	7,345	16,745	129,791	130,237
LeBaron	2,300	2,905	1,711	4,011	38,213	34,061
LeBaron GTS	2,200	0	1,899	4,099	0	24,827
Laser	1,100	1,629	819	1,919	24,104	14,691
New Yorker E-Class	1,600	2,583	1,117	2,717	32,747	21,600
Fifth Avenue	2,200	3,011	1,799	3,999	34,727	35,058
Dodge Total	12,800	10,848	9,270	22,070	146,851	146,453
Omni	3,600	3,326	2,529	6,129	44,340	42,259
Aries	3,900	3,491	2,650	6,550	48,839	40,506
Daytona	1,000	1,226	755	1,755	18,905	13,261
Dodge 600	1,800	2,090	1,170	2,970	25,560	22,120
Lancer	1,800	0	1,506	3,306	0	18,897
Diplomat	700	715	660	1,360	9,207	9,410
FORD MOTOR	36,256	40,779	28,426	64,682	518,066	517,867
Ford Division	24,183	26,594	19,482	43,665	340,910	342,128
Escort	6,475	8,129	5,578	12,053	105,585	87,301
Mustang	3,763	3,202	3,094	6,857	37,494	53,217
LTD	6,126	4,412	4,793	10,919	70,924	70,796
Thunderbird	3,875	3,764	2,748	6,623	48,330	64,864
Crown Victoria	0	1,751	0	0	24,554	7,122
EXP	0	628	0	0	10,073	3,838
Tempo	3,944	4,708	3,269	7,213	43,950	54,990
L-M Division	12,073	14,185	8,944	21,017	177,156	175,739
Mercury Total	8,487	11,255	6,185	14,672	127,689	125,500
Lynx	846	1,650	617	1,463	21,444	20,270
Capri	352	478	159	511	5,187	5,833
Marquis	2,995	2,875	2,408	5,403	30,937	34,792
Cougar	3,088	3,092	2,166	5,254	29,394	41,545
Grand Marquis	0	1,877	0	0	27,817	4,733
Topaz	1,206	1,283	835	2,041	12,910	18,327
Lincoln Total	3,586	2,930	2,759	6,345	49,467	50,239
Continental	656	761	499	1,155	9,288	9,110
Lincoln	2,540	1,832	1,957	4,497	27,732	35,587
Mark VI/VII	390	337	303	693	12,447	5,542
GENERAL MOTORS	113,252	97,646	80,571	193,823	1,481,545	1,495,476
Buick Total	25,241	21,051	16,577	41,818	315,489	287,630
Skylark	2,390	1,776	1,947	4,337	29,292	34,340
Skyhawk	2,532	3,762	1,546	4,078	50,828	31,161
Somerset Regal	3,326	0	2,117	5,443	0	38,330
Century	6,621	4,861	3,982	10,603	68,833	65,493
Regal	2,968	4,888	1,843	4,811	68,726	31,566
LeSabre/Electra(rwd)	3,567	3,696	2,551	6,118	74,597	40,314
Riviera	1,424	1,074	959	2,383	17,484	19,125
Electra(fwd)	2,413	994	1,632	4,045	5,729	27,301
Cadillac Total	7,904	8,389	5,801	13,705	106,843	113,868
Cimarron	577	363	456	1,033	6,262	8,779
Seville	956	1,065	646	1,602	12,562	12,926
Eldorado	1,789	2,027	1,206	2,995	23,101	23,849
Cadillac (rwd)	1,278	4,013	847	2,125	58,465	16,233
DeVille (fwd)	3,304	921	2,646	5,950	6,433	52,081
Chevrolet Total	36,129	36,378	25,786	61,915	503,684	524,450
Chevette	3,047	5,861	2,427	5,474	68,869	47,015
Cavalier	11,231	9,279	7,253	18,484	125,679	145,305
Celebrity	6,353	6,536	4,471	10,824	90,571	87,130
Camaro	4,945	6,117	3,881	8,826	80,188	68,468
Citation	1,610	2,988	1,293	2,903	32,533	24,232
Malibu/El Camino	0	860	0	0	10,483	0
Monte Carlo	3,848	1,423	2,606	6,454	49,290	47,463
Chevrolet	4,095	2,697	3,056	7,151	35,687	92,109
Corvette	1,000	617	799	1,799	10,384	12,728
Oldsmobile Total	28,074	22,146	20,124	48,198	375,789	376,608
Omega	0	1,245	0	0	16,011	0
Firenza	1,920	1,959	1,312	3,232	22,745	23,123
Cutlass Supreme	5,065	4,230	3,964	9,029	112,934	62,129
Cutlass Ciera	7,927	6,524	5,572	13,499	82,753	116,050
88/98 (rwd)	5,302	5,904	3,809	9,111	121,228	70,545
Olds 98 (fwd)	3,070	1,126	2,349	5,419	6,189	42,698
Calais	3,903	0	2,411	6,314	0	48,065
Toronado	887	1,158	707	1,594	13,929	13,998
Pontiac Total	15,904	9,682	12,283	28,187	179,740	192,920
Acadian**	0	688	200	200	5,485	4,309
2000 Sunbird	3,305	2,338	2,622	5,927	44,279	41,743
1000	655	1,225	394	1,049	12,946	9,937
Firebird	2,675	2,634	2,399	5,074	33,899	37,303
Phoenix	0	418	0	0	5,051	0
6000	1,326	0	671	1,997	0	9,192
Grd. Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,373	321	1,077	2,450	10,832	20,690
Fiero	3,126	2,058	2,640	5,766	37,515	33,824
Grand Am	3,444	0	2,280	5,724	0	35,922
HONDA	3,150	2,519	3,260	6,410	35,336	48,646
NISSAN	394	0	198	592	0	988
NUMMI (Nova)*	300	0	250	550	0	1,750
VOLKSWAGEN	2,000	1,968	1,668	3,668	35,070	28,929
Total Cars, U.S.	187,352	177,695	137,670	325,022	2,523,135	2,509,821
Total Cars, Canada	23,522	23,325	16,207	39,729	334,630	283,731
N. American Cars	210,874	201,020	153,877	364,751	2,857,765	2,793,552
N. American Trucks	89,850	83,424	68,389	158,239	1,182,342	1,242,397
North American Cars and Trucks	300,724	284,444	222,266	522,990	4,040,107	4,035,949

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

April 22, 1985

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Chrysler deal is timely for De Tomaso

By Dan McCosh
Detroit Reporter

Officials at De Tomaso Industries, Inc., the U.S.-based company that holds a majority interest in Maserati S.p.A., apparently are gambling heavily that a new exotic sports car project with Chrysler Corp. will help resolve the firm's financial difficulties.

Although Chrysler Corp. has not made public the financial details of its arrangement with Maserati S.p.A. to build a $30,000 sports car for the 1987 model year, recent filings by De Tomaso Industries in the U.S. reveal Chrysler paid some $2.3 million for its 5-percent interest in Maserati.

The Chrysler investment came at an opportune time for De Tomaso. An option for a subsidiary of De Tomaso Industries to purchase controlling interest in Maserati was due to expire at the end of the year.

De Tomaso, while declaring a small operating profit in 1984, defaulted on two payments on loans of $39 million from the Italian government. The loans since have been converted into equity in various subsidiaries of De Tomaso by the government.

A note in the De Tomaso financial statement by the accounting firm of Ernst & Whinney says, "The company has a deficiency in

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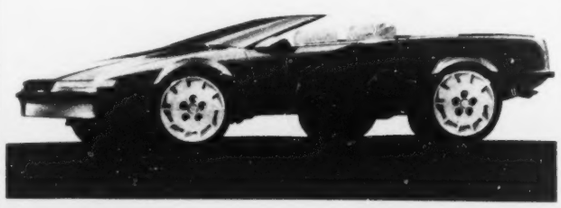
For Chrysler by Maserati



Sports car slated for 1987

This is a design concept rendering of the Chrysler-Maserati sports car which will be introduced in 1987. It will be made in Italy for sale by Chrysler dealers in the U.S. and Canada. A convertible and a hardtop coupe will be offered, priced in the $25,000-$30,000 range. Volume is expected to be about 5,000 a year.

Chrysler-Maserati car may be first of many

By Richard Feast
European Editor

MODENA, Italy.—Chrysler Corp's first Maserati-built sports car, a two seater which will debut in the spring of 1987, could be the first of several models to be sourced from the Italian company.

Donald P. Morrissey, Chrysler's director of special vehicle management in the product development office, anticipates annual sales of up to 5,000 for the first model, which will sell in the $25,000 to $30,000 range.

But he admitted that the two companies are discussing other products as well. Further agreements could result in Maserati building up to 10,000 vehicles a year for sale though the Chrysler-Plymouth dealer network in North America.

The prototype for the first car is now being completed. It will be sold in hardtop or convertible form as a "Chrysler made by Maserati."

The car, currently known as Q-Coupe, will use a U.S.-sourced 2.2-liter, four—cylinder turbo engine to drive the front wheels. It was styled in Detroit, with additional input from Maserati, and will be based on the platform of a new, as-yet-unannounced Chrysler sedan.

It will be stamped and assembled at the Innocenti factory in Milan, where the present Maserati Biturbo series is produced.

Morrissey believes that the car's most direct rivals will be the Mercedes-Benz coupes and roadsters and the forthcoming Cadillac Allante. The body shell of the Allante will be built in Italy by Pininfarina.

Chrysler said it is considering a 10-year anti-rust warranty for the body, in addition to a general five-year warranty for the complete car. This would be a result of extensive use of galvanized steel in the body.

No further technical details or marketing plans are being revealed for the time being by either company.

The power plant is a source of some mystery. The high-perfor-

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Import-car stocks drop to 27 days, lowest in 5 months

By Kathleen Hamilton
Assistant Managing Editor

The stockpile of new imported cars on April 1 fell to a five-month low as Japanese imports slowed to a trickle at the end of the quota period and the Europeans increased their sales, trimming inventories even farther.

There were 226,912 import cars in stock on April 1, equal to a 27-day supply. It was the smallest stockpile since Nov. 1, when the figure was 186,567 cars, or 24 days' worth. On March 1, the figures were 250,745 cars and 31 days. On April 1, 1984, there were 212,315 cars and 27 days.

This month opened with 92,259 imported trucks in stock, or 33 days' worth. A month earlier, there were 87,383, a 30-day supply. A year earlier, the figures were 61,009 and 25 days. The import-truck inventory numbers include Tennessee-built Nissan pickups.

The combined import car-truck inventory stood at 319,171 vehicles, a 29-day supply, on April 1, compared with 338,128 vehicles and 29 days a month earlier and 273,324 vehicles and 27 days a year earlier.

March 31 marks the close of the Japanese fiscal year, and once again this year, most of the Japanese lines trimmed March shipments to keep within their quotas.

Subaru's inventories rose, partly as a result of slower March sales caused by acute shortages. Inventories of the other Japanese makes declined during the month, mostly because of reduced shipments. Mazda and Mitsubishi increased sales during the month, trimming their inventories.

Chevrolet's import inventory remains bloated by heavy stocks of Isuzu Spectrum: 91 days' worth this month, compared with 146 days last month. Chevy's Suzuki-built Sprint, meanwhile, continues in short-to-normal supply: 42 days this month versus 39 last month. The normal range for imports is 50 to 75 days, although it has been years since the Japanese makers have come within that range.

Audi's big month-to-month drop (from 124 days to 70) was due both to a slight sales increase and reduced imports. Volkswagen's changes were similar but less dramatic, and it trimmed its

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How Japanese makers will share U.S. quota

The Japanese Government's allotments of cars that may be exported to the U.S. in the current year are not likely to please the larger manufacturers. Their quotas are up, but certainly not as much as they would like.

As an Automotive News source in Japan phrased it, "This is probably not the end of the matter."

At presstime, the government had not officially released the makers' quotas, but the newspaper Asahi Shimbun published a set of figures that are believed to be right on the money.

The quota imposed by the government is 2.3 million cars for the year beginning April 1, up 24.3 percent fron the 1,850,000 permitted under the Voluntary Restraint Agreement last year. Neither figure includes what Japan classifies as vans and are similar to station wagons. They have a separate quota. There is no quota for trucks.

Every Japanese maker will be permitted to ship more cars to the U.S., but Toyota and Nissan were granted increases of only 12.5 percent, and Honda was given a 15.1 percent hike. On a percentage basis—and generally on a numerical basis—the other five manufacturers were awarded larger increases.

Chrysler Corp. and General Motors received substantial increases in their captive imports, but neither company got as much as it wanted.

Here are the figures reported by Asahi Shimbun and the increases over last year:

Toyota's allotment is 620,760 cars, up 12.5 percent over last year's 551,800.

Nissan's share is 547,920, up 12.5 percent over 487,100 a year ago. Nissan Sentras now being assembled in Tennessee are not included.

Honda can send 428,590 cars to the U.S., which is 15.1 percent more than last year's 372,400. Those totals, of course, do not in-

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breaking news

UAW, NUMMI talk

The UAW and New United Motor Mfg., Inc., began contract negotations last week that should by completed by June 30. Employes are working under terms of a letter of intent, which indicates the new contract will be for three years and will include flexibile work practices, a no-strike-or-lock-out clause, a minimum number of job classifications, mandatory overtime, comparable wages and benefits with the rest of the industry and benefit reductions for absenteeism.

Spanish link

STUTTGART, West Germany.—Daimler-Benz's plant at Vitoria, Spain, will build Mitsubishi vans and light trucks, beginning late in

See BREAKING NEWS, Page 8, Col. 1

Joint venture will build cars in U.S.

Chrysler, Mitsubishi make it official

By John Hartley
Staff Correspondent

TOKYO.—At last, Chrysler Corp. and Mitsubishi Motors Corp. (MMC) have signed their deal to produce 1.6-liter autos in a new factory in the U.S.

The agreement was signed last week during Chrysler Chairman Lee Iacocca's trip to Japan. In its April 8 issue, Automotive News reported that the joint venture would be announced during Iacocca's visit.

Although the company will be a 50-50 joint venture, Iacocca made it clear that to all intents and purposes this is an MMC project, with Chrysler doing a little bit of hand holding and taking cars and hoped-for profits.

Iacocca and Toyoo Tate, MMC president, signed the deal last Monday (April 15) in Tokyo. The following day, they discussed the new car which should go into production in 1989.

Iacocca was full of praise for MMC's new design, which he said was an attractive car. In all probability, this will, in effect, be the replacement for MMC's existing Colt, which is available as three- and five-door hatchbacks and as a four-door sedan. It rides on a 94-inch wheelbase and lengths vary from 152 to 162 inches. The new model is likely to be a little larger.

The plan involves an investment of $500 million and the company will eventually be capitalized at $150 million. Chrysler also is increasing its ownership share of MMC from 15 percent to 24 percent. The share will go to 20 percent now and to 24 percent within a year.

Output at the new plant, which will be in a Midwest state, will rise to 180,000 a year, with half being sold by Chrysler, and half by Mitsubishi Motor Sales of America, the Mitsubishi independent distribution arm in the U.S.

Defending his decision to buy more fully built-up cars from MMC while setting up the joint

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Extra selling day accounts for rise

Early-April sales climb 5 pct.

By Jenny L. King
Detroit Reporter

Domestic new-car sales in early April continued on the fence, leaning slightly to the plus side: Up a few thousand in numbers, down in daily-rate sales and a few percent ahead of 1984 in the cumulative year-to-date tally.

The six major U.S. auto makers reported combined sales of 221,138 new cars for the April 1-10 period, up some 10,000 units from 210,395 a year ago. This 5.11-percent increase brought the year-to-date total to 2,263,302, up 2.64 percent from 2,205,004 at this time in 1984.

With nine selling days this year, the daily selling rate, 24,571, was off 6.57 percent from 26,299 based on eight days the preceding year.

This year's early-April total was best for the period since 1978 when 232,581 retail deliveries were reported.

Chrysler Corp. and Ford Motor Co. hyped the sales pace with increases of 30.09 percent and 20.44 percent, respectively. Chrysler reported sales of 32,018 passenger cars this year, up from 24,612 in 1984. On a daily-rate basis, Chrysler sales were up 15.62 percent. Ford was up to 58,368 from 48,462, which was a gain of 7.05 percent daily rate.

General Motors sales dipped 3.54 percent, to 123,461 from 127,994 last year (down 14.26 percent daily rate). American Motors, with estimated sales of 3,000, was down 25.83 percent from 4,045 (down 34.12 percent daily rate).

Volkswagen was down 34.80 percent, to 1,276 from 1,957 (down 41.89 percent daily rate), and Honda dropped 9.32 percent, to 3,015 from 3,325 (down 19.38 percent daily rate).

Ford made the most dramatic climb in market share, rising to 26.39 percent from 23.03 percent for the period last year. Chrysler was up to 14.48 percent from 11.70 percent. GM plunged to 55.83 percent from 60.84; AMC was down to 1.36 percent from 1.92 percent; VW slipped to 0.58 percent from 0.93 percent, and Honda was off 1.36 percent from 1.58 percent.

Domestic makes with sales increases outnumbered losers nine to six. Plymouth was up 38.67 percent; Chrysler was up 11.38 percent; Dodge was up 38.64 percent; Ford was up 15.10 percent, and Mercury was up 73.78 percent.

Lincoln reported a 20.50-percent sales gain, Chevrolet was up 6.22 percent, Pontiac was up 28.33 percent and AMC was up an estimated 23.46 percent.

Buick sales dropped 31.13 percent for the period, Cadillac was down 24.71 percent, Oldsmobile was off 2.32 percent, Renault dropped 31.32 percent, VW was down 34.80 percent and Honda slipped 9.32 percent.

DOMESTIC SALES

	Apr. 1-10, 1985	Apr. 1-10, 1984
Renault		
Alliance-Encore	2,500†	3,640†
AMC	500†	405†
AMERICAN MOTORS	3,000†	4,045†
Chrysler	8,605	7,726
Plymouth	10,736	7,742
Dodge	12,677	9,144
CHRYSLER CORP.	32,018	24,612
Ford	39,084	33,956
Mercury	19,284	11,097
Lincoln	4,108	3,409
FORD MOTOR CO.	58,366	48,462
Buick	19,771	28,709
Cadillac	7,046	9,359
Chevrolet	46,028	43,332
Oldsmobile	29,245	29,941
Pontiac	21,371	16,653
GENERAL MOTORS	123,461	127,994
VOLKSWAGEN	1,276	1,957
HONDA	3,015	3,325
U.S. INDUSTRY TOTAL	221,138	210,395

†Estimate

Saab 900-S two-door notchback bows

Saab's new two-door notchback version of the Saab 900-S is priced at $14,890 with manual transmission and $15,290 with automatic transmission. Equipment on the new model is identical to that of three- and four-door models, except for the seats, which are the same sport seats as in the Saab Turbo. The engine is an overhead-cam 2.0-liter with fuel injection.

One places tight curb on gray-market cars

Senate unit approves auto bills

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—An NADA-supported odometer bill and a strong package of safety measures including a virtual ban on importing gray-market cars has been reported out of the Senate Commerce Committee.

But floor action on the one authorizing money for NHTSA will be delayed until the auto makers and NHTSA cooperate to find a satisfactory way to rate vehicles for occupant protection, a program that was enacted into law in 1972, but which has never been accomplished.

With the agreement that some time would elapse before action, Senator Donald Riegle, Michigan Democrat, agreed to withhold his proposed amendments.

The odometer bill—strengthened from the one that passed the Senate last year but failed to become law because of House inaction—was reported out unanimously.

Its chief sponsor is Senator J. James Exon, Nebraska Democrat. Asserting that illegal odometer rollbacks were costing consumers as much as $750 per car, Exxon toughened the measure by raising the per-violation civil penalty from $1,000 to $2,000 and the potential jail term from one to three years.

It also now includes a provision requiring auction companies to record odometer readings and vehicle identification numbers (VINs) and to keep the records for four years. The bill also allows some flexibility for the Secretary of Transportation to determine whether a state's record-keeping program complies with the law. In general, the bill requires recording the odometer reading on the title and registration each time the vehicle changes hands.

• The gray-market bill, recently introduced by Senator Daniel K. Inouye, Hawaii Democrat, is identical to a House bill sponsored by Rep. Matthew Rinaldo, New Jersey Democrat. Its intent is to eliminate all vehicles which are not manufactured for sale in the U.S. and therefore are not built to meet emission control and safety standards.

The bill, however, would allow some flexibility for vehicles brought in for R&D, training, racing and for national security. It also would allow the Secretaries of Treasury and Transportation to allow temporary importation upon furnishing of bond under certain limited conditions or the importation of an incomplete vehicle or pieces of equipment so long as the next-step manufacturer certifies compliance with standards.

Senator John Danforth, Missouri Republican who chairs the committee, was the lone dissenter to the gray-market bill. He found it "over broad" and possibly anti-competitive.

The NHTSA fund-authorization bill, sponsored by Danforth, would allow an educational program for buckle-up programs but would require at least half for air bags.

At least $5 million of the total of $20 million would have to be "used to carry out a program to demonstrate the effectiveness of air-bag technology, with emphasis on lowest-cost technologies," and at least another $5 million would have to be used for "educational efforts related to the use of air bags."

The $20 million would have to come from unobligated funds available from highway safety programs appropriated under the 1966 traffic safety law, a sister law to the vehicle safety act.

The Danforth bill would also require NHTSA to reopen rulemaking leading to a new standard to improve side-impact protection and to have it apply to light

Please turn to Page 49, Col. 4

Ford hikes dividend 10 cents per share

DEARBORN.—Ford Motor Co. declared a second-quarter dividend of 60 cents a share on common stock. The dividend is payable June 1 to shareholders of record May 2.

The dividend represents a 10-cent-per-share increase from the 50-cent-per-share dividend paid in the first quarter of this year. The dividend increase reflects the company's strong earnings and cash position, Ford said.

Canada won't restrict imports from all lands

By Richard Johnson
Detroit Reporter

A Canadian Government spokesman has denied reports that Japanese import restrictions in Canada—if they are continued—will automatically extend to other foreign auto companies, including Hyundai.

The Korean company's successful entry into Canada last year has prompted a call for restrictions on Hyundai and elimination of the company's duty-free status.

The executive director of the Canadian Assn. of Japanese Auto Dealers said he was told by International Trade Minister James Kelleher that if the government extends the quota, it will likely include all imports, not just the Japanese.

But Denis Comeau, of the Department of International Trade in Canada's Ministry of External Affairs, said Kelleher "has made no such commitment."

"Korea is a different question," said Comeau.

Japanese limits, which expired March 31, have been in place in Canada since 1981. During the past year Japanese companies were held to 170,400 cars, or no more than 18 percent of the passenger-car market. Before quotas, the Japanese had garnered 22 percent of Canadian volume.

With restrictions in place, Japanese makers have shifted emphasis to larger, more profitable models in Canada and have created opportunities in the low-price end for the likes of Hyundai. The Korean company, marketing the rear-drive Pony subcompact, sold about 25,000 cars in Canada last year after initially projecting sales of around 5,000.

Thomas Buchanan, executive director of the Japanese auto dealers group, said he was informed by Kelleher during a meeting on March 13 that any new import guidelines will include more than Japanese firms.

"At that time, we met with him to discuss two things, dropping quotas and our complaint that the Korean car came in not only without quotas, but duty-free," Buchanan said. "He announced to us that any new program would include the (Hyundai) Pony. We took it one step farther and asked about companies like Volkswagen, whose numbers grew because of the quota, and he said all imported cars would be included."

"He did not say the new government plan would be quotas," Buchanan added. "Just that whatever it might be, imports would be included."

Government officials are now seeking a broad, lasting agreement with the Japanese that includes more than restraint levels.

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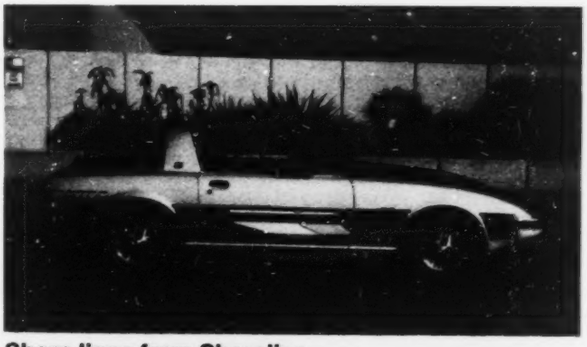

Sharp lines from Sharpline

Tric Edition, a pressure-sensitive vinyl appearance package, is available for cars and trucks in five color combinations. The package is available from Sharpline Converting, Inc., Wichita.

Mercedes cuts wholesale prices of cars 3 pct.

MONTVALE, N.J.—Mercedes-Benz of North America reduced the wholesale prices of all its cars by 3 percent in what was described to dealers in a letter as a "temporary allowance" to support marketing efforts. Sticker prices were not changed.

In addition, the company quietly reduced retail prices on parts by 10 percent in a separate action that took effect at the beginning of the year.

This is the first time Mercedes-Benz has reduced wholesale prices on cars and the reductions range from $550 on a manual-transmission 190 Series sedan to $1,365 on the 500-SEC coupe.

According to a spokesman for Mercedes-Benz, the 3 percent reduction gives dealers "more leeway" in selling the cars though he said there were no large inventories of cars.

He did say the model mix was "heavier on diesel" and the demand for diesels was lower. The company is running ahead of projections for the end of last month, however sales were lagging behind last year.

The reduction took effect with March 18 deliveries and there was no indication when it would end.

As for the parts prices, the spokesman said this reflected current market conditions. No formal announcement was made of this retail price reduction except to dealers.

The company has been quietly reducing the prices on fast-moving items since October, 1983. This continued until the current across-the-board reduction took effect. Those reductions amounted to 17 to 18 percent on such items as brake pads and oil filters.

AMC to cut budget 25 pct.; every department affected

By Richard Johnson
Detroit Reporter

American Motors is gearing up for across-the-board departmental budget cuts of 25 percent—reductions which could result in some salaried layoffs and project eliminations.

An AMC spokesman said the cuts will be implemented next month. The reductions, which have not yet been formulated, are not expected to affect company product plans.

Although AMC reported its first full-year profit in five years last year, the company has been buffetted by recent slow sales for its subcompact Alliance and Encore models. Industry sources last week predicted that AMC will announce a loss for the first quarter —the first dip into red ink since the third quarter of 1983.

AMC may also be anticipating a wave of cost-cutting by French partner Renault. The French Government-owned auto maker's new chairman, Georges Besse, made his reputation slashing overhead at Pechiney, the state-owned aluminum maker.

Besse is expected to recommend elimination of at least 50,000 jobs worldwide at Renault, which reported a loss of nearly $1 billion last year. AMC has denied its new round of cuts is the result of a Paris directive.

The AMC spokesman said the company "is presently formulating a plan to reduce controllable personnel and non-personnel costs."

"Every department in the company will make a 25 percent reduction," he said. "It could involve budgeting for certain projects, looking for efficiencies—for instance in travel—and it could involve personnel cuts."

The company representative said he is not aware of any dollar figure for cost reduction. He declined to speculate on how much could be wrung out of AMC's operating expenses, or how many jobs might be cut.

"We're looking at long-term profitability for the company," he said. "Although we posted a modest profit for 1984, and 1985 looks to be a mirror of that, we have some pretty ambitious product plans. To make this thing a success, we have to control costs in other areas. Farther down the line, we'll see the fruits of these cuts."

Construction began last fall on a new $764 million (Canadian) plant in Brampton, Ont., that in mid-1987 will begin turning out a new intermediate model being developed jointly by AMC and Renault. The new car is a crucial part of the company's $1.8 billion production development plan aimed at broadening market coverage beyond the subcompact segment.

Sales for the subcompact Alliance and Encore models are down nearly 35 percent for the year as the market for small-car sales continues to sag.

AMC reported a profit of $15.5

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Autovation innovations for Audi 5000

Autovation, Campbell, Calif., collaborated with other aftermarket firms to produce this modified Audi 5000-S Turbo sedan. Autovation manufactured a front spoiler, side skirts and rear spats in hand-laid fiberglass for the Audi 5000. The car shown also features BBS modular sport road wheels with Pirelli P7 tires, Recaro seats, a Blaupunkt sound system, a three-piece Foha rear spoiler and a lowered suspension setup with Bilstein shock absorbers.

Wisconsin units could close in 15 months

UAW holds fate of AMC plants

By Marjorie Sorge
Labor Editor

American Motors will close its Kenosha and Milwaukee plants within the next 15 months if the UAW does not agree to contract concessions, said Richard Calmes, AMC industrial relations vice president.

The UAW and AMC will likely begin contract talks early in May and finish as quickly as possible, well before the current contract expires Sept. 16.

If an acceptable agreement is not reached, those two plants will be closed and the work moved possibly to Canada or overseas, most likely to France, home of AMC's partner, Renault, Calmes said.

Milwaukee stamping would close when the current agreement expires and Kenosha in July of 1986. Kenosha builds the Alliance and Encore.

AMC has no intention of giving up those products, only of giving up the plants if a new concessionary contract cannot be reached, Calmes said.

The UAW had no comment on the situation other than saying it is still fluid.

The new agreement would have to give immediate wage and benefit concessions and agree to make future changes in line with those negotiated in upcoming contracts at Mazda, New United Motor Mfg., Inc. (the General Motors-Toyota joint venture), Saturn Corp., the newly announced Chrysler-Mitubishi venture and any other ventures that may occur, Calmes said.

AMC's wages at Kenosha and Milwaukee are currently about 70 cents an hour higher than those at Ford Motor Co. and General Motors.

Meanwhile, UAW officials in Canada are concerned about the future of the AMC plant under construction in Brampton, Ont.

That facility is scheduled to build a new AMC-Renault midsize car for the 1988 model year. But, Basil Hargrove, UAW administrative assistant in Canada, said the union is worried that AMC and Renault may elect to switch that work to Kenosha or import the car from France.

However, Calmes said there is no need to worry about the future of that operation.

• The company planned to sell about 150,000 of those cars annually in North America by 1990, which represents about five times the production capacity at the current Brampton plant which builds the Eagle.

Currently, the Canadian UAW has an advantage over its American counterpart. Kenosha has high union representative, one representative for every 23 workers. Brampton has seven full-time representatives for its entire workforce of about 700.

AMC is seeking reductions in representation from the UAW in the U.S. along with other concessions.

The high union representation at Kenosha costs AMC about 85 cents an hour, an AMC spokesman said. At GM union representation costs about 14 cents an hour.

Calmes has also written a letter to the UAW demanding that it accept profit sharing as a method of payback for the entire employe investment plan negotiated in the 1982 contract. The UAW has agreed to that payback formula for the first year.

Under that contract, the UAW agreed to invest about $110 million, for a total of about $150 million for all hourly and salaried workers, to help the company create a new product program by banking some wages and benefits. Each workers invested about $10,000.

The contract is backloaded, giving back to the workers almost everything invested at the end of the agreement, plus interest.

The agreement also allowed the union to pick from two payback methods, a profit-sharing formula and a wheel tax, which would have required the company to pay about $100 per vehicle produced in North America, or about $40 million a year. Profit sharing costs about $3.8 million annually for the UAW workers and another $1.6 million for salaried workers and other unions.

However, the contract stipulates that the entire amount must be paid back by 1988. That could be difficult using the profit-sharing formula alone, Calmes said. If AMC cannot meet the 1988 deadline, it will ask for some alternate arrangement or perhaps an extension, he said.

AMC plans to pay back its debt and will not renege on the agreement.

The UAW understands the company's problems, he said, and he expects the union to deal with the situation in a responsible manner.

A new contract will be geared to making AMC competitive in the small-car market, the segment that the new joint ventures are expected to hit.

But Calmes said he would expect the UAW to seek a commitment from the company to keep Kenosha and Milwaukee open for a specified time in exchange for a concessionary contract.

Meanwhile, workers at AMC's Jeep plant in Toledo, angered by the elimination of the wheel tax, sabotaged a number of vehicles last week. AMC lost the production of more than 1,900 Jeeps when it lost second shift production due to the vandalism.

Subaru Justy minicar due in U.S. by 1987

By Michelle Krebs
Financial Editor

PENNSAUKEN, N.J.—Subaru of America plans to bring the minicar built by its parent company, Fuji Heavy Industries, to the U.S. market within the next two years.

In an interview with Automotive News, Subaru Chairman Harvey Lamm said the minicar, called the Justy in Japan, will be brought to the U.S. market as soon as possible but by 1987 "at the outside."

Lamm said the American version of the Justy is likely to be somewhat different from the Japanese version.

The American Justy probably will have a three-cylinder, 1.2-liter engine, instead of a 1-liter engine. It will have four-wheel drive and will have a continuously variable transmission (CVT).

Lamm said Fuji expects to have a new vendor for the CVT lined up within the next 60 days. The original supplier was Van Doorne's Transmissie in the Netherlands, which recently ran into technical and financial difficulties.

"The potential for the Justy is greater than that for the XT," said Lamm, referring to Subaru's new 4WD sports model introduced in January. Subaru plans to sell 25,000 XT models.

He said the prime targets would be the first-time car buyer, the second-family-car market and the used-car market.

The Justy would go head-to-head with General Motors' im-

Please turn to Page 46, Col. 2

Chinese now can buy own cars

LONDON.—China has unveiled a new system of vehicle sales which will permit private citizens to own their own cars, according to a report published in the Financial Times.

Car ownership in China has been limited to a very few privileged persons in the past. In Beijing, there are 500 privately owned cars among a population of 9 million. Almost all of them belong to senior party or government officials.

China now is setting up six vehicle sales centers in Beijing, Shanghai and four other large cities. Individuals and private businessmen will be able to buy imported or Chinese-made cars at those centers from a stock of some 70,000 imported sedans, station wagons, minicars and trucks.

Most of those vehicles will go to official organizations or enterprises. Private buyers will need a letter of approval from their local party committee and will be required to pay 60 percent down.

The cheapest Japanese import costs about $9,000—about 30 years' pay for the average urban worker. In the past, imports were virtually nil. Almost all of China's annual production of about 300,000 vehicles has been allocated for official use. More than 100,000 vehicles are now being imported each year.

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60th year—No. 5071

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Wheel Foils

Tricodor/Goble of America, Farmington Hills, Mich., has introduced Wheel Foils, a new aerodynamic device for standard steel wheels. Wheel Foils have an integral, forced-air ventilating system which increases brake cooling efficiency, the firm said.

Iacocca book a best seller in Japan, too

Lee Iacocca is telling his story to the Japanese these days. His book, Iacocca: An Autobiography, is a best seller over there.

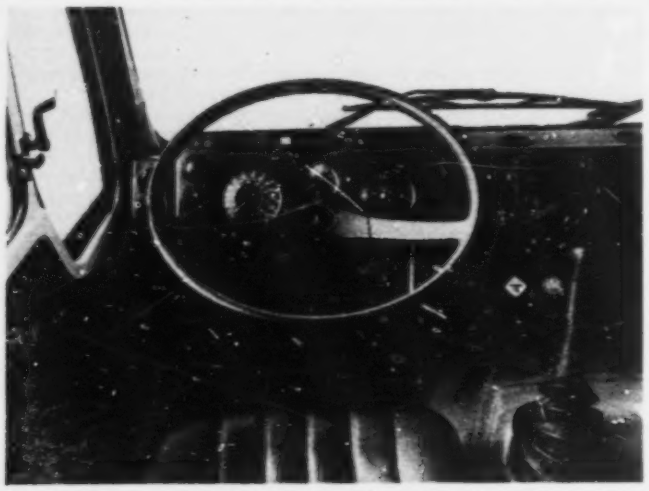
The translation of the book has been on sale in Japan since Christmas and more than 350,000 copies have been sold.

Diamond Sha, of Tokyo, the publisher, bought the translation rights from Bantam Books sight unseen. Bantam would not reveal the price. The original Japanese printing was for 200,000 copies.

In the U.S. and Canada, 1.7 million copies of Iacocca's book have been sold and it has been Number One on the New York Times National List for 26 consecutive weeks.

Iacocca is contributing all his proceeds from the book to charity.

The LPS 1525 joins the present line of M-B L series conventional trucks sold and serviced by over 200 dealers in North America.



The instrument panel includes a tachometer, air-restriction indicator, and gauges for air and oil pressure, coolant temperature and fuel level.

The ergononically designed three-person interior includes a sound-absorbing textile finish throughout the cab.

Mercedes-Benz Class 7 tractor debuts

Response to growing customer need for intra-city vehicles

Mercedes-Benz Truck Co. is introducing a new Class 7 cab-over-engine tractor, the LPS 1525. Featuring the latest technological developments, the tractor's highly compact, contemporary design is said to allow maximum maneuverability in tight city traffic, an advantage in urban delivery and intercity transit operations.

The new tractor complements currently available Class 6 and 7 conventional trucks of the company. "The LPS 1525 tractor is designed specifically to meet the needs of the American market place," says Peter E. Rupp, president and chief executive officer of Mercedes-Benz Truck Co. "Its debut will allow us to penetrate market segments in which we previously had not participated."

Pointing out that the new Class 7 tractor is the company's response to the growing customer need for a powerful intra-city vehicle, Rupp says it is "ideally positioned to fill a void that has long existed in urban and medium-range hauling."

The outlook for its market penetration is bright, according to Rupp, given the forecasts that the dieselization rate for medium-duty trucks will continue to grow over the next four years.

The LPS 1525 is designed specifically to operate in the Class 7 market niche that requires the innovated application of new haulage techniques in terms of route scheduling and carrier-hub operations.

"The vehicle is ideal for truck applications in such areas as container movement, LTL and TL shipments," says A. Gordon Clark, senior vice president of sales and marketing.

He said the vehicle is also well suited for pickup and delivery operations including such applications as beverage, newspaper and dairy product hauling, as well as general intercity freight distribution and refrigerated transport operations.

The LPS 1525 is assembled at Mercedes-Benz Truck Co.'s Hampton, Va., plant.

The vehicle is assembled from semi-knocked-down (SKD) units. The cab, engine, transmission and steering unit come from Daimler-Benz in West Germany. The chassis frame, front and rear axle assemblies, and springs are shipped from Brazil. A significant number of parts are procured directly from North American suppliers.

Powering the 66,000-pound GCW truck is a turbocharged Mercedes-Benz 250-horsepower diesel engine, the OM 429 LA, with air-to-air intercooling.

Its 608 cubic-inch displacement has a maximum torque output of 782 foot-pounds at 1,200 rpm. Wet cylinder sleeves, replaceable valve guides and seats, oil-cooled pistons, and individual cylinder heads minimize service requirements.

The turbocharger allows the engine to operate in any altitude without significant loss of power. The fuel system features as standard a 75-gallon fuel tank and a fuel-water separataor.

A fully synchronized Mercedes-Benz transmission features a six-speed main box with two-speed overdrive splitter. An overspeed buzzer warns drivers if they attempt to shift into a wrong gear. A 16.5-inch single-plate hydraulically actuated clutch facilitates shifting.

The front axle has a rated capacity of 12,000 pounds and features large diameter, greasable kingpins. The rear axle is rated at 21,000 pounds GAWR, and has a reduction ratio of 4.3:1. The hypoid gear arrangement allows for lighter weight of the total axle and permits high ground clearance.

Mercedes-Benz says it is the only Class 7 tractor to feature two shock absorbers, anti-sway bars and semi-elliptical leaf springs on both front and rear suspension systems as standard equipment.

The tractor's front-wheel cut of 50 degrees results in a 20-foot turning radius.

Goodyear 11R22.5 14-ply Unisteel II radial tires and steel disc wheels are standard equipment.

The dual-circuit, full-air cam-type brake system includes as standard equipment an alcohol injection system to protect against moisture build-up and freezing in cold weather conditions, and the frame-mounted air tanks feature an automatic moisture ejector. Automatic slack adjusters eliminate the need for manual brake adjustment, and extend brake life.

The aerodynmic design of the cab is further refined by two front-mounted polyurethane air deflectors. The windshield and large side and rear windows provide an all-around 286-degree visibility range. Quad halogen lights are standard.

Inside, an orthopedically designed, eight-way adjustable, foam-filled driver's seat is upholstered in heavy-duty vinyl. In addition to the heating and defrosting system, the tractor has a five-way adjustable roof ent.

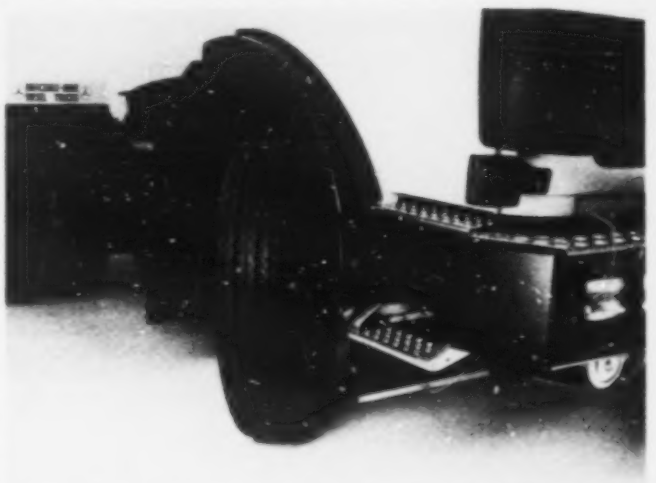
The cab, with the aid of a hydraulic pump mounted on the frame rail, tilts to a 65-degree angle.

Two hinged front panels allow easy access to all daily service points including windshield washer reservoir, oil and water check and fill, clutch master cylinder reservoir, and powr steering fluid container.

The warranty coverage features 18 months/unlimited mileage on the vehicle, 36 months/100,00 miles on the engine and powetrain, and 24 months/100,000 miles for cab corrosion.

Mercedes-Benz Truck Co. has more than 200 dealers, supported through seven parts distribution centers in North America. The LP 1525 became available through dealers starting in mid-April.

Mercedes-Benz Truck Co. is a wholly owned subsidiary of Freightliner Corp., headquartered in Portland, Ore.



A 50-degree front-wheel cut permits turning in a 20-foot radius. Goodyear Unisteel II radial tires are standard.

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Peterbilt, Mack lead

In 1984 registrations per dealer outlet

Peterbilt Motors Co. led medium and heavy-duty truck manufacturers in 1984 registrations per dealer outlet.

The Class 8-only truck maker averaged 113 registrations per outlet, an increase of 63.77 percent over the 69 registrations per outlet it recorded in 1983. Peterbilt had 116 retail outlets as of January 1, 1985, the same number it had at the start of 1984.

Mack Trucks, Inc. finished 1984 just behind Peterbilt as its dealers averaged 105 registrations per outlet during the year, up from 62 registrations per outlet during 1983.

In third place was Kenworth Truck Co. Its dealers averaged 101 registrations per outlet during 1984, compared with 64 the previous year.

Overall, medium and heavy-duty truck dealers averaged 17 registrations per outlet in 1984, up 41.66 percent from the 12 registrations per outlet calculated a year earlier.

As of January 1, 1985 there were 14,626 medium and heavy-duty truck dealerships in the U.S. compared with 14,683 a year earlier.

—Arthur Flax

Medium & Heavy-Duty Truck Registrations Per Dealer Outlet

	Retail Outlets As Of Jan. 1, 1985	Average 1984 Registrations Per Outlet	Retail Outlets As Of Jan 1, 1984	Average 1983 Registrations Per Outlet
Peterbilt	116	113	116	69
Mack	244	105	243	62
Kenworth	135	101	125	64
Freightliner	179	92	187	59
International	786	85	880	57
GMC Class 8	271	46	271	27
GMC Class 5-7	2,464	10	2,464	6
GMC Total	2,464	56	2,464	33
Ford Class 8	271	45	270	28
Ford Class 6-7	4,848	8	4,783	6
Ford Total	4,848	53	4,783	34
White	164	41	171	19
Volvo	125	16	132	12
Mercedes-Benz	198	13	187	15
Chevrolet①	5,120	4	5,155	3
Miscellaneous②	247	9	240	7
Grand Total	14,626	17	14,683	12

Note: Figures include Class 4-8 trucks only. ①Not all Chevrolet dealerships are commercial-truck outlets. ②Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Heil-Holmes and others.

Market share also climbs in January

Import registrations rise for month

By Jenny L. King
Detroit Reporter

Imports advanced slightly, January to January, in their share of the total U.S. new-car market. They were off 0.87 percentage points from December, 1984, according to figures compiled by R. L. Polk & Co.

New imported-car registrations numbers were up 6.87 percent in January, to 208,340 from 194,947 a year earlier. Import market penetration of 26.41 percent was up from 26.09 percent last year and was down from December, 1984, when imports accounted for 27.28 percent of the total.

The record for January was 31.21 percent in 1982.

Despite a drop of 0.77 percentage points year to year, Toyota held on to first place among the major imports, edging out Honda by less than 1,000 cars. Toyota had 20.24 percent of the January import market, Honda earned 19.87 percent and Nissan had 18.18 percent. Honda was up from 19.29 percent a year earlier, Nissan was down 0.08 percentage points from 18.26 percent.

Subaru moved up to fourth place from sixth place, and Volkswagen dropped to sixth from fourth. The European makers all enjoyed greater penetration year to year: Volvo was up 0.26 percentage points, Mercedes was up 0.14 percentage points, BMW was up 0.13 percentage points and Audi climbed 0.30 percentage points.

The Top Ten makes claimed 88.84 percent of the import segment, down from 88.98 percent a year earlier.

Japan, by far the biggest supplier of imported cars, was responsible for 72.35 percent of new registrations in January, down a bit from 73.24 percent in 1984. West German cars accounted for 13.24 percent, up from 12.29 percent. U.S.-built Hondas and VWs, listed in Polk figures as imports, slipped to 7.42 percent from 7.49 percent of the market, and Swedish Saabs and Volvos represented 5.14 percent, up from 4.74 percent in 1984.

Numbers of new cars from the eight countries of origin include:

	Jan. 1985	Jan. 1984
Japan	150,724	142,777
W. Germany	27,582	23,956
United States	15,502	14,593
Sweden	10,702	9,238
France	2,008	2,626
Britain	1,450	1,465
Italy	372	268
Ireland	—	24

New imported truck registrations were up 44.97 percent in January, to 70,720 from 48,784 last year. Totals from the major makers follow:

	Jan. 1985	Jan. 1984
Toyota	27,078	19,770
Nissan	20,651	11,496
Mazda	8,511	8,252
Isuzu	4,308	—
Dodge Ram 50	—	2,818
Others	10,172	6,448
TOTAL	70,720	48,784

IMPORT REGISTRATION SHARES IN U.S.

JANUARY

	Regis., January, 1985	Pct. Share of Market	Regis., January, 1984	Pct. Share of Market	Pct. Pt. Change '85 vs. '84
Toyota	42,172	20.24	40,954	21.01	−0.77
Honda	41,387	19.87	37,606	19.29	+0.58
Nissan	37,865	18.18	35,598	18.26	−0.08
Subaru	12,562	6.03	11,832	6.07	−0.04
Mazda	12,524	6.01	11,909	6.11	−0.10
Volkswagen	12,218	5.87	12,540	6.43	−0.56
Volvo	7,823	3.75	6,808	3.49	+0.26
Mercedes	7,464	3.58	6,713	3.44	+0.14
BMW	5,641	2.71	5,029	2.58	+0.13
Audi	5,427	2.60	4,475	2.30	+0.30
Others	23,257	11.16	21,483	11.02	+0.14
TOTAL	208,340		194,947		
Share of U.S. Total		26.41		26.09	+0.32

New York and Oklahoma figures based on manufacturers' sales reports.

Residents: St. Louis suburb has enough auto dealerships

ST. LOUIS—Residents of suburban Ellisville, Mo., have indicated in a poll that the city has enough auto dealerships, Mayor Edward M. O'Reilly said.

The survey was sent out with 1985 city calendars and returned by more than half of the 2,000 home owners. According to survey results, 870 responded negatively.

The town has six car dealerships.

"I have nothing against the dealers we have in Ellisville," O'Reilly said. "They're good businessmen and good neighbors and they provide service and employment. But all that the dealerships pay the city is a regular business license and possibly extra utility taxes, above the normal type of operation."

However, he pointed out that "by the nature of their business, we have to spend quite a bit of police time there, much more than at other businesses."

Mayor O'Reilly has been seeking state legislation to amend a law that credits local sales tax on auto sales to the municipality of the purchaser, not the seller.

Not resolved, however, is the question of Ford Motor Co. being able to divide a 9-acre tract into two dealerships—one already occupied by Bo Beuckman Ford and the second to a new Lincoln-Mercury point. Before Bud Anderson sold out, there were Ford and AMC dealerships there together.

O'Reilly has urged the Board of Aldermen to turn down Ford's petition and approve the advisory vote of the citizens against expanding the total of dealerships.

TOP CARS

U.S. registrations for January, 1985 vs. 1984 Oklahoma and New York from manufacturers' sales records.

1984 Position		Make		1983 Position
1—	114,500	Chevrolet	108,544	— 1
2—	105,377	Ford	99,316	— 2
3—	74,259	Oldsmobile	80,513	— 3
4—	66,371	Buick	62,973	— 4
5—	49,773	Pontiac	47,395	— 5
6—	42,172	Toyota	40,954	— 6
7—	41,387	Honda	37,606	— 8
8—	38,213	Mercury	36,860	— 8
9—	37,865	Nissan	35,598	— 9
10—	32,797	Dodge	25,416	—10
11—	28,057	Plymouth	21,107	—13
12—	25,034	Chrysler	21,221	—12
13—	22,504	Cadillac	23,808	—11
14—	12,974	Lincoln	8,382	—18
15—	12,562	Subaru	11,832	—17
16—	12,524	Mazda	11,909	—16
17—	12,218	VW	12,540	—15
18—	10,559	AMC	16,772	—14
19—	7,823	Volvo	6,808	—19
20—	7,464	Mercedes	6,713	—20
21—	5,641	BMW	5,029	—21
22—	5,427	Audi	4,475	—22
	23,257	Other Imports	21,483	
	7	Misc. Dom.	27	
	788,765	TOTAL	747,231	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

JANUARY

1984 VS. 1983

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.52	14.53	−0.01
Ford	13.36	13.29	+0.07
Oldsmobile	9.42	10.77	−1.35
Buick	8.41	8.43	−0.02
Pontiac	6.31	6.34	−0.03
Toyota	5.34	5.48	−0.14
Honda	5.25	5.03	+0.22
Mercury	4.85	4.93	−0.08
Nissan	4.80	4.77	+0.03
Dodge	4.16	3.40	+0.76
Plymouth	3.56	2.83	+0.73
Chrysler	3.17	3.84	+0.33
Cadillac	2.85	3.19	−0.34
Lincoln	1.64	1.12	−0.52
Subaru	1.59	1.58	+0.01
Mazda	1.54	1.59	−0.00
VW	1.55	1.68	−0.13
AMC	1.34	2.24	−0.90
Volvo	0.99	0.91	+0.08
Mercedes	0.94	0.90	+0.04
BMW	0.72	0.67	+0.05
Audi	0.69	0.60	+0.09
Other Imports	2.95	2.88	+0.07
Misc. Dom.	0.00	0.00	−0.00
TOTAL	788,765	747,231	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, from manufacturers' sales records. Oklahoma, 1983, not available.

Japanese exports to U.S. up 4.6 percent in February

WASHINGTON.—Japanese manufacturers exported 198,644 vehicles to the U.S. in February, a 4.6 percent gain over the 189,845 units shipped to the U.S. in the year-ago month, according to the Japan Automobile Manufacturers Assn.

Passenger-car exports to the U.S. fell 4.1 percent from 138,183 to 132,458; truck shipments jumped 28.1 percent from 51,662 to 66,185, and one bus was sent from Japan to the U.S. in February, 1985, compared with none in the year-ago month.

Vehicle exports during the first two months of the year were up 11.2 percent over the comparable 1984 period—393,781 versus 354,082.

Japanese makers produced 974,473 motor vehicles in February, a slight gain of 0.4 percent over the 970,743 units built in the year-ago month.

The February production total includes passenger cars, up 1.1 percent; trucks, down 1.4 percent, and buses up 42.1 percent from the prior year.

During January and February, 1,872,653 vehicles were produced in Japan, compared with 1,804,784 in the first two months of 1984—an increase of 3.8 percent.

Sales in Japan's domestic vehicle market registered a 1.9 percent gain during February, increasing from 444,369 last year to 452,679. Passenger-car sales were up 1.0 percent, at 255,325 compared with 252,827.

Truck sales rose 2.9 percent, while bus sales climbed 18.6 percent in February, 1985.

Vehicle sales in Japan for the first two months of 1985 were 744,532 units, leading the 723,917 in the year-ago period by 2.8 percent.

Driving courses don't prevent accidents, studies show

SCHAUMBURG, Ill.—The National Safety Council's Defensive Driving Course (DDC) does not decrease the likelihood of motor-vehicle crashes, according to an Insurance Institute for Highway Safety report discussed in the Journal of American Insurance.

Many insurers voluntarily provide auto insurance discounts to drivers who complete an approved defensive driving course. In Delaware, New York and Texas, insurers are required by law to provide such discounts, according to the Journal.

But the IIHS report, which evaluated studies of DDC, said that the course "had no effect on crashes and decreased the frequency of traffic violations only slightly," the Journal said.

Crash rates for DDC drivers ranged from 12 percent lower to 25 percent higher than rates for comparison drivers. None of the crash differences were statistically significant, the Journal said.

The IIHS study said that the course does seem to impart information about better driving techniques, the Journal reported.

But some drivers are unwilling or unable to change their driving techniques to reduce the possibility that they will crash, according to the Journal.

Some drivers take the course by order of traffic courts or their employers; to remove violation points from their licenses, or to obtain discounts on their insurance. Those drivers may have little intention of changing their driving techniques.

Drivers may also sometimes find it difficult to comply with the course's recommended driving techniques. For example, it may not be possible to maintain recommended following distances in high-density commuter traffic, according to the Journal.

The Journal also reported that a study of 16,000 Georgia high school students published last year by NHTSA showed that neither a 70-hour driver education course emphasizing safety nor a less-formal driver training course resulted in lower crash involvement or decreased traffic violations.

Another major study conducted by a New England insurer also concluded that high school driver training programs have little long-term effect on teenagers' involvement in auto accidents, the Journal said.

The insurer's study reported, "Driving safety appears to be far more dependent upon motivational and attitudinal factors than upon knowledge and skill," the Journal said.

Statistics do not show that the successful completion of DDC or a high school driving program warrants a mandatory auto insurance discount, the Journal concluded.

Toshiba names Audiovox cellular phone distributor

HAUPPAUGE, N.Y.—Audiovox Corp. and Toshiba Corp. have announced that Audiovox has been named the exclusive distributor of two cellular telephone models, the CMT-3000 and CMT-3500, for the U.S. and Canadian markets.

The CMT-3000 will be available through auto dealers and retail auto sound/security specialists.

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Revived by Sable/Taurus work

From grave to cradle for A.O. Smith plant

GRANITE CITY, Ill.—From the grave to the cradle.

That's the story of the rebirth of the A. O. Smith factory which, after closing in 1980, is on the verge of building an expected 2.5 million engine cradles for the Mercury Sable and Ford Taurus models.

Smith has also been tapped to manfacture the full frame for the 1987 Chrysler Corp. N pickup truck.

Production work for the 1986 Sable/Taurus is scheduled to begin around mid-May. Work on the cradles will begin with a trickle and the employment rolls will rise sharply from the initial 65 to 500-550 in the next two years, according to Stan Linquist, vice president in charge of operations. The company once employed 2,000 people.

The plant closed in 1980 when General Motors, the sole customer for Smith's full frames, announced that its down-sizing would eliminate the need for larger components.

Ford Motor Co. has been working with Smith on the engine cradles for 3½ years.

Lewis C. Veraldi, Ford vice president of luxury and large car engineering and planning, said Smith was chosen as the sole supplier "because of its reputation for quality."

"Normally, you establish suppliers a year before production," Veraldi said. "We went to Smith 3½ years ago. Quality is the cornerstone of the program."

At the plant reopening, Veraldi was joined by a dozen Ford production executives, including John A. Manoogian, executive director, product assurance, North American Automotive Operations.

Smith provided cakes with Sable/Taurus design and even an ice carving of the new car.

Granite City, county and state officials, also turned out for the reopening. Also present were executives of Granite City Steel, a division of National Steel, which will furnish just-in-time metal.

A. O. Smith has spent more than $50 million in modernizing the plant and has been helped by industrial bonds and grants.

Hoover revamps Canadian unit; plans to expand

ANN ARBOR, Mich.—Hoover Universal, Inc., is reorganizing its Canadian subsidiary, Hoover Universal of Canada, and plans to expand its business in Canada.

John F. Daly, chairman and chief executive, said the reorganization will enable Hoover to add interior trim capability and expand its automotive seating business in Canada to include metal seating frames as well as complete seating using the just-in-time delivery system.

Hoover's plant at Tillsonburg, Ont., currently provides polyurethane foam automotive seating pads to auto makers in Canada and in the U.S.

Edward V. Hagopian, currently a vice president in Hoover Universal's Automotive Seating Division, has been named chairman and chief executive officer of Hoover Universal of Canada. Nicholas G. Grabb, currently plant manager of the Hoover facility at Tillsonburg, has been named president and chief operating officer.

New address

GRAND RAPIDS, Mich.—Mazda Distributors Great Lakes has moved to new facilities at 618 Kenmoor Ave. S.E., Grand Rapids, Mich. 49506. Telephone number is 616-949-7570.

GE Credit buys South Seattle auction

BARRINGTON, Ill.—General Electric Credit Corp. has expanded its auto leasing and financing activities to include redistribution by purchasing the South Seattle Auto Auction, Kent, Wash.

The South Seattle Auto Auction, with four operating auto lanes, serves Washington, Oregon, Montana and Hawaii. It employs about 150 people.

Dealer meets Reuss

Alvin G. Beaman, left, Beaman Automotive Group, and Lloyd E. Reuss, group executive in charge of General Motors' Chevrolet-Pontiac-GM of Canada Group, met at Beaman Pontiac, Nashville, when Reuss was in town to speak at Vanderbilt University.

Reuss discusses business with Pontiac dealer

NASHVILLE.—Lloyd E. Reuss, group executive in charge of General Motors' Chevrolet-Pontiac-GM of Canada Group, and Alvin G. Beaman, Beaman Automotive Group, met when Reuss was here to speak at Vanderbilt University's Owen School of Management.

They discussed dealer needs, availability of Pontiac models and other matters including GM's Customer Service Index program.

Reuss toured Beaman Pontiac and met with the officers of Beaman Automotive Group, as well as many of its employes.

"We are quite flattered to have Lloyd Reuss tour our facilities," Beaman said. "It really says something about the leadership of General Motors when its top executives take a hands-on approach to see what makes a dealership such as ours successful."

Beaman Automotive Group consists of Pontiac, Toyota, Mitsubishi, Nissan and Rolls-Royce dealerships.

Beaman Pontiac has been awarded Pontiac's 5 Star Service Award for outstanding performance in all phases of customer service for eight consecutive years.

factories list auction dates

American Motors

April 24—Mid States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn; Kansas City Auto Auction, Kansas City, Mo., and Metro Milwaukee Auto Auction, Caledonia, Wis.

April 25—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

April 23—Hatfield Auto Auction, Hatfield, Pa., and Metro Auto Auction of Kansas City, Lee's Summit, Mo.

April 24—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

April 25—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and 166 Auto Auction, Springfield, Mo.

Ford Motor Co.

April 23—Big H Auto Auction, Houston.

April 24—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

April 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

General Motors

April 23—166 Auto Auction, Springfield, Mo.

April 24—Brasher's Salt Lake Auto Auction, Salt Lake City.

April 25—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

April to date	$5,039
Month ago	$4,937
Year ago	$5,603

Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$11,551	$12,924	$14,691
1984	$8,682	$9,046	$8,850
1983	$6,505	$6,028	$6,171
1982	$5,175	$5,332	$5,185
1981	$4,114	$4,544	$4,049
1980	$3,678	$3,474	$3,301
1979	$2,684	$2,809	$2,742
1978	$1,980	$1,578	$1,907
Overall Average	$5,039	$4,928	$4,782

Building the redesigned Escort/Lynx

Employes at Ford Motor Co.'s Wayne (Mich.) plant are building 1985½-model Ford Escorts and Mercury Lynxes. The cars have new sheet metal and aerodynamic headlamps. They will be powered by a new 1.9-liter, 4-cylinder engine. Also producing the redesigned models are Ford's plants in Edison, N.J., and Oakville, Ont.

Imports' 27-day inventory is lowest since November

Continued from Page 1

days-supply level from 95 days to 66.

The Merkur's high inventory is typical of new-model launches.

Renault hiked its sales a bit, but not enough to get its imports into the normal range.

The figures in the accompanying chart have been revised to show combined days-supply figures for all Hondas, whether built in the U.S. or Japan; previous breakouts of domestic and import figures supplied by American Honda did not accurately portray the split.

In addition, Isuzu and Porsche inventories have been increased by 10 days to reflect port inventories and vehicles enroute to dealerships. Previous figures supplied by those companies included only dealer inventories. Mercedes-Benz figures also have been updated for the same reason.

The April 1 inventory was split this way: Japanese makes, 49.72 percent; German, 34.86 percent, and other countries, 15.42 percent. One month earlier, the split was Japanese, 53.07 percent; German, 34.67 percent, and other countries, 12.26 percent.

Japanese cars averaged an 18-day supply on April 1. The makes and their days-supply figures: Toyota and Honda, each 10; Mazda, 11; Mitsubishi, 13; Subaru, 19; Nissan, 23; Isuzu, 39.

There was a 42-day supply of Chrysler import cars: 35 for Dodge Colt, 40 for Plymouth Colt, 43 for Dodge and Plymouth Vista, 99 for Plymouth Conquest and 110 for Dodge Conquest.

Chevrolet captives averaged a 79 day supply: 42 for Sprint and 91 for Spectrum.

German makes averaged a 60-day supply. The breakout: Mercedes-Benz, 47; Porsche, 49; BMW, 59; Volkswagen, 66; Audi, 70; Merkur, 81.

Imports from other countries averaged 51 days. The breakout: Jaguar, 20; Saab, 42; Volvo, 48; Maserati, an estimated 60; Peugeot, 61; Alfa Romeo, 65; Renault, 179.

As noted, the days' supply of imported trucks averaged 33 days: 12 for Mazda, 16 for Mitsubishi, 26 for Toyota, 35 for Nissan; 38 for Chrysler and 90 for Isuzu. The big drop in Mitsubishi's inventory level was largely a result of a large sales increase during the month.

IMPORT STOCKS

	April 1, 1985	March 1, 1985	April 1, 1984
Chevrolet	79	82	.....
Chrysler	42	54	56
Honda	10	9	15
Isuzu	39	38	40
Mazda	11	21	15
Mitsbishi	13	24	19
Nissan	23	31	15
Subaru	19	8	32
Toyota	10	10	7
JAPANESE MODELS	18	19	16
Audi	70	124	66
BMW	59	65	75
Mercedes-Benz	47	47	27
Merkur	81	38	.....
Porsche	49	53	34
Volkswagen	66	95	104
GERMAN MODELS	60	77	67
Alfa Romeo	65	79	23
Jaguar	20	35	19
Maserati	60	52	.....
Peugeot	61	48	52
Renault	179	233	187
Saab	42	44	44
Volvo	48	40	47
OTHER MODELS	51	51	44
TOTAL IMPORTED CARS	27	29	27
Chrysler	38	33	97
Isuzu	90	74	113
Mazda	12	10	12
Mitsuishi	16	36	27
Nissan	35	27	17
Toyota	26	29	20
TOTAL IMORTED TRUCKS	33	30	25
TOTAL IMPORTED VEHICLES	29	29	27

Note: Honda and Nissan truck totals include U.S.-built models.

C-P dealer pledges funds for Lady Liberty

WARMINSTER, Pa.—Tony Gallagher, Gallagher Chrysler-Plymouth Co., has contributed $102 to the Statue of Liberty Restoration Fund.

Gallagher has pledged to donate $1 to the fund for every unit he sells. During February, he sold 102 vehicles.

Joint venture will build cars in U.S.

Chrysler, Mitsubishi make it official

Continued from Page 1

venture, Iacocca said, "Nobody fought harder than us to keep VRA in place. We lost. It is now the policy of the U.S. Government to increase the ratio of imports of Japanese cars."

Iacocca also pointed out that the reason Chrysler came to MMC for a small car design was that it had no technology of its own.

"Chrysler borrowed it from Simca," he said. In fact, the Horizon was designed in the U.K. and in France by what was then Chrysler Europe.

That this will be completely an MMC product was borne out by Iacocca's comments on his product planning meeting on Tuesday and also by his statement that the engine and transmission would be imported fully built-up.

Nevertheless, Iacocca hailed the deal as good for the U.S.

"The new plant will directly employ 2,500 people," he said, "And another 9,000 jobs will be created for suppliers."

He expects the local-content ratio to be about 50-50, and he said that as a result of this project, Chrysler would be able to give consumers a cheaper car because the powertrain is imported.

MMC will provide the general manager for the plant and also will select the site, negotiate with the unions and control day-to-day operation.

Iacocca cited the following reasons for MMC getting this slice of the action: "They run pretty good plants and we hope that they will be able to get rid of the Dark Ages union work rules and job classifications. Success will depend a lot on the unions and on training."

Iacocca also called for Japan to unilaterally reduce the trade deficit by whatever means it liked. He suggested a figure of $30 billion might be a good target, but indicated that he did not think the U.S. auto industry could do much about it.

He said he sees no prospect of increasing sales of U.S. cars in Japan, both because of high prices and because he thinks U.S. cars cannot be adapted suitably for Japan.

Iacocca said at the same time he was puzzled why the Chrysler minivan did not sell in Japan (two were sold here last year) because he considers it a unique product. Both Nissan and MMC build vehicles which are similar to the Chrysler minivan and neither of those has sold well, averaging around 12,000 units each a year.

Iacocca said that the new car would cost $500 less than would a totally American product. He said the Japanese have an advantage of $2,000 per car over U.S. companies and in his view a big proportion of this comes from the high price of the dollar and tax advantages.

Iacocca said he feels that one way the U.S. can reduce the gap is to switch to a form of value-added tax, although such a tax is not in force in Japan. He said that a fair value for the dollar is one dollar equaling 180-190 yen. In 1983, when the dollar bought 237 yen, the trade balance was worse than in 1982 when the exchange rate averaged 249 yen per dollar, however.

Also covered in the discussion was the Liberty project, which Iacocca explained was based on modules, with the target of reducing production costs by $2,000.

"After 26 months, we have taken $900 out of the cost," he said, adding that he expected cars of this general type to come into production in about 1990.

Although he did not say so directly, Iacocca indicated that the MMC car built in the U.S. would be based on conventional lines. He said that he expected the car to be sold in Canada as well as in the U.S.

Idaho high court upholds AMC in cancellation

BOISE.—The Idaho Supreme Court has upheld American Motors' cancellation of an Idaho dealer's franchise. It found no evidence that the cancellation was the result of coercion, intimidation, or discrimination against the dealer.

Christensen Motor Sales, Inc., alleged that American Motor Sales, Inc., violated state law when the auto maker terminated its franchise agreement. The court granted summary judgment in favor of AMC.

Christensen entered into a franchise agreement with AMC in May, 1978, in which the manufacturer stipulated its participation was contingent on the continued participation of three named individuals as owners and managers. AMC also reserved the right to cancel the franchise upon the death or incapacity of any of those individuals, after certain time limits.

In August, 1978, one of the named owner/managers died. AMC wrote Christensen a letter the following month advising the dealership of its intention to cancel the franchise.

The court observed that Christensen conceded that "the contract specifically allows American Motors to cancel under the existing circumstances." The court described the contract as "unambiguous."

Lubienski promoted by Kelsey-Hayes

DETROIT.—Robert A. Lubienski has been promoted to vice president, manaufacturing, brake opertions, Automotive Group, Kelsey-Hayes Co.

Lubienski, who joined Kelsey-Hayes in 1979, was most recently manager of the Mount Vernon (O.) plant.

Senate committee approves tight curb on gray market

Continued from Page 2

trucks, vans and multipurpose passenger vehicles within a year after enactment.

The provision would not require dynamic testing, which had become a thorny issue. This is the standard which former NHTSA Administrator Joan Claybrook had underway but which was shelved by the Reagan Administration.

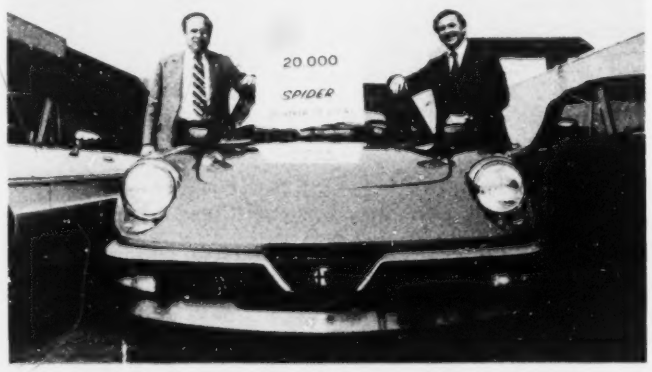
The Danforth bill authorizes money for NHTSA for the two safety laws as well as the consumer information and cost savings law, which includes among other duties setting CAFE standards. Appropriating money is done separately by another committee.

The most controversial part of the authorization bill deals with the setting of a standard rating cars for their crashworthiness and labeling them. NHTSA would have to develop a uniform numerical rating system so consumers could compare the degree of occupant protection of various models.

NHTSA currently crashes single models at 35 MPH (5 MPH above the compliance speed but at about one-third greater energy) and releases the data for head injury, chest deceleration and femur loads on belted and instrumented dummies. The data should be compared only for similar weight and size cars, but even then companies sometimes complain about using a single test and question it on grounds of repeatability.

Those high-speed crashes also include data on three standards—windshield mounting, windshield intrusion and fuel system integrity—and the Danforth bill would also include those and possibly others. In addition, the bill would require data on crash protection both for belted and unbelted occupants.

The Danforth bill would also reinstate publication of such data in a form similar to the Car Book, a creation of Claybrook that was scrubbed by the Reagan Administration.



20,000th Alfa Romeo Spider for U.S.

Don Agnelli, dealer principal, European Auto Imports, Santa Clara, Calif., and Joseph E. Cooley Jr., national sales and marketing director of Alfa Romeo, Inc., flank the 20,000th Alfa Romeo Spider to be delivered to the U.S. The car was first imported to the U.S. in 1967.

185,763 cars scheduled, highest total of 1985

Week's auto output moves upward

By Louise Kertesz
Detroit Reporter

Targeting production of 185,763 cars last week, U.S. auto makers again scheduled their highest weekly build of the year.

Last week's output was 1.94 percent more than the previous week's 182,223, which fell some 5,000 units short of the projection.

Last week's production was also 46.41 percent more than the 126,712 for the year-ago week, which included the Easter holiday.

Year-to-date production of 2,690,455 cars has again shot ahead of the 2,650,126 assembled last year at this time.

Last week's estimated production was shared as follows: General Motors, 59.45 percent; Ford Motor Co., 19.43 percent; Chrysler Corp., 15.77 percent; American Motors, 2.02 percent; American Honda, 1.78 percent; Volkswagen of America, 1.08 percent; Nissan Motor Mfg. Co., U.S.A., 0.25 percent, and New United Motor Mfg. Co., Inc., 0.22 percent.

Honda's plant in Marysville, O., worked four hours' daily overtime last week.

GM scheduled two overtime shifts Saturday (April 20) at the following plants: Pontiac G; Detroit; Fairfax, Kans.; Janesville, Wis.; Lakewood, Ga.; Leeds, Mo.; Lordstown, O.; Oklahoma City, and Wilmington, Del..

One overtime shift was scheduled Saturday at GM's Wentzville (Mo.) plant.

Ford has scheduled daily overtime this week (April 22) at its plants in Atlanta; Chicago; Lorain, O.; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler has scheduled two 9-hour daily shifts this week at its plants in Belvidere, Ill., Newark, Del., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to operate two 8½-hour daily shifts this week.

EPA orders GM to fix engines in 'offset' case

WASHINGTON.—General Motors has been put on notice by EPA that it must correct an emissions control defect on more than half a million 1979 GM cars with Pontiac engines or else face action that could potentially mean fines of as much as $10,000 per vehicle.

GM has been told to produce a plan to correct those engines for excess NOx emissions by May 6 or face unspecified consequences.

This is the long-running "offset" case which EPA lost before the federal appellate court in the District of Columbia last October. Involved are 570,000 vehicles with Pontiac 4.9-liter (301-CID) V-8 engines.

EPA had ordered the recall on Dec. 9, 1980, at the end of the Carter Administration. In February, 1981, after the Reagan Administration took over, GM submitted a proposed fix, but this did not remedy the problem.

GM and EPA then discussed the possibility of a plan for offsetting the excess emissions of the 4.9-liter V-8s by producing some 2.3 million vehicles with 2.5-liter Pontiac engines to meet a more-stringent NOx level. GM submitted a final offset plan on July 2, 1982 and on July 29, 1982, EPA accepted it.

But on Sept. 3, 1982, the Natural Resources Defense Council and the Center for Auto Safety took EPA to court, saying EPA did not have the authority to approve the GM offset plan. More than two years later, the court agreed and told EPA the law requires recall and repair as the only statutory remedy.

EPA is just now getting around to disapproving the GM offset plan of July, 1982, but it is warning GM that in view of the amount of time which has passed since EPA ordered the recall on Dec. 9, 1980, GM must submit its remedial plan promptly or EPA "will consider whatever action might be appropriate." Presumably, this means court action.

Millionth truck produced 7 days ahead of 1984

Domestic makers scheduled production of 68,723 trucks last week, 3.60 percent fewer than the 70,825 assembled the previous week, which was the best production week since June, 1979.

The previous week's actual production was a range makers had aimed at—but fallen short of—for several weeks since mid-March.

Last week's estimated output was 41.80 percent more than the build for the year-ago holiday week: 48,466 units.

The millionth truck of 1985 was built Tuesday, April 16, seven days ahead of 1984.

So far this year, 1,050,629 trucks have been assembled, 6.87 percent more than the 983,135 built last year at this point.

American Motors lost production last week due to vandalism at its Toledo plant.

The company had been scheduling more than 4,000 units for full work weeks since the beginning of the year. At presstime, the Jeep schedule for last week was 3,000 units, but that figure was probably optimistic.

General Motors scheduled two overtime shifts Saturday (April 20).

One overtime shift was scheduled Saturday at GM's plants in Detroit and Flint (No. 2).

Daily overtime is scheduled for all Ford Motor Co. plants this week (April 22).

Overtime is scheduled for Saturday, April 27, at Ford's Twin Cities plant.

Chrysler Corp. has scheduled two 9-hour daily shifts this week at its plant in Warren, Mich.

Canadian makers schedule 25,028 cars for week

Last week, for the second consecutive week, Canadian auto makers targeted the highest weekly production so far this year.

Makers scheduled 25,028 units for the week, which would top the output for the week ended Jan. 12, when 23,068 cars were assembled.

Last week's expected build was 11.98 percent higher than the previous week's 22,350, which fell 1,172 cars short of the projection.

Last week's output was 33.38 percent more than the year-ago week's 18,765 (for a four-day week).

So far this year, 307,587 cars have been assembled, 12.79 percent less than the 352,702 completed last year at this point.

Truck makers expected to build 18,901 units last week, about the same (down 0.15 percent) as the previous week's 18,872 and 45.48 percent more than the year-ago week's 12,992.

Year-to-date, 279,239 trucks have been built, 6.10 percent more than the 263,183 assembled last year at this point.

Chrysler's Windsor (Ont.) plant scheduled production of 2,670 Plymouth Voyagers, 2,826 Dodge Caravans and 612 Mini Ram Vans last week, bringing the T-115 total for the year to 89,939.

MVMA names Curran

DETROIT.—Dennis P. Curran has been named economic analyst in the policy analysis department of the MVMA. He will design and implement a computer statistical data base for the department's regularly issued reports.

U.S. CAR PRODUCTION

	Week Ended April 20, 1985	Week Ended April 21, 1984	Week Ended April 13, 1985	April to Date	Jan. 1 to April 21, 1984	Jan. 1 to April 20, 1985
AMERICAN MOTORS	3,750	3,883	0	3,750	64,224	29,269
Renault Total	3,750	3,883	0	3,750	64,224	29,269
Alliance	2,000	2,283	0	2,000	34,435	17,062
Encore	1,750	1,600	0	1,750	29,789	12,207
CHRYSLER CORP.	29,300	19,830	32,554	85,151	412,225	420,500
Plymouth Total	8,500	6,075	10,205	25,387	121,807	122,861
Horizon	3,000	2,540	3,651	9,074	49,335	42,756
Reliant	4,300	2,917	4,810	12,113	64,222	56,071
Caravelle	900	149	1,236	3,034	2,690	18,092
Gran Fury	300	469	508	1,166	5,560	5,942
Chrysler Total	9,200	6,889	9,744	26,289	136,519	139,781
LeBaron	2,000	2,147	2,250	5,961	40,518	36,011
LeBaron GTS	2,400	0	2,322	6,621	0	27,349
Laser	1,200	1,040	1,156	3,175	25,033	15,947
New Yorker/E-Class	1,400	1,691	1,784	4,301	34,230	23,184
Fifth Avenue	2,200	2,011	2,232	6,231	36,738	37,290
Dodge Total	11,600	6,866	12,605	33,475	153,899	157,858
Omni	3,100	2,155	3,656	9,285	46,766	45,415
Aries	3,500	2,193	3,834	9,964	51,030	43,940
Daytona	900	845	994	2,649	19,731	14,155
Dodge 600	1,300	1,311	1,539	4,009	26,850	23,159
Lancer	1,800	0	1,797	5,103	0	20,694
Diplomat	1,000	362	785	2,445	9,522	10,495
FORD MOTOR	36,102	31,096	37,234	101,762	549,139	554,947
Ford Division	23,725	19,506	25,144	68,351	360,655	366,814
Escort	7,158	5,804	7,277	20,013	111,441	95,261
Mustang	2,784	2,542	3,761	9,639	39,962	55,999
LTD	6,092	3,436	6,158	17,043	74,425	76,920
Thunderbird	3,429	2,857	3,853	10,030	51,196	68,271
Crown Victoria	0	1,405	0	0	25,965	7,122
EXP	0	446	0	0	10,512	3,838
Tempo	4,252	3,016	4,095	11,626	47,154	59,403
L-M Division	12,377	11,590	12,090	33,411	188,484	188,133
Mercury Total	8,839	8,729	8,523	23,547	136,160	134,375
Lynx	1,905	1,283	1,057	3,579	22,670	22,386
Capri	369	368	335	863	5,573	6,185
Marquis	2,952	2,126	2,969	8,329	33,026	37,718
Cougar	2,725	2,319	3,109	8,000	31,705	44,291
Grand Marquis	0	1,497	0	0	29,324	4,733
Topaz	888	1,136	1,053	2,776	13,862	19,062
Lincoln Total	3,538	2,861	3,567	9,864	52,324	53,758
Continental	641	756	649	1,789	10,041	9,744
Lincoln	2,508	1,798	2,525	6,990	29,524	38,080
Mark VI/VII	389	307	393	1,085	12,759	5,934
GENERAL MOTORS	110,435	67,742	106,838	297,844	1,550,538	1,599,497
Buick Total	25,075	13,623	24,340	65,992	329,946	311,804
Skylark	2,389	1,374	2,414	6,750	30,709	36,753
Skyhawk	2,526	2,479	2,068	6,140	53,385	33,223
Somerset Regal	2,920	0	3,264	8,301	0	41,188
Century	6,717	3,209	6,686	17,385	72,085	72,275
Regal	2,968	3,123	2,544	7,355	71,994	34,110
LeSabre/Electra(rwd)	3,686	1,893	3,640	9,877	76,993	44,073
Riviera	1,455	696	1,346	3,760	18,188	20,502
Electra(fwd)	2,414	847	2,378	6,424	6,592	29,680
Cadillac Total	7,485	4,996	7,747	21,033	111,630	121,196
Cimarron	580	278	489	1,525	6,511	9,271
Seville	810	699	899	2,355	13,353	13,679
Eldorado	1,515	1,323	1,683	4,404	24,610	25,258
Cadillac (rwd)	1,284	1,713	1,380	3,511	59,978	17,619
DeVille (fwd)	3,296	983	3,296	9,238	7,178	55,369
Chevrolet Total	36,369	25,597	34,691	96,846	529,851	559,381
Chevette	3,627	4,641	3,043	9,097	73,599	50,638
Cavalier	11,209	6,787	9,584	28,046	132,346	154,867
Celebrity	6,114	3,985	6,452	17,037	94,844	93,343
Camaro	4,945	4,491	4,941	13,767	84,578	73,409
Citation	1,611	2,359	1,648	4,552	34,962	25,881
Malibu/El Camino	0	534	0	0	11,013	0
Monte Carlo	3,330	851	3,904	9,840	50,180	50,849
Chevrolet	4,533	1,460	4,147	11,736	37,453	96,694
Corvette	1,000	489	972	2,771	10,876	13,700
Oldsmobile Total	25,911	15,638	27,096	73,133	391,859	401,543
Omega	0	1,109	0	0	17,021	0
Firenza	1,824	1,398	1,464	4,600	24,343	24,491
Cutlass Supreme	4,743	3,030	4,624	13,331	116,123	66,431
Cutlass Ciera	6,172	4,231	7,552	19,296	87,029	121,847
88/96 (rwd)	5,622	4,005	5,249	14,680	125,505	76,114
Olds 98 (fwd)	3,095	1,107	3,126	8,570	7,146	45,849
Calais	3,705	0	4,077	10,193	0	51,944
Toronado	750	758	1,006	2,463	14,692	14,867
Pontiac Total	15,595	7,888	12,962	40,840	187,252	205,573
Acadian**	0	693	283	483	6,173	4,592
2000 Sunbird	3,218	1,901	2,111	7,951	46,185	43,767
1000	780	1,124	286	1,460	13,904	10,348
Firebird	2,675	1,810	2,206	7,280	35,788	39,509
Phoenix	0	314	0	0	5,386	0
6000	1,985	0	1,077	3,733	0	10,928
Grd Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,322	201	1,138	3,537	11,054	21,777
Fiero	2,640	1,845	2,584	7,864	39,027	35,922
Grand Am	2,975	0	3,277	8,532	0	38,730
HONDA	3,306	2,163	3,058	9,624	37,432	51,860
NISSAN	470	0	391	1,059	0	1,455
NUMMI (Nova)*	400	0	300	950	0	2,150
VOLKSWAGEN	2,000	1,998	1,848	5,516	36,568	30,777
Total Cars, U.S.	185,763	126,712	182,223	505,656	2,650,126	2,690,455
Total Cars, Canada	25,028	18,765	22,350	63,585	352,702	307,587
N. American Cars	210,791	145,477	204,573	569,241	3,002,828	2,998,042
N. American Trucks	87,624	61,458	89,697	245,710	1,246,318	1,329,868
North American Cars and Trucks	298,415	206,935	294,270	814,951	4,249,146	4,327,910

*Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended April 20, 1985	Week Ended April 21, 1984	Week Ended April 13, 1985	April to Date	Jan. 1 to April 21, 1984	Jan. 1 to April 20, 1985
American Motors	400	488	335	735	8,112	3,487
Ford Motor	11,368	7,951	9,633	27,867	130,672	154,899
General Motors	13,035	10,141	12,157	34,353	210,453	145,787
Volvo	225	185	225	630	3,465	3,414
Total Cars, Canada	25,028	18,765	22,350	63,585	352,702	307,587

TRUCK PRODUCTION IN U.S.☆

	Week Ended April 20, 1985	Week Ended April 21, 1984	Week Ended April 13, 1985	April to Date	Jan. 1 to April 21, 1984	Jan. 1 to April 20, 1985
CHEVROLET	21,776	13,075	23,881	63,449	314,390	355,572
DODGE	4,400	3,353	4,686	12,750	65,250	63,874
FORD	27,067	20,357	26,979	74,551	372,527	374,004
GMC	7,650	5,112	7,379	20,699	100,539	106,335
INTERNATIONAL	1,660	1,280	1,768	4,746	23,230	25,037
JEEP	3,000	2,983	2,821	8,959	60,333	61,105
NISSAN	1,400	1,466	1,541	4,189	29,426	34,936
AM GENERAL	50	40	50	140	840	770
MISCELLANEOUS	1,720	800	1,720	4,816	16,600	28,996
Total Trucks, U.S.	68,723	48,466	70,825	194,299	983,135	1,050,629

CANADIAN TRUCK PRODUCTION

	Week Ended April 20, 1985	Week Ended April 21, 1984	Week Ended April 13, 1985	April to Date	Jan. 1 to April 21, 1984	Jan. 1 to April 20, 1985
CHRYSLER	8,760	5,513	8,894	23,630	110,904	130,354
FORD	3,648	2,810	3,692	10,287	50,988	53,748
GENERAL MOTORS	6,248	4,551	6,043	16,813	99,046	91,450
INTERNATIONAL	245	118	243	681	2,245	3,687
Total Trucks, Canada	18,901	12,992	18,872	51,411	263,183	279,239
N. American Trucks	87,624	61,458	89,697	245,710	1,246,318	1,329,868

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Automotive News®

April 24, 1985

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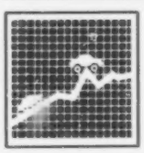
SALES/REGISTRATIONS



PRODUCTION

OPTIONS/EQUIPMENT

MANUFACTURERS

DEALERS

SUPPLIERS

DIRECTORIES

PRICES

PRODUCTS/SPECIFICATIONS

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Automotive News
The weekly newspaper of the industry

Established in 1925

Published every Monday by Crain Automotive Group, Inc., a Division of CRAIN COMMUNICATIONS, INC.
DETROIT, MICH. 48207

Cable Address—TWX 810-221-5122 AUTNEW DET
1400 Woodbridge Ave. Telephone 313-446-6000

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1985 MARKET DATA BOOK ISSUE

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60TH YEAR—NO. 5072

Automotive News (ISSN 0005-1551) is published weekly except semi-weekly fourth week in April at 1400 Woodbridge Ave., Detroit, Michigan 48207. Second-class postage paid at Detroit, Michigan, and at additional mailing offices.

PRODUCTION

Nineteen eighty-four was the third year of rebuilding for the world's vehicle industry, as production in the major vehicle-producing countries rose 4 percent.

The big gains were registered in North America, where combined U.S. and Canadian output rose 16 percent, and in Latin America, where a 15-percent gain was reported. Smaller gains were made in Eastern Europe (2 percent) and Asia/Oceana (4 percent).

Western Europe was the only region to decline (4 percent). Four of Europe's five biggest auto making nations were the only major countries in the world to reduce vehicle output: France, Germany, U.K. and Spain.

The year was better, too, for 10 of the world's top vehicle producers; only Fiat and Peugeot SA reduced output. Rankings of the Big 12 stayed the same with the major exception of Chrysler Corp., which jumped from ninth place to seventh.

12 LEADING MOTOR VEHICLES PRODUCERS WORLDWIDE

	1984	1983	1982	1981
General Motors	8,256,000	7,769,000	6,244,000	6,762,000
Ford Motor Co.	5,584,651	4,934,231	4,267,587	4,402,462
Toyota	3,429,249	3,182,614	3,155,784	3,254,942
Nissan	2,481,686	2,462,436	2,557,269	2,811,580
Renault	2,362,300*	2,237,185	1,992,985	1,527,000
Volkswagen	2,148,000	2,060,992	2,039,869	2,196,000
Chrysler Corp.	1,887,473	1,338,972	1,006,245	1,082,500
Peugeot-Citroen	1,634,000	1,737,012	1,616,393	1,585,000
Fiat	1,409,000	1,441,870	1,335,187	1,364,000
Mazda	1,336,100	1,261,350	1,202,583	1,230,000
Honda	1,304,833	1,087,775	1,020,698	1,045,000
Mitsubishi	1,165,500	1,018,403	1,024,243	1,095,000

*—Estimated.

WORLD VEHICLE PRODUCTION SINCE WORLD WAR II, CARS AND TRUCKS

Year	Australia	Brazil	Canada	France	Italy	Japan	Korea	Mexico	Spain	Sweden	UK	U.S.	USSR	W. Germany	World Total
1984	405,084	831,237	1,877,966	3,062,152	1,594,788	11,392,711	238,807	343,698	909,270	403,940	1,106,337	10,924,077	2,136,400	4,001,273	——
1983	368,267	694,061	1,523,324	3,335,862	1,575,151	11,055,711	197,876	285,485	1,288,721	396,697	1,289,111	9,512,781	2,094,000	4,083,055	39,734,719
1982	408,570	860,593	1,270,012	3,148,807	1,453,043	10,731,794	163,484	472,637	1,069,507	349,066	1,156,477	6,876,034	2,172,700	4,062,655	36,112,594
1981	391,614	779,836	1,198,416	3,019,370	1,433,743	11,179,962	133,905	597,118	987,474	313,679	1,184,205	7,981,167	2,197,500	3,897,007	37,230,055
1980	364,109	1,165,207	1,373,054	3,378,433	1,611,856	11,042,884	123,135	490,006	1,181,659	298,400	1,312,904	8,010,374	2,199,200	3,878,553	38,513,635
1979	461,468	1,127,966	1,602,369	3,613,458	1,632,289	9,635,546	204,447	444,426	1,122,918	354,820	1,478,512	11,391,867	2,173,200	4,249,725	41,518,599
1978	384,966	1,062,197	1,805,737	3,507,930	1,656,115	9,269,153	156,418	384,128	1,143,831	305,534	1,607,467	12,830,046	2,150,984	4,186,364	42,299,436
1977	452,592	919,242	1,698,904	3,507,881	1,583,917	8,514,522	83,000	280,813	1,129,700	286,091	1,714,020	12,727,243	2,088,369	4,104,216	40,946,772
1976	456,216	985,469	1,640,912	3,402,715	1,596,677	7,841,447	48,292	324,979	866,240	367,780	1,705,506	11,484,169	2,024,660	3,868,089	38,341,012
1975	456,167	929,805	1,446,330	2,861,305	1,458,629	6,941,591	36,264	360,678	814,164	366,753	1,648,399	8,991,091	1,964,056	3,186,208	32,998,363
1974	489,339	858,479	1,481,595	3,462,847	1,772,515	6,551,840	30,290	350,755	837,414	368,359	1,936,685	10,052,265	1,846,000	3,099,777	34,732,826
1973	454,190	729,135	1,587,500	3,569,179	1,957,994	7,082,757	26,314	285,513	822,020	378,042	2,163,941	12,674,613	1,602,000	3,949,065	39,917,733
1972	466,197	608,985	1,459,695	3,328,320	1,839,793	6,294,438	18,648	229,766	695,217	350,989	2,329,430	11,299,236	1,379,000	3,815,982	35,577,783
1971	470,122	516,038	1,372,328	3,010,294	1,817,019	5,810,774	23,002	210,840	532,358	317,295	2,198,146	10,655,574	1,142,700	3,982,722	33,423,579
1970	473,790	416,047	1,157,476	2,750,086	1,854,252	5,289,157	28,819	192,841	536,026	310,887	2,098,498	8,266,718	916,118	3,842,247	29,403,479
1969	451,917	349,519	1,350,708	2,459,072	1,595,951	4,674,932	30,994	165,164	454,571	271,440	2,182,793	10,181,263	844,300	3,604,567	29,809,527
1968	418,307	278,473	1,169,498	2,075,617	1,663,648	4,085,826	17,657	143,478	393,433	244,786	2,225,122	10,797,851	800,900	3,106,958	28,356,002
1967	366,547	225,418	939,635	2,009,672	1,542,669	3,146,486	6,604	126,365	361,637	214,650	1,937,199	8,996,490	728,800	2,482,319	24,022,706
1966	343,929	224,574	896,119	2,024,552	1,365,898	2,286,399	3,430	113,807	340,418	199,910	2,042,354	10,363,416	675,300	3,050,708	24,851,947
1965	407,569	185,187	852,274	1,641,696	1,175,548	1,875,614	141	96,654	228,935	205,717	2,177,261	11,118,020	634,312	2,976,477	24,266,799
1964	411,750	183,707	668,508	1,615,896	1,090,078	1,702,475	249	90,752	178,128	184,184	2,332,376	9,304,403	603,100	2,909,657	21,727,002
1963	374,058	174,191	631,356	1,736,977	1,180,536	1,283,531	1,254	69,135	131,988	167,850	2,011,720	9,108,305	587,012	2,667,896	20,373,248
1962	329,629	191,194	505,187	1,536,133	946,793	990,706	1,777	66,637	100,163	151,568	1,674,530	8,191,494	577,500	2,356,612	17,999,263
1961	231,651	145,584	386,923	1,244,223	759,140	813,879	——	62,563	75,000	131,755	1,464,134	6,650,282	555,330	2,147,825	15,228,245
1960	326,250	133,041	397,739	1,369,210	644,633	481,551	——	49,807	58,209	128,527	1,810,700	7,901,502	523,591	2,055,149	16,488,340
1959	263,592	96,114	367,939	1,283,159	500,784	262,814	——	51,118	56,800	112,394	1,560,427	6,723,204	494,994	1,718,566	13,916,125
1958	241,324	60,983	356,418	1,127,549	403,560	188,303	——	38,955	31,050	91,179	1,365,407	5,114,807	511,074	1,495,256	11,289,036
1957	213,620	30,542	413,577	927,956	351,815	181,977	——	41,106	30,436	71,654	1,149,095	7,220,431	495,408	1,212,232	12,399,816
1956	204,176	——	471,350	827,079	315,802	111,066	——	39,387	4,500	57,274	1,004,544	6,905,458	464,632	1,075,619	11,675,203
1955	218,004	——	452,114	725,061	268,766	68,932	——	32,275	3,972	50,299	1,237,068	9,204,049	445,268	908,742	13,628,103
1954	200,605	——	352,109	600,040	216,715	70,073	——	33,380	620	44,735	1,037,879	6,536,729	403,873	680,597	10,348,996
1953	159,307	——	486,049	497,348	174,320	49,778	——	35,709	600	29,427	834,275	7,349,123	354,175	490,681	10,436,544
1952	116,293	——	434,102	498,962	138,446	38,966	——	46,987	400	21,233	689,658	5,561,796	307,936	428,383	8,324,023
1951	129,259	——	415,420	445,655	145,533	38,490	——	46,081	308	22,950	733,883	6,757,014	288,683	374,151	9,352,635
1950	126,721	——	387,726	357,552	127,847	31,597	——	21,575	253	17,553	783,677	8,005,859	362,895	306,064	10,577,426
1949	——	——	290,664	285,641	86,054	28,700	——	——	486	11,069	628,196	6,243,834	275,992	163,583	8,044,190
1948	——	——	261,009	198,372	59,953	20,367	——	——	760	9,497	507,608	5,220,755	197,056	61,294	6,564,946
1947	——	——	242,107	137,383	43,736	11,320	——	——	——	9,287	441,284	4,795,587	132,968	23,343	5,853,636
1946	——	——	170,695	96,062	28,983	14,921	——	——	——	7,336	359,634	3,100,820	102,171	30,671	3,913,410

Totals do not add due to double counting of CKD kits and production in other countries. 1984 World Total not yet available.

Sources: Automotive News, MVMA, Automotive Industry Data, Ltd., JAMA

PRODUCTION

WORLD CAR AND TRUCK PRODUCTION BY COUNTRY: 1984 vs. 1983

	Cars		Trucks*		Total	
	1984	1983	1984	1983	1984	1983
North America						
United States	7,777,721	7,112,352	3,146,356	2,400,429	10,924,077	9,512,781
Canada	1,062,183	968,774	815,783	554,550	1,877,966	1,523,324
TOTAL	8,839,904	8,081,126	3,962,139	2,954,979	12,802,043	11,036,105
Latin America						
Argentina	117,973	120,365	28,209	30,915	146,182	151,280
Brazil	706,237	576,356	125,000	117,705	831,237	694,061
Chile	3,000	3,001	1,500	1,510	4,500	4,511
Colombia	25,000	27,963	1,700	1,760	26,700	29,723
Mexico	231,578	207,137	112,120	78,348	343,698	285,485
Peru	5,000	9,626	———	———	5,000	9,626
Venezuela	25,000	27,963	1,500	1,760	26,500	29,723
TOTAL	1,113,788	972,411	270,029	231,998	1,383,817	1,204,409
Western Europe						
Austria	6,000	6,148	6,000	5,287	12,000	11,435
Belgium	212,896	250,988	36,870	24,767	249,766	275,755
France	2,713,289	2,960,823	348,863	375,039	3,062,152	3,335,862
Italy	1,439,283	1,395,531	155,505	179,620	1,594,788	1,575,151
Netherlands	108,500	105,000	12,873	12,000	121,373	117,000
Spain	777,394	1,141,581	131,876	147,140	909,270	1,288,721
Sweden	350,218	344,702	53,722	51,995	403,940	396,697
Switzerland	30	25	———	———	30	25
Turkey	45,000	42,509	15,000	16,474	60,000	58,903
U.K.	881,512	1,044,597	224,825	244,514	1,106,337	1,289,111
West Germany	3,745,975	3,806,257	255,298	276,798	4,001,273	4,083,055
TOTAL	10,280,097	10,648,719	1,240,832	1,333,634	11,520,929	11,982,353
Eastern Europe						
Czechoslovakia	175,000	177,505	45,000	43,194	220,000	220,699
E. Germany	180,000	188,300	40,000	39,600	220,000	227,900
Poland	260,000	269,300	40,000	42,900	300,000	312,200
Romania	100,000	83,000	55,000	51,513	155,000	134,513
U.S.S.R.	1,257,000	1,317,700	879,400	776,300	2,136,400	2,094,000
Yugoslavia	235,994	210,059	30,000	33,836	265,994	243,895
TOTAL	2,207,994	2,245,864	1,089,400	987,343	3,297,394	3,233,207
Asia-Oceania						
Australia	375,084	342,314	30,000	25,953	405,084	368,267
China	6,000	5,100	57,725	52,432	63,725	57,532
India	58,220	44,613	70,000	68,974	128,220	113,587
Japan	7,073,173	7,151,888	4,319,538	3,903,823	11,392,711	11,055,711
S. Korea	158,503	121,987	80,304	75,889	238,807	197,876
Taiwan	150,000	157,356	———	———	150,000	157,356
TOTAL	7,820,980	7,823,258	4,557,567	4,127,071	12,378,547	11,950,329

Note: In some cases, 1984 figures are preliminary and subject to slight change. Totals will not add due to CKD kits counted by more than one country.
*—European truck figures include car-derived vans; U.S. figures include minivans.
Sources: Automotive News; Automotive Industry Data, Ltd.; MVMA; Japan Automobile Mfrs. Assn.

CAR AND TRUCK PRODUCTION IN JAPAN, 1984 VS. 1983

	1984		
	Cars	Trucks	Total
Toyota	2,413,133	981,675	3,394,808
Nissan	1,846,407	621,856	2,468,263
Mazda	764,309	366,335	1,130,644
Mitsubishi	547,838	539,403	1,087,241
Honda	843,807	145,229	989,036
Suzuki	164,058	525,813	689,871
Daihatsu	162,405	402,567	564,972
Fuji (Subaru)	242,680	306,735	549,415
Isuzu	88,563	338,224	426,760
Hino	0	55,859	55,859
Nissan Diesel	0	35,268	35,268
Others	0	574	574
Total	7,073,173	4,319,538	11,392,711

	1983*		
	Cars	Trucks	Total
Toyota	2,380,753	871,801	3,252,554
Nissan	1,858,782	610,576	2,469,358
Mazda	861,580	307,140	1,168,720
Mitsubishi	523,754	443,582	967,336
Honda	857,686	174,754	1,032,440
Suzuki	137,528	493,782	631,310
Daihatsu	185,159	343,584	528,743
Fuji (Subaru)	230,462	310,218	540,680
Isuzu	116,184	268,997	385,181
Hino	0	47,906	47,906
Nissan Diesel	0	30,782	30,782
Others	0	701	701
Total	7,151,888	3,903,823	11,055,711

SOURCE: Japan Automobile Mfrs. Assn.

WORLD VEHICLE PRODUCTION AND ASSEMBLY

	North America	Europe	Asia	South America
1983	11,015,273	15,682,826	11,486,316	1,055,457
1982	8,734,684	14,787,194	11,047,858	992,709
1981	9,862,814	14,412,699	11,462,754	952,199
1980	9,874,206	15,412,225	11,279,345	1,454,124
1979	13,556,095	16,269,079	9,941,266	1,394,210
1978	15,101,822	16,097,613	9,524,417	1,256,884
1977	14,759,040	15,873,698	8,686,667	1,175,823
1976	13,462,687	15,206,985	7,974,797	1,192,417
1975	10,771,197	13,472,708	7,052,131	1,180,931
1974	11,946,671	14,408,058	6,670,019	1,180,931
1973	14,541,846	15,607,461	7,206,988	1,040,749
1972	12,970,558	14,794,265	6,403,134	887,207

Notes: North America-Canada, Mexico, U.S.; Europe—Western Europe and East em Bloc including U.S.S.R.; Asia—India, Japan, Korea; South America—Argentina, Brazil. Totals will not match with other production tables because of CKD kits. Source: MVMA

EUROPEAN CAR PRODUCTION, 1983–1984

	Belgium		France①		Italy		Netherlands		Spain		Sweden		UK		W.Germany②		Totals	
	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983	1984	1983
Alfa Romeo	———	———	———	———	200,103	206,926	———	———	———	———	———	———	———	———	———	———	200,103	206,962
Aston Martin	———	———	———	———	———	———	———	———	———	———	———	———	204	155	———	———	204	155
Bertone	———	———	———	———	4,904	6,605	———	———	———	———	———	———	———	———	———	———	4,904	6,605
BL	———	———	———	———	———	———	———	———	———	———	———	———	383,324	445,364	———	———	383,324	445,364
BMW	———	———	———	———	———	———	———	———	———	———	———	———	———	———	412,447	407,507	42,447	407,507
DeTomaso	———	———	———	———	71	77	———	———	———	———	———	———	———	———	———	———	71	77
Ferrari	———	———	———	———	2,841	2,366	———	———	———	———	———	———	———	———	———	———	2,841	2,366
Ford	212,896	250,988	———	———	———	———	———	———	262,099	221,912	———	———	272,767	318,674	539,779	547,950	1,288,541	1,339,524
Fiat-Lancia	———	———	———	———	1,205,224	1,157,830	———	———	———	———	———	———	———	———	———	———	1,205,224	1,157,830
Innocenti	———	———	———	———	17,151	13,688	———	———	———	———	———	———	———	———	———	———	17,151	13,688
Jaguar	———	———	———	———	———	———	———	———	———	———	———	———	33,342	27,977	———	———	33,342	27,977
Lamborghini	———	———	———	———	231	184	———	———	———	———	———	———	———	———	———	———	231	184
Lotus	———	———	———	———	———	———	———	———	———	———	———	———	837	642	———	———	837	642
Maserati	———	———	———	———	6,180	5,333	———	———	———	———	———	———	———	———	———	———	6,180	5,333
Mercedes-Benz	———	———	———	———	———	———	———	———	———	———	———	———	———	———	462,797	483,359	462,797	483,359
Opel-Vauxhall	———	———	———	———	———	———	———	———	259,971	246,340	———	———	117,114	126,524	776,486	934,490	1,153,571	1,307,354
Peugeot SA	———	———	1,284,151	1,321,418	———	———	———	———	184,713	166,270	———	———	67,728	120,503	———	———	1,351,879	1,441,921
Pininfarina	———	———	———	———	2,578	2,522	———	———	———	———	———	———	———	———	———	———	2,578	2,522
Porsche	———	———	———	———	———	———	———	———	———	———	———	———	———	———	44,107	42,288	44,017	48,288
Reliant	———	———	———	———	———	———	———	———	———	———	———	———	135	105	———	———	135	105
Renault	———	———	1,429,138	1,639,405	———	———	———	———	214,786	283,172	———	———	———	———	———	———	1,429,138	1,639,405
Rolls-Royce	———	———	———	———	———	———	———	———	———	———	———	———	2,201	1,568	———	———	2,201	1,568
Saab	———	———	———	———	———	———	———	———	———	———	102,018	96,012	———	———	———	———	102,018	96,012
Seat	———	———	———	———	———	———	———	———	255,324	223,887	———	———	———	———	———	———	255,324	223,887
TVR	———	———	———	———	———	———	———	———	———	———	———	———	397	291	———	———	397	291
VW-Audi	———	———	———	———	———	———	———	———	———	———	———	———	———	———	1,510,449	1,384,663	1,510,449	1,384,663
Volvo	———	———	———	———	———	———	108,500	105,000	———	———	248,200	248,690③	———	———	———	———	356,700	353,690
Others	———	———	———	———	———	———	———	———	———	———	———	———	2,463	2,794	———	———	2,463	2,794
Totals	212,896	250,988	2,713,289	2,960,823	1,439,283	1,395,531	108,500	105,000	777,394	1,141,581	350,218	344,702	881,512	1,044,597	3,745,975	3,806,257	10,229,067	10,600,037

①Includes all Renault and PSA production in Spain. Renault also includes U.S. Encores and Alliances. PSA also includes all Talbot U.K. except for Arrow kits for Iran.
②Includes cars recorded as Kombis; excludes commercial vehicles recorded as Kombis. VW includes VWs assembled by Seat in Spain.
③Estimates.
Totals will not add due to double counting

PRODUCTION

1984 U.S. CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
AMERICAN MOTORS	14,411	17,358	19,029	50,798	14,395	21,265	9,611	45,271	19,207	16,433	17,856	53,496	11,835	15,933	14,863	42,631	192,196
Renault Total	14,411	17,358	19,029	50,798	14,395	21,265	9,611	45,271	19,207	16,433	17,856	53,496	11,835	15,933	14,863	42,631	192,196
Alliance	7,291	8,797	10,709	26,797	8,249	11,320	5,061	24,630	10,685	10,164	11,921	32,770	7,237	9,499	9,240	25,976	110,173
Encore	7,120	8,561	8,320	24,001	6,146	9,945	4,550	20,641	8,522	6,269	5,935	20,726	4,598	6,434	5,623	16,655	82,023
CHRYSLER CORP.	100,385	113,042	124,360	337,787	111,113	119,268	124,103	354,484	69,884	60,965	98,709	229,558	135,563	111,493	83,331	330,387	1,252,216
Plymouth Total	30,538	33,541	35,738	99,817	33,211	34,356	34,990	102,557	22,377	20,500	32,664	75,541	44,407	34,691	23,639	102,737	380,652
Horizon	11,469	14,319	14,933	40,721	13,212	14,464	14,718	42,394	10,760	11,776	14,094	36,630	17,560	13,623	8,319	39,502	159,247
Reliant*	17,148	17,317	18,200	52,665	17,080	16,748	17,110	50,938	8,306	5,567	13,677	27,550	19,385	13,994	10,261	43,640	174,793
Caravelle	764	619	895	2,278	842	928	867	2,637	622	2,054	3,504	6,180	5,123	5,153	3,977	14,253	25,348
Gran Fury	1,157	1,286	1,710	4,153	2,077	2,216	2,295	6,588	2,689	1,103	1,389	5,181	2,339	1,921	1,082	5,342	21,264
Chrysler Total	32,196	36,437	42,515	111,148	38,144	40,647	43,151	121,942	21,621	18,086	29,802	69,509	38,641	33,646	28,813	101,100	403,699
LeBaron	9,627	11,683	11,644	32,954	11,437	12,706	13,436	37,579	6,692	3,360	7,560	17,612	11,231	9,421	7,662	28,314	116,459
LeBaron GTS	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,759	4,235	4,595	10,589	10,589
Laser	7,333	6,496	7,191	21,020	6,060	7,592	7,584	21,236	3,808	2,247	5,017	11,072	7,386	5,698	3,654	16,738	70,066
N.Y./E-Class	8,473	8,364	11,048	27,885	9,660	10,678	11,125	31,463	3,722	3,076	5,746	12,544	7,490	5,934	4,467	17,891	89,783
Fifth Ave.	6,763	9,894	12,632	29,289	10,987	9,671	11,006	31,664	7,399	9,403	11,479	28,281	10,775	8,358	8,435	27,568	116,802
Dodge Total	37,651	43,064	46,107	126,822	39,758	44,265	45,962	129,985	25,886	22,379	36,243	84,508	52,515	43,156	30,879	126,550	467,865
Omni	10,175	13,663	14,297	38,135	12,533	13,926	13,912	40,371	10,374	10,755	12,834	33,963	14,307	11,134	8,440	33,881	146,350
Aries*	13,508	14,200	14,555	42,263	12,721	13,076	13,718	39,515	7,163	4,295	11,092	22,550	18,509	12,857	8,754	40,120	144,448
Daytona	5,942	5,192	5,635	16,769	4,529	4,991	5,276	14,796	2,642	1,611	3,969	8,222	5,668	4,554	2,965	13,187	52,974
Dodge 600	6,743	6,946	7,962	21,651	7,399	7,621	8,393	23,413	3,216	3,124	5,436	11,776	6,910	6,277	4,677	17,864	74,704
Lancer	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,404	3,469	3,416	8,289	8,289
Diplomat	1,283	3,063	3,658	8,004	2,576	4,651	4,663	11,890	2,491	2,594	2,912	7,997	5,717	4,865	2,627	13,209	41,100
FORD MOTOR	129,747	135,635	173,321	438,703	159,045	169,838	157,663	486,546	79,544	163,954	136,901	380,399	189,467	159,008	121,192	469,667	1,775,315
Ford Division	85,151	90,398	114,287	289,836	101,547	110,865	99,412	311,824	49,257	103,913	90,795	243,965	122,461	100,884	76,146	299,491	1,145,116
Escort	25,561	30,170	34,359	90,090	30,822	34,367	30,962	96,151	14,432	31,424	27,815	73,671	34,386	28,653	18,806	81,845	341,757
Mustang	9,278	9,071	12,660	31,009	12,760	14,123	13,455	40,338	7,167	13,909	9,740	30,816	14,747	12,737	10,691	38,175	140,338
LTD	20,011	19,925	22,394	62,330	17,210	18,468	17,668	53,346	9,319	21,320	21,001	51,640	24,567	18,925	15,125	58,617	225,933
Thunderbird	10,937	13,627	16,276	40,840	14,282	15,427	12,201	41,910	3,784	13,317	10,583	27,684	14,836	11,610	9,306	35,752	146,186
Crown Victoria	7,237	5,778	8,073	21,088	6,777	6,292	6,193	19,262	4,136	6,780	7,434	18,350	8,951	8,238	7,192	24,381	83,081
EXP	3,544	2,670	2,670	8,884	2,372	2,496	4,125	8,993	2,289	5,268	4,520	12,077	5,406	4,350	2,791	12,547	42,501
Tempo	8,583	9,157	17,855	35,595	17,324	19,692	14,808	51,824	8,130	11,895	9,702	29,727	19,568	16,371	12,235	48,174	165,320
L-M Division	44,596	45,237	59,034	148,867	57,498	58,973	58,251	174,722	30,287	60,041	46,106	136,434	67,006	58,124	45,046	170,176	630,199
Mercury Total	31,863	32,063	41,446	105,372	44,043	42,092	42,327	128,462	21,355	44,783	35,690	101,828	49,690	43,092	33,051	125,833	461,495
Lynx	5,452	6,242	6,565	18,259	6,550	5,298	5,892	17,740	2,861	6,437	6,318	15,616	6,523	5,070	6,570	18,163	69,778
Capri	1,646	1,022	1,657	4,325	1,913	2,089	1,063	5,065	555	1,137	1,055	2,847	3,145	1,660	1,212	6,017	18,254
Marquis	7,913	8,350	9,082	25,345	11,141	12,056	11,773	34,970	6,477	11,636	8,651	26,764	13,493	12,024	8,453	33,970	121,049
Cougar	5,886	5,806	11,551	23,243	11,703	9,289	11,302	32,294	4,609	14,953	9,056	28,618	12,355	12,067	7,959	32,581	116,536
Grand Marquis	7,875	8,325	7,864	24,064	7,698	9,589	8,915	26,202	4,299	6,970	8,045	19,314	8,273	6,621	4,838	19,732	89,312
Topaz	3,091	2,318	4,727	10,136	5,038	3,771	3,382	12,191	2,454	3,650	2,565	8,669	5,901	5,650	4,019	15,570	46,566
Lincoln Total	12,733	13,174	17,588	43,495	13,455	16,881	15,924	46,260	8,932	15,258	10,416	34,606	17,316	15,032	11,995	44,343	168,704
Continental	2,386	2,388	3,195	7,969	3,316	4,459	4,188	11,963	2,365	3,841	1,895	8,101	3,162	2,732	2,178	8,072	36,105
Lincoln	4,732	8,237	10,997	23,966	8,421	10,559	9,940	28,920	5,571	9,697	7,383	22,651	12,319	10,646	8,496	31,461	106,998
Mark VI/VII	5,615	2,549	3,396	11,560	1,718	1,863	1,796	5,377	996	1,720	1,138	3,854	1,835	1,654	1,321	4,810	25,601
GENERAL MOTORS	406,599	410,653	444,417	1,261,669	367,079	379,123	375,704	1,121,906	346,373	301,430	276,553	924,356	345,485	372,945	318,250	1,036,680	4,344,611
Buick Total	88,615	89,895	95,464	273,974	79,776	86,350	89,088	255,214	82,074	59,645	62,951	204,670	92,150	94,113	67,712	253,975	987,833
Skylark	8,113	8,317	9,146	25,576	7,646	9,294	9,189	26,129	6,740	11,852	9,933	28,525	9,169	11,861	9,389	30,419	110,649
Skyhawk	14,344	13,033	16,414	43,791	13,351	13,190	12,629	39,170	10,865	5,530	7,033	23,428	7,870	7,452	5,616	20,938	127,327
Somerset	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,751	3,837	5,588	8,630	8,209	5,925	22,764	28,352
Century	17,569	20,736	20,901	59,206	18,475	19,385	19,109	56,969	20,850	14,981	15,619	51,450	23,042	22,046	15,260	60,348	227,973
Regal	19,273	19,245	20,554	59,072	18,492	19,140	19,423	57,055	15,270	2,753	7,468	25,491	12,388	11,261	8,853	32,502	174,120
LeSabre (rwd)	15,470	16,103	13,306	44,879	9,665	14,661	18,232	42,558	17,300	12,200	11,380	40,880	18,473	19,594	12,116	50,183	178,500
Riviera	5,565	4,739	5,179	15,483	3,768	4,010	3,731	11,509	4,483	3,383	2,825	10,691	6,132	5,224	4,054	15,410	53,093
Electra (fwd)	8,281	7,722	9,964	25,967	8,379	6,670	6,775	21,824	6,566	7,195	4,856	18,617	6,446	8,466	6,499	21,411	87,819
Cadillac Total	28,146	28,683	33,232	90,016	28,673	26,578	27,087	82,338	27,609	23,536	21,812	72,957	27,289	30,908	24,910	83,107	328,418
Cimarron	1,931	1,918	1,683	5,532	1,422	1,176	1,140	3,738	842	1,294	1,511	3,647	236	851	358	1,445	14,362
Seville	3,119	3,618	3,981	10,718	3,701	3,962	3,241	10,904	2,883	2,173	1,824	6,880	4,217	3,349	2,615	10,181	38,683
Eldorado	5,982	6,482	7,138	19,602	7,023	7,527	7,235	21,785	6,414	4,847	4,062	15,323	7,193	6,800	5,254	19,247	75,957
Cadillac	16,493	15,957	17,598	50,048	12,067	7,305	8,127	27,499	7,566	2,559	4,357	14,482	5,408	13,716	5,997	25,121	117,150
DeVille (fwd)	621	663	2,832	4,116	4,460	6,608	7,344	18,412	9,904	12,663	10,058	32,625	10,235	6,192	10,686	27,113	82,266
Chevrolet Total	137,209	142,728	144,283	424,220	135,646	128,079	123,147	386,872	116,094	114,955	98,181	329,230	98,921	106,100	111,723	316,744	1,457,066
Chevette	16,916	19,403	20,996	57,315	23,328	14,048	8,742	46,118	11,281	13,613	11,499	36,393	12,861	11,982	9,708	34,551	174,377
Cavalier	35,478	34,076	38,393	107,947	34,873	35,888	37,614	108,375	29,549	37,191	34,062	100,802	25,019	28,927	29,184	83,130	400,254
Celebrity	22,190	29,170	26,096	77,456	25,276	27,524	26,664	79,464	25,043	18,596	17,841	61,480	25,427	19,755	17,071	62,253	280,653
Camaro	23,554	21,857	23,048	68,459	23,004	23,272	22,228	68,504	21,267	21,023	8,272	50,562	8,284	18,406	15,867	42,557	230,082
Citation	7,460	8,407	11,077	26,944	11,247	9,851	9,468	30,566	11,689	7,998	9,193	28,880	5,306	6,460	5,689	17,655	104,045
Monte Carlo	18,245	16,434	11,820	46,499	5,023	4,034	6,403	15,460	6,951	5,273	3,914	16,138	8,072	4,011	7,742	19,825	97,922
Chevrolet	10,266	10,344	9,672	30,282	9,919	11,435	9,442	30,796	7,108	7,886	12,002	26,996	10,265	12,501	23,232	45,998	134,072
Corvette	3,100	3,037	3,181	9,318	2,976	2,027	2,586	7,589	3,206	3,375	1,398	7,979	3,687	4,058	3,030	10,775	35,661
Oldsmobile Total	107,331	105,598	119,130	332,059	84,844	94,411	94,152	273,407	82,418	62,570	54,007	198,995	85,242	99,134	76,691	261,067	1,065,528
Omega	3,969	4,054	5,798	13,821	4,753	4,309	3,886	12,948	2,519	.....	.....	2,519	.....	.....	.....	.....	29,288
Firenza	6,742	5,375	7,282	19,399	7,018	8,176	5,350	20,544	4,550	4,022	5,314	13,886	4,751	4,612	4,794	14,157	67,986
Cutlass	31,597	32,158	38,171	101,926	17,640	14,939	16,215	48,794	14,683	14,951	13,698	43,332	19,326	21,683	12,397	53,406	247,458
Cutlass Ciera	21,512	20,550	28,288	70,350	24,612	26,295	26,237	77,144	21,787	15,565	7,322	44,674	16,871	21,706	20,761	59,338	251,506
88/98 (rwd)	26,376	29,482	27,816	83,674	22,764	29,137	29,311	81,212	26,118	13,241	11,875	51,234	22,374	26,896	16,988	66,258	282,378
Olds 98 (fwd)	13,445	10,196	7,433	31,074	4,030	7,248	8,572	19,850	9,311	10,634	8,200	28,145	8,645	11,954	9,653	30,252	109,321
Calais	.....	.....	.....	.....	.....	.....	.....	.....	.....	1,518	5,436	6,954	8,797	8,365	9,079	26,241	33,195
Toronado	3,690	3,783	4,342	11,815	4,027	4,307	4,581	12,915	3,450	2,639	2,162	8,251	4,478	3,918	3,019	11,415	44,396
Pontiac Total	45,298	43,794	52,308	141,400	38,140	43,705	42,230	124,075	38,178	40,724	39,602	118,504	41,883	42,690	37,214	121,787	505,766
Acadian	1,346	1,445	1,678	4,469	2,821	1,161	734	4,716	934	1,157	657	2,748	1,284	.....	1,179	2,463	14,396
2000	12,152	11,601	15,256	39,009	10,916	15,021	13,728	39,665	11,451	9,701	10,919	32,071	8,679	9,449	7,709	25,837	136,582
1000	2,090	2,085	2,169	6,344	2,008	2,257	1,917	6,182	1,912	2,677	2,374	6,963	2,646	1,447	1,481	5,574	25,063
Firebird	9,931	9,191	9,783	28,905	9,788	9,662	11,273	30,723	11,335	10,906	4,355	26,596	4,688	9,354	8,130	22,172	108,396
Phoenix	1,522	1,148	1,717	4,387	1,712	3,667	3,625	9,004	804	.....	.....	804	.....	.....	.....	.....	14,195
Grand Prix/Bonneville	6,221	5,948	7,834	20,003	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	20,003
6000	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	106	106	106
Fiero	10,026	10,347	11,739	32,112	9,756	10,658	8,849	29,263	10,122	10,931	8,044	29,097	10,192	6,603	6,735	23,530	114,002
Grand Am	.....	.....	.....	.....	.....	.....	.....	.....	.....	2,649	2,625	5,274	6,136	6,915	6,342	19,393	24,667
HONDA	9,612	8,485	12,264	30,361	11,216	12,789	12,264	36,269	9,864	13,954	10,368	34,186	14,220	12,799	10,743	37,762	138,578
NUMMI	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	20	20	20
VOLKSWAGEN	9,933	9,998	10,416	30,347	9,352	10,696	5,036	25,084	.....	324	1,405	1,729	5,116	6,749	5,760	17,625	74,785
Total Cars U.S.	670,687	695,171	783,807	2,149,665	672,200	712,979	684,381	2,069,560	524,872	557,060	541,792	1,623,724	701,686	678,927	554,159	1,934,772	7,777,721

*—Total Reliant built in Mexico in 1984 for U.S. sale: 2,410; Aries, 1980.

PRODUCTION

U.S. CAR OUTPUT, CALENDAR 1984 VS. 1983

	Total Output 1984	Pct. of Total Output	Total Output 1983	Pct. of Total Output	Pct. pt. Change '84 vs. '83
AMERICAN MOTORS	192,196	2.47	200,381	2.82	−0.35
AMC Total	.....	.....	4,071	0.06	.....
Concord	.....	.....	12	0.00	.....
Eagle	.....	.....	4,059	0.06	.....
Renault Total	192,196	2.47	196,310	2.76	−0.29
Alliance	110,173	1.42	153,877	2.16	−0.74
Encore	82,023	1.05	42,433	0.60	+0.45
CHRYSLER CORP.	1,252,216	16.10	903,553	12.70	+3.40
Plymouth Total	380,652	4.89	310,748	4.37	+0.52
Horizon	159,247	2.04	117,731	1.66	+0.38
Reliant*	174,793	2.25	186,445	2.62	−0.37
Caravelle	25,348	0.33	5,317	0.07	+0.26
Gran Fury	21,264	0.27	1,255	0.02	+0.25
Chrysler Total	403,699	5.19	234,203	3.29	+1.90
LeBaron	116,459	1.51	85,868	1.20	+0.31
LeBaron GTS	10,589	0.15	.....	.....	+0.15
Laser	70,066	0.90	23,603	0.33	+0.57
New Yorker/E-Class	89,783	1.13	104,999	1.48	−0.35
Fifth Avenue	116,802	1.50	19,733	0.28	+1.22
Dodge Total	467,865	6.02	358,602	5.04	+0.98
Omni	146,350	1.88	126,437	1.78	+0.10
Aries*	144,448	1.86	144,006	2.02	−0.16
Daytona	52,974	0.68	19,399	0.27	+0.41
Dodge 400	.....	.....	26,442	0.37	.....
Dodge 600	74,704	0.96	41,077	0.58	+0.38
Lancer	8,289	0.11	.....	.....	+0.11
Diplomat	41,100	0.53	1,241	0.02	+0.51
FORD MOTOR	1,775,315	22.83	1,820,245	25.59	−2.76
Ford Division	1,145,116	14.72	1,214,222	17.07	−2.35
Escort	341,757	4.39	343,632	4.83	−0.44
Fairmont	.....	.....	23,728	0.33	.....
Mustang	140,338	1.80	124,225	1.75	+0.05
LTD	225,933	2.90	179,192	2.52	+0.38
Thunderbird	146,186	1.88	186,566	2.62	−0.74
Crown Victoria	83,081	1.07	124,730	1.75	−0.68
EXP	42,501	0.55	15,455	0.22	+0.33
Tempo	165,320	2.13	216,704	3.05	−0.92
L-M Division	630,199	8.11	606,023	8.52	−0.41
Mercury Total	461,495	5.94	499,495	7.02	−1.08
Lynx	69,778	0.90	89,354	1.25	−0.35
Capri	18,254	0.23	24,697	0.35	−0.12
Zephyr	.....	.....	8,601	0.12	.....
Marquis	121,049	1.56	99,391	1.40	+0.16
Cougar	116,536	1.50	126,395	1.78	−0.28
Grand Marquis	89,312	1.15	77,147	1.08	+0.07
LN7	.....	.....	2,210	0.03	.....
Topaz	46,566	0.60	71,700	1.01	−0.41
Lincoln Total	168,704	2.17	106,528	1.50	+0.67
Continental	36,105	0.46	13,513	0.19	+0.27
Lincoln	106,998	1.38	58,872	0.83	+0.55
Mark VII	25,601	0.33	34,143	0.48	−0.15
GENERAL MOTORS	4,344,611	55.86	4,034,629	56.73	−0.87
Buick Total	987,833	12.70	905,608	12.73	−0.03
Skylark	110,649	1.42	112,843	1.59	−0.17
Skyhawk	127,327	1.64	79,169	1.11	+0.53
Somerset Regal	28,352	0.36	.....	.....	+0.36
Century	227,973	2.93	177,076	2.49	+0.44
Regal	174,120	2.24	234,179	3.29	−1.05
LeSabre/Electra (rwd)	178,500	2.30	249,244	3.50	−1.20
Riviera	53,093	0.68	52,503	0.74	−0.06
Electra(fwd)	87,819	1.13	594	0.01	+1.12
Cadillac Total	328,418	4.22	308,497	4.34	−0.12
Cimarron	14,362	0.19	21,021	0.29	−0.10
Seville	38,683	0.50	34,622	0.49	+0.01
Eldorado	75,957	0.97	72,299	1.02	−0.05
Cadillac	117,150	1.50	180,422	2.54	−1.04
DeVille(fwd)	82,266	1.06	133	0.00	+1.06
Chevrolet Total	1,457,066	18.73	1,307,429	18.38	+0.35
Chevette	174,377	2.24	201,841	2.84	−0.60
Cavalier	400,254	5.14	308,461	4.33	+0.81
Celebrity	280,653	3.61	165,595	2.33	+1.28
Camaro	230,082	2.96	193,121	2.71	+0.25
Citation	104,045	1.34	86,878	1.22	0.12
Malibu/El Camino	.....	.....	107,208	1.51	.....
Monte Carlo	97,922	1.26	124,926	1.76	−0.50
Chevrolet	134,072	1.72	91,225	1.28	+0.44
Corvette	35,661	0.46	28,174	0.40	+0.06
Oldsmobile Total	1,065,528	13.70	1,083,262	15.23	−1.53
Omega	29,288	0.38	59,965	0.84	−0.46
Firenza	67,986	0.87	54,799	0.77	+0.10
Cutlass Supreme	247,458	3.18	342,929	4.82	−1.64
Cutlass Ciera	251,506	3.23	216,898	3.05	+0.18
88/98 (rwd)	282,378	3.63	365,044	5.13	−1.50
Olds 98 (fwd)	109,321	1.41	494	0.01	+1.40
Calais	33,195	0.43	.....	.....	+0.43
Toronado	44,396	0.57	43,133	0.61	−0.04
Pontiac Total	505,766	6.51	429,833	6.05	+0.46
Acadian	14,396	0.19	15,064	0.21	−0.02
2000 Sunbird	136,582	1.76	114,666	1.61	+0.15
1000	25,063	0.32	42,175	0.60	−0.28
Firebird	108,396	1.39	99,629	1.40	−0.01
Phoenix	14,195	0.18	25,053	0.35	−0.17
6000	106	0.00	.....	.....	.....
Grd. Prix/Bon'vle	20,003	0.26	93,084	1.31	−1.05
Parisienne	48,356	0.62	12,457	0.18	+0.44
Fiero	114,002	1.47	27,705	0.39	+1.08
Grand Am	24,667	0.32	.....	.....	+0.32
HONDA	138,578	1.78	55,337	0.78	+1.00
NUMMI(Nova)	20	0.00	.....	.....	.....
VOLKSWAGEN	74,785	0.96	98,207	1.38	−0.42
Total Cars, U.S.	7,777,721	100.00	7,112,352	100.00	.....

* Includes 1,980 Aries, 2,410 Reliants built in Mexico.

Last year's 9.35-percent increase in U.S. auto production was enough to bring the U.S. industry's calendar-year output to its highest point in five years: 7,777,721 units.

Chrysler Corp. upped its U.S. auto output the most: 348,663; followed by General Motors, 309,982, and Honda, 83,241. New United Motors began Nova output.

The other U.S.makers cut auto output: Ford Motor Co. by 44,930; Volkswagen of America, 23,422, and American Motors, 8,185.

U.S. CAR OUTPUT BY CALENDAR YEAR

1984	7,777,721
1983	7,112,352
1982	4,973,870
1981	6,280,045
1980	6,416,885
1979	8,418,369
1978	9,153,299
1977	9,293,674
1976	8,537,759
1975	6,740,584
1974	7,309,763
1973	9,667,118
1972	8,827,706
1971	8,557,878
1970	6,550,077
1969	8,224,267
1968	8,848,507
1967	7,412,610
1966	8,604,726
1965	9,335,208
1964	7,744,888
1963	7,644,359
1962	6,943,470
1961	5,522,004
1960	6,703,086
1959	5,599,471

Model-year U.S. auto production in 1984 surged 44.15 percent to 8,315,780 units, the highest total in five years.

All domestic makers increased production during the model year, General Motors by 1,384,497; Ford Motor Co., 569,636; Chrysler Corp., 438,309; American Motors, 39,898; Honda, 83,692, and Volkswagen of America, 30,855.

Last year's model run fell 1.6 million units short of the record production total: 9,915,802 units produced in 1979.

U.S. CAR OUTPUT BY MODEL YEAR

1984	8,315,780
1983	5,768,893
1982	5,447,135
1981	6,639,954
1980	7,085,480
1979	9,526,024
1978	8,995,418
1977	9,159,100
1976	8,114,376
1975	6,523,880
1974	8,125,488
1973	9,915,802
1972	8,589,649
1971	7,221,290
1970	7,595,411
1969	8,440,765
1968	8,402,870
1967	7,666,898
1966	8,606,166
1965	7,882,679
1964	7,892,090
1963	7,339,992
1962	6,686,749
1961	5,407,256
1960	6,011,482
1959	5,566,527

How domestic production was shared

U.S. CAR MODEL-YEAR OUTPUT, '84 VS. '83

	1984 Model Year	Pct. of Output	1983 Model Year	Pct. of Output	Pct. of Change '84 vs. '83
AMERICAN MOTORS	208,624	2.50	168,726	2.92	− 0.42
AMC Total	.....	0.00	26,521	0.46	− 0.46
Concord	.....	0.00	5,300	0.09	− 0.09
Spirit	.....	0.00	3,491	0.06	− 0.06
Eagle	.....	0.00	17,730	0.31	− 0.31
Renault Total	208,624	2.50	142,205	2.46	+ 0.04
Alliance	121,015	1.46	142,205	2.46	− 1.00
Encore	87,609	1.04	.....	0.00	+ 1.05
CHRYSLER CORP.	1,176,144	14.14	737,835	12.79	+ 1.35
Plymouth Total	357,764	4.30	273,489	4.74	− 0.44
Horizon	147,902	1.78	94,829	1.64	+ 0.14
Reliant	187,245	2.25	174,170	3.02	− 0.77
Caravelle**	7,932	0.09	4,490	0.08	+ 0.01
Gran Fury	14,685	0.18	.....	0.00	+ 0.18
Chrysler Total	375,853	4.52	159,882	2.77	+ 1.75
LeBaron	111,808	1.34	78,970	1.37	− 0.03
Laser	69,720	0.84	.....	0.00	+ 0.84
Chrysler E	36,494	0.44	43,305	0.75	− 0.31
New Yorker E	69,746	0.84	37,607	0.65	+ 0.19
Fifth Ave.	88,085	1.06	.....	0.00	+ 1.06
Dodge Total	442,527	5.32	304,464	5.28	+ 0.04
Omni	142,494	1.71	101,514	1.76	− 0.05
Aries	150,702	1.81	136,440	2.37	− 0.56
Daytona	53,635	0.65	.....	0.00	+ 0.65
Dodge 400	.....	0.00	28,413	0.49	− 0.49
Dodge 600	72,070	0.87	38,097	0.66	+ 0.21
Diplomat	23,626	0.28	.....	0.00	+ 0.28
FORD MOTOR	1,813,523	21.81	1,243,887	21.57	+ 0.24
Ford Division	1,180,708	14.20	783,225	13.58	+ 0.62
Escort	331,802	3.99	244,780	4.24	− 0.25
Fairmont	.....	0.00	80,833	1.40	− 1.40
Mustang	141,480	1.70	120,873	2.10	− 0.40
LTD	213,742	2.57	155,758	2.70	− 0.13
Thunderbird	170,551	2.05	121,999	2.12	− 0.07
Crown Victoria	86,084	1.04	56,736	0.98	+ 0.06
EXP	23,016	0.28	2,246	0.04	+ 0.24
Tempo	214,033	2.57	.....	0.00	+ 2.57
L-M Division	632,815	7.61	460,662	7.99	− 0.38
Mercury Total	475,381	5.72	359,594	6.24	− 0.52
Lynx	66,056	0.79	69,497	1.21	− 0.42
Capri	20,642	0.25	25,736	0.44	− 0.19
Zephyr	.....	0.00	25,203	0.44	− 0.44
Marquis	107,812	1.30	67,358	1.17	+ 0.13
Cougar	131,171	1.58	75,743	1.31	+ 0.27
Grand Marquis	90,341	1.09	95,718	1.66	− 0.57
LN7	.....	0.00	699	0.01	− 0.01
Topaz	59,359	0.71	.....	0.00	+ 0.71
Lincoln Total	157,434	1.89	101,068	1.75	+ 0.14
Continental	30,463	0.36	16,831	0.29	+ 0.07
Lincoln	93,622	1.13	53,381	0.93	+ 0.20
Mark VII	33,344	0.40	30,856	0.53	− 0.13
GENERAL MOTORS	4,895,988	58.88	3,511,491	60.87	− 1.99
Buick Division	987,980	11.88	808,416	14.01	− 2.13
Skylark	111,211	1.34	104,647	1.81	− 0.47
Skyhawk	145,393	1.75	63,152	1.09	+ 0.66
Century	219,858	2.64	127,926	2.22	− 0.42
Regal	224,754	2.70	228,239	3.96	− 1.26
Buick*	228,901	2.75	234,218	4.06	− 1.31
Riviera	57,863	0.70	50,234	0.87	− 0.17
Cadillac Division	300,300	3.61	292,814	5.08	− 1.47
Cimarron	21,898	0.26	19,294	0.33	− 0.07
Seville	39,997	0.48	30,430	0.53	− 0.05
Eldorado	77,806	0.94	67,416	1.17	− 0.23
Cadillac	160,599	1.93	175,674	3.05	− 1.12
Chevrolet Division	1,868,662	22.48	1,175,200	20.37	+ 2.11
Chevette	243,504	2.93	169,563	2.94	− 0.01
Cavalier	462,612	5.56	218,588	3.79	+ 1.77
Celebrity	309,288	3.72	105,923	1.84	+ 1.88
Camaro	261,592	3.15	154,381	2.68	+ 0.47
Citation	102,205	1.23	92,211	1.60	− 0.37
El Camino	24,244	0.29	117,426	2.02	− 1.73
Monte Carlo	136,778	1.64	96,319	1.67	− 0.03
Chevrolet*	276,492	3.33	220,789	3.83	− 0.50
Corvette	51,547	0.63	.....	0.00	+ 0.63
Oldsmobile Division	1,144,225	13.76	916,583	15.89	− 2.13
Omega	52,986	0.64	53,926	0.93	− 0.29
Firenza	82,475	0.99	40,752	0.71	+ 0.28
Cutlass Supreme	309,124	3.71	271,892	4.71	− 1.00
Cutlass Ciera	280,839	3.38	169,650	2.94	+ 0.44
Oldsmobile*	370,701	4.46	340,758	5.91	− 1.45
Toronado	48,100	0.58	39,605	0.69	− 0.11
Pontiac Division	594,821	7.15	318,478	5.52	+ 1.63
Acadian**	5,866	0.07	11,640	0.20	− 0.13
2000	169,290	2.04	78,329	1.36	− 0.68
1000	55,083	0.66	25,977	0.45	+ 0.21
Firebird	128,304	1.54	74,884	1.30	+ 0.24
Phoenix	22,847	0.27	27,493	0.48	− 0.21
A6000	.....	0.00	5,576	0.09	− 0.09
Bonneville	29,269	0.35	54,414	0.94	− 0.59
Grand Prix	23,953	0.29	40,165	0.70	− 0.41
Parisienne	25,624	0.31	.....	0.00	+ 0.31
Fiero	134,585	1.62	.....	0.00	+ 1.62
HONDA	117,200	1.41	33,508	0.58	+ 0.83
VOLKSWAGEN	104,301	1.26	73,446	1.27	− 0.01
Total Cars, U.S.	8,315,780	100.00	5,768,893	100.00	.....

*Total does not include Electra, DeVille and Olds 98 fwd models, since Buick, Cadillac and Oldsmobile consider them '85 models.
*Standard Chevrolet total includes Canadian production.
**Caravelle and Acadian built for sale in Canada only.

PRODUCTION

U.S. CALENDAR YEAR OUTPUT

By SIZE CLASSIFICATION

1984 Position	1984 Total	Make	1983 Total	1983 Position
		SUBCOMPACTS		
1	341,757	Escort	343,632	1
2	174,377	Chevette	201,841	2
3	159,247	Horizon	117,731	5
4	146,350	Omni	126,437	4
5	138,578	Accord	55,337	8
6	114,002	Fiero	27,705	11
7	110,173	Alliance	153,877	3
8	82,023	Encore	42,433	9
9	74,785	Golf/Rabbit	98,207	6
10	70,066	Laser	23,603	12
11	69,778	Lynx	89,354	7
12	52,974	Daytona	19,399	13
13	42,501	EXP	15,445	14
14	25,063	Pontiac 1000	42,175	10
15	14,396	Acadian	15,064	15
—	—	LN7	2,210	16
16	20	Nova (NUMMI)	—	
	1,616,090	TOTAL	1,374,450	
		COMPACTS		
1	400,254	Cavalier	308,461	1
2	230,082	Camaro	193,121	3
3	174,793	Reliant	186,445	4
4	165,320	Tempo	216,704	2
5	144,448	Aries	144,006	5
6	140,338	Mustang	124,225	6
7	136,582	2000 Sunbird	114,666	7
8	127,327	Skyhawk	79,169	10
9	116,459	LeBaron	85,868	9
10	108,396	Firebird	99,629	8
11	67,986	Firenza	54,799	12
12	46,566	Topaz	71,700	11
13	18,254	Capri	24,697	14
14	14,362	Cimarron	21,021	16
—	—	Eagle	4,059	18
—	—	Zepher	8,601	17
—	—	Fairmont	23,728	15
—	—	Dodge 400	26,442	13
	1,891,167	TOTAL	1,787,341	
		INTERMEDIATES		
1	280,653	Celebrity	165,595	7
2	251,506	Ciera	216,898	3
3	247,458	Cutlass	342,929	1
4	227,973	Century	177,076	6
5	225,933	LTD	179,192	5
6	174,120	Regal	234,179	2
7	146,186	Thunderbird	186,566	4
8	121,049	Marquis	99,391	13
9	116,536	Cougar	126,395	8
10	110,649	Skylark	112,843	10
11	104,045	Citation	86,878	15
12	97,922	Monte Carlo	124,926	9
13	89,783	N.Yorker/E Class	104,999	12
14	74,704	Dodge 600	41,077	17
15	33,195	Calais	—	
16	29,288	Omega	59,965	16
17	28,352	Somerset Regal	—	
18	25,348	Caravelle	5,317	19
19	24,667	Grand Am	—	
20	20,003	Grand Prix	93,084	14
21	14,195	Phoenix	25,053	18
22	10,589	LeBaron GTS	—	
23	8,289	Lancer	—	
24	106	Pontiac 6000	—	
—	—	Malibu El Camino	107,208	11
—	—	Concord	12	20
	2,462,549	TOTAL	2,489,583	
		STANDARDS		
1	282,378	Olds 88	244,631	1
2	178,500	LeSabre	154,332	2
3	134,072	Chevrolet	91,225	4
4	89,312	Grand Marquis	77,147	5
5	83,081	Crown Victoria	124,730	3
6	48,356	Parisienne	12,457	16
7	41,100	Diplomat	1,241	8
8	21,264	Gran Fury	1,255	7
	878,063	TOTAL	717,018	
		LUXURY		
1	117,150	Cadillac	180,422	1
2	106,998	Lincoln	58,872	5
3	116,802	Fifth Ave.	19,733	11
4	82,610	Olds 98 (fwd)	494	14
5	82,266	DeVille (fwd)	133	15
6	75,957	Eldorado	72,299	4
7	61,580	Electra (fwd)	594	13
8	53,093	Riviera	52,503	6
9	44,396	Toronado	43,133	7
10	38,683	Seville	34,622	8
11	36,105	Continental	13,513	12
12	35,661	Corvette	28,174	10
13	26,711	Olds 98 (rwd)	120,413	2
14	26,239	Electra (rwd)	84,912	3
15	25,601	Mark VII	34,143	9
	929,852	TOTAL	743,960	
	7,777,721	GRAND TOTAL	7,112,352	

MODEL RUN OUTPUT IN U.S.

By Size Classification

1984 Position	1984 Total	Make	1983 Total	1983 Position
		SUBCOMPACTS		
1	331,802	Escort	244,780	1
2	243,904	Chevette	169,563	2
3	147,302	Horizon	94,829	5
4	142,494	Omni	101,514	4
5	134,585	Fiero	—	
6	121,015	Alliance	142,205	3
7	117,200	Accord	33,508	8
8	104,301	Rabbit	73,446	6
9	87,609	Encore	—	
10	69,720	Laser	—	
11	66,056	Lynx	69,497	7
12	55,083	Pontiac 1000	25,977	9
13	53,635	Daytona	—	
14	23,016	EXP	2,246	12
15	5,866	Acadian	11,640	10
—	—	Spirit	3,491	11
—	—	LN7	699	13
	1,704,188	Total	973,395	
		COMPACTS		
1	462,612	Cavalier	218,588	1
2	261,592	Camaro	154,381	3
3	214,033	Tempo	—	
4	187,245	Reliant	174,170	2
5	169,290	Pontiac 2000	78,329	8
6	150,702	Aries	136,440	4
7	145,393	Skyhawk	63,152	10
8	141,480	Mustang	120,873	5
9	128,304	Firebird	74,884	9
10	111,808	LeBaron	78,970	7
11	82,475	Firenza	40,752	11
12	59,359	Topaz	—	
13	21,898	Cimarron	19,294	15
14	20,642	Capri	25,376	13
—	—	Eagle	17,730	16
—	—	Fairmont	80,833	16
—	—	Dodge 400	28,413	12
—	—	Zephyr	25,203	14
	2,156,833	Total	1,337,388	
		INTERMEDIATES		
1	309,288	Celebrity	105,923	8
2	309,124	Cutlass Supreme	271,892	1
3	280,839	Cutlass Ciera	169,650	3
4	224,754	Regal	228,239	2
5	219,858	Century	127,926	5
6	213,742	LTD	155,758	4
7	170,551	Thunderbird	121,999	6
8	136,778	Monte Carlo	96,319	10
9	131,171	Cougar	75,743	12
10	111,211	Skylark	104,647	9
11	107,812	Marquis	67,358	13
12	102,205	Citation	92,211	11
13	72,070	Dodge 600	38,097	18
14	69,746	New Yorker E	37,607	19
15	52,986	Omega	53,926	15
16	36,494	Chrysler E	43,305	16
17	29,269	Bonneville	54,414	14
18	24,244	ElCamino	117,426	7
19	23,953	Grand Prix	40,165	17
20	22,847	Phoenix	27,493	20
21	7,932	Caravelle	4,490	23
—	—	Concord	5,300	22
—	—	Pontiac 6000	5,576	21
	2,656,874	Total	2,045,464	
		STANDARDS		
1	293,868	Oldsmobile	220,994	1
2	276,492	Chevrolet	220,789	2
3	172,275	Buick	145,633	3
4	90,341	Grand Marquis	95,718	4
5	86,084	Crown Victoria	56,736	5
6	25,624	Parisienne	—	
7	23,626	Diplomat	—	
8	14,685	Gran Fury	—	
	982,995	Total	739,870	
		LUXURY		
1	160,599	Cadillac	175,674	1
2	93,622	Lincoln	53,381	5
3	88,085	Fifth Avenue	—	
4	77,806	Eldorado	67,416	4
5	76,833	Olds 98	119,764	2
6	57,863	Riviera	50,234	6
7	56,626	Electra	86,585	3
8	51,547	Corvette	—	
9	48,100	Toronado	39,605	7
10	39,997	Seville	30,430	9
11	33,344	Mark VII	30,856	8
12	30,468	Continental	16,831	10
	814,890	Total	672,776	
	8,315,780	Grand Total	5,768,893	

PRODUCTION

WHERE '85 CARS ARE BUILT

United States

AMERICAN MOTORS

Kenosha, Wis. — Alliance, Encore

CHRYSLER CORP.

Belvidere, Ill. — Omni, Horizon, Charger Turismo
Jefferson (Detroit) — Aries, Reliant, Dodge 600, Caravelle, New Yorker
Newark, Del. — Aries, Aries Wagon, Reliant, LeBaron, Chrysler Town & Country Wagon
St. Louis (No.1) — Reliant, Aries, Dodge 600, LeBaron, Caravelle, Daytona, Laser
St. Louis (No.2) — Gran Fury, Diplomat, Caravelle*, Fifth Avenue
Sterling Heights, Mich. — LeBaron GTS, Lancer

*Built for sale in Canada.

FORD MOTOR CO.

Atlanta — LTD, Marquis; 1986 Taurus, Sable (fall, 1985)
Chicago — LTD, Marquis (until early 1986); 1986 Taurus, Sable (early 1986)
Dearborn — Mustang, Capri
Edison, N.J. — Escort, Lynx
Kansas City — Tempo, Topaz
Lorain, O. — Thunderbird, Cougar
Wayne, Mich. — Escort, Lynx, EXP
Wixom, Mich. — Lincoln, Mark VII, Continental

GENERAL MOTORS

Arlington, Tex. — Monte Carlo, Cutlass Supreme
Bowling Green, Ky. — Corvette
Detroit — Cadillac (rwd), Olds 88
Doraville, Ga. — Cutlass Ciera, Century
Fairfax, Kans. — Chevrolet, Olds 88, LeSabre, Parisienne
Framingham, Mass. — Celebrity, Cutlass Ciera
Janesville, Wis. — Cavalier, Cimarron
Lake Orion, Mich. — Cadillac (fwd), Olds 98
Lakewood, Ga. — Chevelle, 1000, Acadian
Lansing — Calais, Grand Am, Somerset
Leeds, Mo. — Cavalier, Firenza, Skyhawk
Linden, N.J. — Seville, Riviera, Eldorado, Toronado
Lordstown, O. — Cavalier, Sunbird
Norwood, O. — Camaro, Firebird
Oklahoma City — Celebrity, Century
Pontiac — Fiero; Cutlass Supreme, Regal
Tarrytown, N.Y. — 6000, Century
Van Nuys, Calif. — Camaro, Firebird
Wentzville, Mo. — Electra, Olds 98
Willow Run, Mich. — Citation, Skylark
Wilmington, Del. — Chevrolet, Olds 88

AMERICAN HONDA MOTOR CO.

Marysville, O. — Accord

VOLKSWAGEN OF AMERICA

Westmoreland, Pa. — Golf

NISSAN MOTOR MFG. CO.

Smyrna, Tenn. — Sentra

GM-TOYOTA

Fremont, Calif. — Nova

Canada

AMERICAN MOTORS

Brampton, Ont. — Eagle

FORD MOTOR CO.

Oakville, Ont. — Tempo, Topaz, Escort, Lynx
St. Thomas, Ont. — Crown Victoria, Grand Marquis

GENERAL MOTORS

Oshawa, Ont. (No. 1) — Cutlass Ciera, 6000
Oshawa, Ont. (No. 2) — Celebrity
Ste. Therese, Que. — Cutlass Supreme, Grand Prix, Bonneville

VOLVO

Halifax, N.S. — Volvo

GEOGRAPHICAL TRENDS IN U.S. CAR OUTPUT

Breakdown by States, 1984 vs. 1983

	Total Output 1984	Pct. of Output 1984	Overall Pos., 1984	Total Output 1983	Pct. of Output 1983	Overall Pos., 1983	Pct.Pt. Change '84 vs.'83
Michigan	2,156,567	27.74	1	2,123,507	29.86	1	−2.12
Missouri	1,137,822	14.64	2	651,219	9.16	4	+5.48
Ohio	791,053	10.18	3	752,617	10.58	2	−0.40
Illinois	539,676	6.94	4	479,740	6.75	5	+0.19
Georgia	527,654	6.79	5	414,947	5.83	7	+0.96
Wisconsin	426,458	5.49	6	382,846	5.38	8	+0.11
Delaware	415,285	5.34	7	743,272	10.45	3	−5.11
New Jersey	342,932	4.41	8	257,979	3.63	9	+0.78
Oklahoma	328,690	4.23	9	234,601	3.30	10	+0.93
Kansas	264,935	3.41	10	101,010	1.42	13	+1.99
Texas	247,539	3.17	11	430,754	6.05	6	−2.88
California	205,679	2.65	12	114,101	1.60	12	+1.05
Massachusetts	178,877	2.29	13	71,796	1.01	16	+1.19
New York	76,856	0.99	14	71,935	1.01	15	−0.02
Pennsylvania	74,785	0.96	15	98,207	1.38	14	−0.42
Kentucky	35,681	0.46	16	28,174	0.40	17	+0.06
Maryland	30,742	0.40	17	155,547	2.19	11	−1.79
TOTALS	7,773,331	100.00	—	7,112,352	100.00	—	—

WHERE '85 TRUCKS ARE BUILT

UNITED STATES

AMERICAN MOTORS

Toledo — Jeep Vehicles

CHRYSLER CORP.

Warren, Mich. — light-duty trucks, Ramcharger

FORD MOTOR CO.

Kansas City — light trucks
Kentucky Truck (Louisville) — ...medium, heavy and extra-heavy trucks
Lorain, O. — Econoline, Club Wagon
Louisville — Ranger, Bronco II
Michigan Truck (Wayne) — Bronco, light trucks
Norfolk — light trucks
St. Louis — Aerostar minivan
Twin Cities — light trucks

FREIGHTLINER CORP.

Mount Holly, N.C. — heavy trucks
Portland, Ore. — heavy trucks

GENERAL MOTORS

Baltimore — Chevrolet Astro, GMC Safari, compact vans
Detroit — commercial, recreational, specialty vehicle chassis
Flint — Chevrolet, GMC pickups, Blazer, Jimmy, Suburban wagons, CUCV military vehicles
Janesville, Wis. — Chevrolet, GMC light trucks
Lordstown, O. — Chevrolet, GMC vans
Moraine, O. — Chevrolet S-10, GMC S-15 trucks
Pontiac — Chevrolet, GMC light and medium-duty trucks, GMC heavy trucks, Chevrolet S-10 and GMC S-15 trucks, buses
Shreveport, La. — Chevrolet S-10, GMC S-15 trucks, Blazer, Jimmy
St. Louis — Chevrolet, GMC light trucks

KENWORTH TRUCK CO.

Chillicothe, O. — heavy trucks
Kansas City — heavy trucks
Seattle — heavy trucks

INTERNATIONAL HARVESTER

Springfield, O. — medium and heavy trucks

MACK TRUCKS, INC.

Allentown, Pa. — heavy trucks
Macungie, Pa. — heavy trucks

MERCEDES-BENZ TRUCK CO.

Hampton, Va. — medium trucks

NISSAN MOTOR MFG. CO.

Smyrna, Tenn. — pickup trucks

PETERBILT MOTORS CO.

Denton, Tex. — heavy trucks
Nashville — heavy trucks
Newark, Calif. — heavy trucks

VOLVO WHITE TRUCKS CORP.

Dublin, Va. — heavy trucks
Ogden, Utah — heavy trucks

CANADA

CHRYSLER CORP.

Windsor, Ont. — Dodge Caravan, Plymouth Voyager minivans, Mini Ram Van
Pillete Rd. (Windsor) — Dodge Ram Van, Ram Wagon

FORD MOTOR CO.

Ontario Truck (Oakville) — light trucks

FREIGHTLINER OF CANADA, LTD.

Burnaby, B.C. — heavy trucks

GENERAL MOTORS

Oshawa — Chevrolet, GMC pickups
St. Eustache, Que. — buses
Scarborough, Ont. — full-size Chevrolet and GMC vans

INTERNATIONAL HARVESTER

Chatham, Ont. — medium and heavy trucks

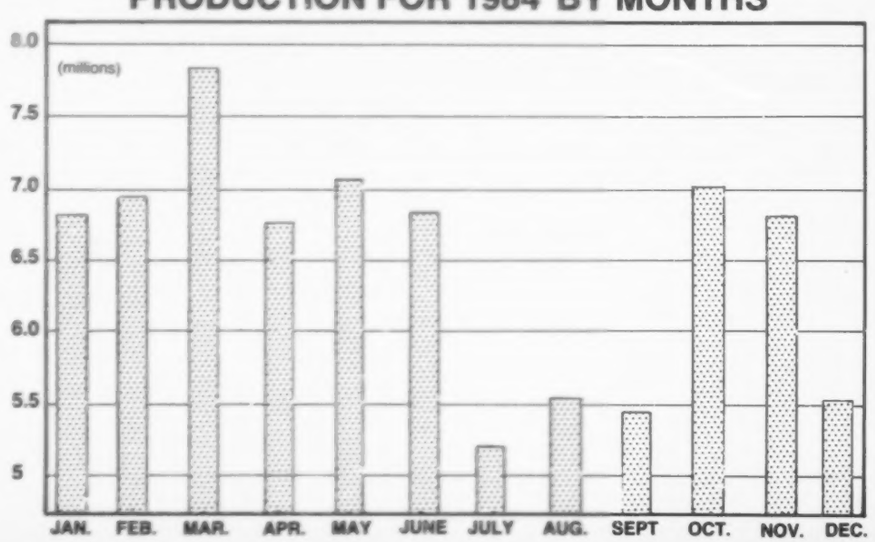
MACK TRUCKS, INC.

Oakville (Ont.) — heavy trucks

U.S. AUTO PRODUCTION BY MONTHS

	1979	1980	1981	1982	1983	1984
January	796,839	531,670	459,862	266,858	452,949	670,687
February	738,808	624,301	482,098	311,926	511,981	695,171
March	989,775	643,200	623,571	455,808	589,394	783,807
April	723,248	580,855	653,306	474,222	549,322	672,200
May	935,198	527,353	666,389	499,242	627,517	712,979
June	826,678	534,085	712,524	546,807	692,046	684,381
July	583,765	417,038	518,456	436,644	473,239	524,872
August	445,349	312,758	397,334	353,656	536,421	557,080
September	622,851	534,480	457,731	425,047	683,210	541,792
October	783,843	675,001	535,129	415,197	717,972	701,686
November	627,346	562,380	418,948	404,542	684,263	678,927
December	454,669	473,764	354,697	383,921	614,036	554,159
Yearly Totals	8,418,369	6,416,885	6,280,045	4,973,870	7,112,352	7,777,721

PRODUCTION FOR 1984 BY MONTHS



PRODUCTION

FACTORY SALES OF SPECIAL TRUCKS

4 X 4 TRUCKS

	Domestic	Export	Total
1961	72,050	75,024	147,074
1962	84,559	35,188	119,747
1963	95,316	41,299	136,615
1964	92,384	44,990	137,374
1965	106,206	39,772	145,978
1966	111,194	39,548	150,742
1967	115,766	37,829	153,595
1968	128,093	34,326	162,419
1969	142,790	32,036	174,826
1970	142,095	19,740	161,835
1971	204,811	20,561	225,372
1972	271,382	25,656	297,038
1973	368,471	35,157	403,628
1974	431,108	49,816	480,924
1975	413,720	65,991	479,711
1976	615,652	58,680	674,332
1977	749,154	74,959	824,113
1978	893,662	79,361	973,023
1979	666,522	85,066	751,588
1980	241,528	55,290	296,818
1981	241,889	56,633	298,522
1982	344,302	29,079	373,381
1983	673,720	49,307	723,027
1984	911,518	57,945	969,463

Multi-Stop Delivery Trucks

	Domestic	Export	Total
1957	23,066	1,230	24,296
1958	20,711	1,651	22,362
1959	31,933	1,077	33,010
1960	30,074	914	30,988
1961	31,949	1,445	33,394
1962	31,749	738	32,487
1963	33,303	792	34,095
1964	29,467	1,039	30,506
1965	41,102	866	41,968
1966	37,520	1,333	38,853
1967	36,893	1,950	38,843
1968	35,842	988	36,830
1969	48,918	1,904	50,822
1970	45,244	2,258	47,502
1971	68,211	3,886	72,097
1972	73,005	4,534	77,539
1973	82,811	5,885	88,696
1974	38,800	3,987	42,787
1975	33,019	4,000	37,019
1976	49,473	4,664	54,137
1977	52,573	3,685	56,258
1978	112,730	7,142	119,872
1979	45,395	6,422	51,817
1980	23,148	3,466	26,614
1981	25,979	3,451	29,430
1982	31,793	1,040	32,833
1983	46,431	1,519	47,950
1984	61,524	1,460	62,984

Trucks with Diesel Engines

	Domestic	Export	Total
1959	32,741	2,753	35,494
1960	28,186	2,774	30,960
1961	24,940	3,485	28,425
1962	38,464	5,383	43,847
1963	47,211	9,191	56,402
1964	57,179	8,197	65,376
1965	72,357	9,794	82,151
1966	85,619	11,011	96,560
1967	70,800	13,225	84,025
1968	83,423	10,396	93,819
1969	101,703	13,167	114,870
1970	91,801	13,913	105,714
1971	101,488	11,664	113,152
1972	129,628	13,461	143,089
1973	152,373	16,016	168,389
1974	144,702	22,557	167,259
1975	72,605	29,903	102,508
1976	107,216	21,860	129,076
1977	165,559	19,738	185,297
1978	219,915	23,933	243,848
1979	227,834	28,210	258,528
1980	214,562	29,584	244,146
1981	209,394	27,776	237,170
1982	219,748	16,853	236,601
1983	231,905	15,376	247,281
1984	333,122	27,664	360,786

Trucks With 3 or More Axles

	Domestic	Export	Total
1957	23,082	2,602	25,684
1958	17,585	1,679	19,264
1959	27,349	2,165	29,514
1960	24,621	2,077	26,698
1961	24,004	1,741	25,745
1962	30,525	1,898	32,423
1963	39,847	2,374	42,221
1964	50,558	3,406	53,994
1965	57,968	4,241	62,209
1966	71,817	4,914	76,731
1967	58,745	6,424	65,169
1968	65,923	6,143	72,066
1969	81,286	12,431	93,717
1970	76,129	9,426	85,555
1971	84,027	9,314	93,341
1972	106,732	12,165	118,897
1973	124,913	14,652	139,565
1974	125,658	21,126	146,784
1975	56,772	26,682	83,454
1976	80,533	16,064	96,597
1977	124,427	13,804	138,231
1978	134,296	16,668	150,964
1979	142,646	23,315	165,961
1980	86,572	17,747	104,319
1981	83,103	16,414	99,517
1982	59,170	7,176	66,346
1983	66,340	5,027	71,367
1984	113,512	10,170	123,682

SOURCE: Motor Vehicle Manufacturers Assn.

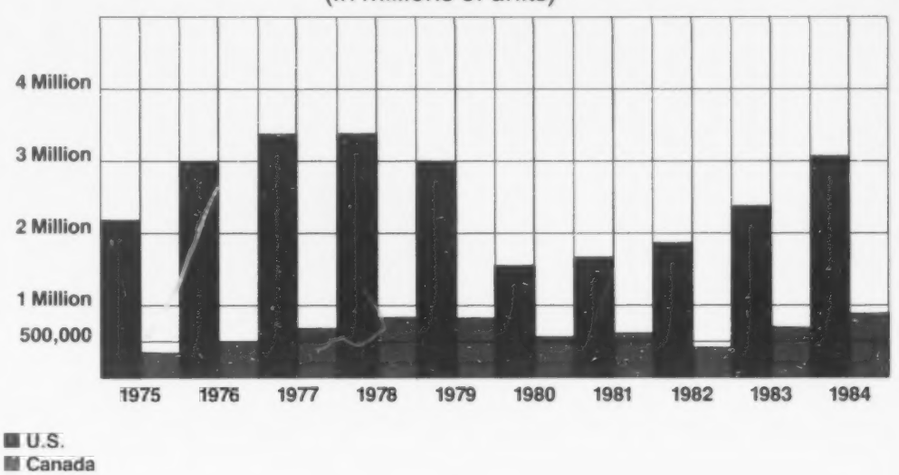
CANADIAN TRUCK OUTPUT BY CALENDAR YEAR

1984	815,783
1983	560,864
1982	468,327
1981	555,829
1980	526,277
1979	657,436
1978	674,687
1977	569,329
1976	497,430
1975	389,728
1974	338,558
1973	352,934
1972	304,757
1971	277,842
1970	233,938
1969	315,354
1968	277,649
1967	225,551
1966	200,019
1965	142,706
1964	109,116
1963	98,454
1962	79,808
1961	62,903
1960	70,040
1959	67,523
1958	58,693

U. S. VAN AND LIGHT TRUCK PRODUCTION
1984 vs. 1983

	Total Output 1984	Pct. of 1984 Output	Total Output 1983	Pct. of 1983 Output
CHEVROLET	968,709	32.30	848,570	38.24
Chevy Van/Sportvan	120,878	4.03	142,555	6.42
S-10	199,631	6.66	208,678	9.40
S-10 Blazer	150,599	5.02	112,366	5.06
Blazer	46,919	1.56	35,179	1.59
Astro	7,895	0.26	.....	.....
El Camino	.....	.....	28,322	1.28
Suburban	57,286	1.91	41,261	1.86
Pickups	332,404	11.09	280,209	12.63
P Models	53,097	1.77	(46,453)*	(2.09)
*—Included in totals above.				
CHRYSLER	213,115	7.12	147,695	6.66
Ramcharger	34,604	1.15	25,678	1.16
Pickups	169,951	5.67	109,400	4.93
Rampage/Scamp	8,560	0.28	12,617	0.57
FORD	1,271,881	42.42	888,180	40.03
Bronco	53,772	1.80	131,203	5.91
Bronco II	109,107	3.65	.....	.....
Econoline/Club Wagon	240,927	8.03	208,717	9.40
Pickups	620,559	20.69	345,182	15.56
Ranger	247,516	8.25	203,078	9.16
GMC	268,202	8.94	239,074	10.77
Vandura/Rally Vans	25,944	0.87	24,966	1.13
S-15	51,732	1.73	51,336	2.31
S-15 Jimmy	41,720	1.39	29,274	1.32
Jimmy	9,278	0.31	8,426	0.38
Safari	2,124	0.07	.....	.....
Caballero	2,834	0.09	2,312	0.10
Suburban	26,065	0.87	23,468	1.06
Pickups	98,759	3.29	93,931	4.23
P Models	9,746	0.32	5,361	0.24
AMC—JEEP	176,276	5.87	75,534	3.40
Cherokee	93,326	3.11	6,186	0.28
CJ	45,363	1.51	40,758	1.84
Pickups	3,082	0.10	4,705	0.21
Wagoneer	11,944	0.40	18,478	0.83
Grand Wagoneer	20,019	0.67	.....	.....
Scrambler	2,492	0.08	5,407	0.24
NISSAN	100,510	3.35	19,979	0.90
Pickups	100,510	3.35	19,979	0.90
TOTAL	2,998,643	100.00	2,219,032	100.00

North American Truck Production
(In millions of units)



1984 TRUCKS—U.S. PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHEVROLET	86,095	84,580	92,630	263,305	82,576	91,277	90,286	264,139	88,928	83,270	69,134	241,332	83,697	87,137	68,621	239,455	1,008,231
DODGE	17,475	17,193	18,866	53,534	16,921	18,277	17,902	53,100	11,258	19,807	17,695	48,752	21,952	20,214	15,563	57,729	213,115
FORD	93,944	97,535	111,078	302,557	101,801	113,932	109,308	325,050	60,481	99,424	98,904	258,809	119,943	101,764	75,170	296,877	1,183,293
GMC	26,805	25,125	30,022	81,952	26,205	29,119	28,387	83,711	27,286	26,141	22,742	76,169	28,487	28,389	23,876	80,752	322,584
INTERNATIONAL	5,492	5,980	6,985	18,457	6,668	7,286	6,862	20,816	4,165	7,168	5,983	17,316	6,844	6,298	4,717	17,859	74,448
JEEP	15,725	17,140	17,219	50,084	14,781	17,847	17,487	50,115	8,429	18,340	14,642	41,411	17,275	16,080	12,121	45,476	187,086
NISSAN	7,699	8,252	8,512	24,463	7,171	8,710	8,922	24,803	8,459	5,920	7,558	21,937	10,937	10,359	8,011	29,307	100,510
AM GENERAL*	220	260	220	700	240	220	249	709	210	270	240	720	230	220	150	600	2,729
MISCELLANEOUS*	4,200	5,200	4,400	13,800	4,800	4,400	4,960	14,160	4,200	5,400	4,800	14,400	4,600	4,400	3,000	12,000	54,360
TOTAL TRUCKS U.S.	257,655	261,265	289,932	808,852	261,172	291,068	284,363	836,603	213,408	265,740	241,698	720,846	293,965	274,861	211,229	780,055	3,146,356

*—Actual figures for AM General and Miscellaneous trucks were not reported in 1984. These figures are Automotive News estimates.
Note: GM and Chrysler totals include CKD units.

1984 TRUCKS CANADIAN PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER TOTAL	APRIL	MAY	JUNE	SECOND QUARTER TOTAL	JULY	AUGUST	SEPTEMBER	THIRD QUARTER TOTAL	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER TOTAL	GRAND TOTAL
CHRYSLER	24,511	29,537	34,936	88,984	31,401	33,459	34,650	99,510	15,025	33,720	31,886	80631	36,012	33,187	26,037	95,236	364,361
FORD	13,981	13,427	14,723	42,131	13,068	15,178	14,065	42,311	4,572	12,846	12,209	29,627	14,877	15,200	10,831	40,908	154,977
GM	27,181	26,340	29,136	82,657	25,311	26,889	27,570	79,770	22,752	17,864	24,493	64,929	15,454	27,401	18,187	61,042	288,398
INTERNATIONAL	571	586	646	1,803	601	725	775	2,101	466	956	833	2,255	933	410	545	1,888	8,047
TOTAL	66,244	69,890	79,441	215,575	70,381	76,251	77,060	223,692	42,635	65,386	69,421	177,442	67,276	76,198	55,600	199,074	815,783

Note: GM and Chrysler totals include CKD units.

PRODUCTION

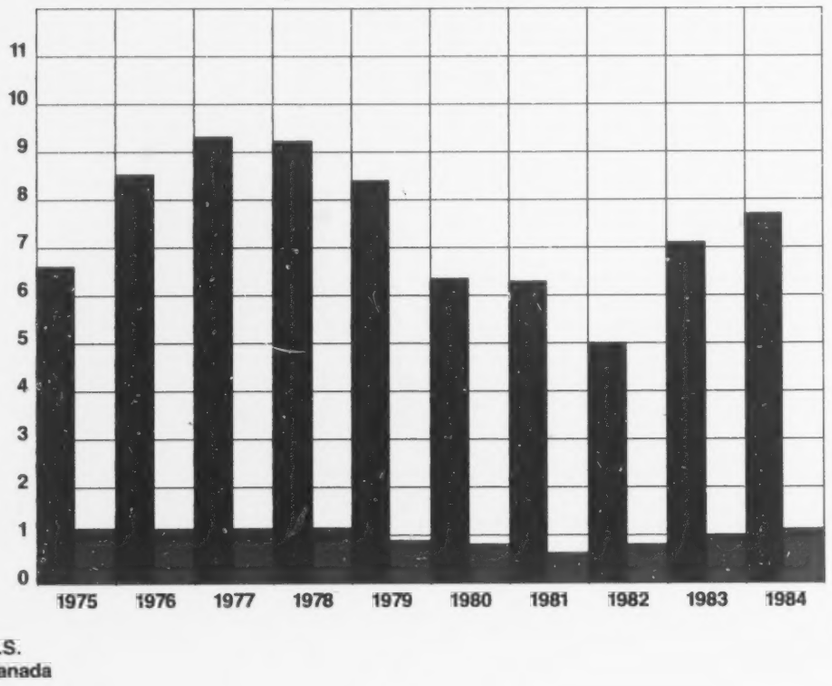
Production of autos in Canada jumped 10 percent in 1984 to its highest level in six years and the eighth-highest total in history.

Canada produced 1.06 million autos last year, compared to 968,774 in 1983. It was the most since 1978, when 1.13 million were built. The record was in 1976: 1.14 million.

The year-to-year increase is even more impressive than appears at first glance because during 1983 Chrysler Corp. switched its Canadian assembly plants from production of autos to minivans, which are counted in the truck totals (found on Page 16).

Ford Motor Co. was the biggest contributor to last year's increase. Its 70-percent increase in Canadian auto output was worth 190,654 units. General Motors increased its Canadian output 13,631 units, or 2 percent; Volvo was stable, and American Motors fell 6,559 units, or 25 percent.

North American Auto Production
(In millions of units)



CANADIAN CAR OUTPUT BY CALENDAR YEAR

1984	1,062,183
1983	968,774
1982	801,685
1981	642,587
1980	846,777
1979	944,933
1978	1,131,050
1977	1,129,575
1976	1,143,842
1975	1,056,602
1974	1,143,037
1973	1,234,566
1972	1,154,938
1971	1,094,486
1970	923,538
1969	1,035,354
1968	891,849
1967	714,084
1966	696,100
1965	709,568
1964	559,392
1963	532,915
1962	428,189
1961	326,841
1960	325,282
1959	300,849
1958	296,624

CANADIAN AUTO PRODUCTION BY CORPORATION, YEAR

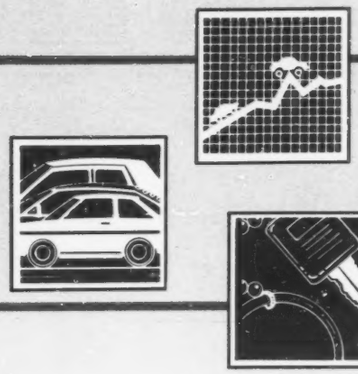
	AMC	Bricklin	Chrysler	Ford	GM	Renault	Studebaker	Volvo	Total
1984	22,992	.....	.....	463,296	565,457	.....	.....	10,438	1,062,183
1983	29,551	.....	104,365	272,642	551,826	.....	.....	10,390	968,774
1982	30,344	.....	149,442	283,001	332,038	.....	.....	6,860	801,685
1981	34,535	.....	69,149	191,928	437,622	.....	.....	10,336	743,570
1980	3,077	.....	71,530	249,876	512,330	.....	.....	9,964	846,770
1979	.....	.....	134,086	284,610	517,471	.....	.....	8,766	944,933
1978	26,283	.....	160,085	372,296	564,187	.....	.....	8,199	1,131,050
1977	41,708	.....	219,747	341,329	198,456	.....	.....	4,506	805,746
1976	42,269	.....	245,332	371,305	475,090	.....	.....	9,486	1,143,482
1975	48,373	2,085	261,275	324,783	406,323	.....	.....	13,763	1,056,602
1974	58,002	.....	225,478	387,880	461,596	.....	.....	10,081	1,143,037
1973	74,290	.....	260,722	445,299	443,806	.....	.....	10,449	1,234,566
1972	58,920	.....	265,773	458,972	354,167	7,658	.....	9,448	1,154,938
1971	42,908	.....	232,749	392,433	406,186	11,930	.....	8,280	1,094,486
1970	47,796	.....	239,032	396,243	222,676	9,591	.....	8,200	923,538
1969	35,819	.....	201,115	391,105	391,561	9,739	.....	6,015	1,035,354
1968	41,726	.....	219,151	287,286	338,016	.....	.....	5,670	891,849
1967	33,094	.....	186,675	177,689	312,275	.....	.....	4,351	714,084
1966	32,912	.....	172,960	198,498	285,984	.....	2,045	3,701	696,100
1965	31,347	.....	135,846	169,176	351,304	.....	18,542	3,353	709,568
1964	35,129	.....	104,734	153,243	246,466	.....	17,614	2,206	559,392
1963	30,167	.....	86,805	142,273	264,341	.....	8,190	1,139	532,915
1962	21,852	.....	50,560	118,190	229,639	.....	7,948	.....	428,189

CANADIAN OUTPUT SHARES, '84 VS. 83

	Total Output 1984	Pct. of 1984 Output	Total Output 1983	Pct. of 1983 Output	Pct. Pt. Change '84 vs '83
AMC—Eagle	22,992	2.16	29,551	3.05	– 0.89
CHRYSLER	.....	.....	104,365	10.77	–10.77
Diplomat	.....	.....	20,888	2.16	– 2.16
Cordoba	.....	.....	9,104	0.94	– 0.94
Mirada	.....	.....	2,977	0.31	– 0.31
Imperial	.....	.....	932	0.10	– 0.10
Gran Fury	.....	.....	12,419	1.28	– 1.28
New Yorker	.....	.....	56,937	5.88	– 5.88
Caravelle	.....	.....	1,108	0.11	– 0.11
FORD	463,296	43.62	272,642	28.15	+15.47
EXP	.....	.....	11,144	1.15	– 1.15
Escort	52,950	4.99	53.587	5.53	– 0.54
LN7	.....	.....	1,921	0.20	– 0.20
Lynx	10,718	1.01	15,937	1.65	– 0.64
Tempo	116,881	11.00	107,799	11.13	– 0.13
Topaz	58,824	5.54	39,967	4.13	+ 1.41
Crown Victoria	128,801	12.13	30,904	3.19	+ 8.94
Grand Marquis	95,122	8.95	.....	.....	+ 8.95
CKDS	.....	.....	11,383	1.17	– 1.17
GENERAL MOTORS	565,457	53.24	551,826	56.96	– 3.72
Chevrolet	N.A.	.....			
Celebrity	N.A.	.....			
Parisienne	N.A.	.....			
Grand Prix	N.A.	.....			
Bonneville	N.A.	.....			
6000	N.A.	.....			
Cutlass Supreme	N.A.	.....			
CKDS	19,124				
VOLVO	10,438	0.98	10,390	1.07	– 0.09
TOTAL	1,062,183		968,774	100.00	

1984 CANADIAN CAR PRODUCTION TOTALS, MAKES AND MONTHS

COMPANY	JANUARY	FEBRUARY	MARCH	FIRST QUARTER	APRIL	MAY	JUNE	SECOND QUARTER	JULY	AUGUST	SEPTEMBER	THIRD QUARTER	OCTOBER	NOVEMBER	DECEMBER	FOURTH QUARTER	GRAND TOTAL
AMC—Eagle	2,556	2,429	2,072	7,057	1,214	2,067	1,947	5,228	852	1,563	2,317	4,732	1,463	2,683	1,829	5,975	22,992
FORD—Tempo	8,133	9,664	11,831	29,628	9,140	13,183	11,603	33,926	3,569	11,241	3,850	18,660	13,044	12,841	8,782	34,667	116,881
Topaz	2,523	2,689	5,343	10,555	4,793	3,776	4,358	12,927	1,742	3,953	999	6,694	3,218	23,203	2,227	28,648	58,824
Crown Victoria	10,013	9,980	12,962	32,955	12,395	13,451	10,897	36,743	3,492	13,597	11,784	28,873	12,722	9,897	7,611	30,230	128,801
Grand Marquis	6,595	7,612	7,453	21,660	7,295	7,934	9,330	24,559	3,670	7,060	7,945	18,675	10,621	11,586	8,021	30,228	95,122
Escort	1,639	1,393	2,819	5,851	4,557	6,939	6,774	18,270	2,159	6,298	1,930	10,387	6,896	7,125	4,421	18,442	52,950
Lynx	437	257	826	1,520	1,086	1,536	1,209	3,831	437	1,308	438	2,183	1,227	873	1,084	3,184	10,718
FORD TOTAL	29,340	31,595	41,234	102,169	39,266	46,819	44,171	130,256	15,069	43,457	26,946	85,472	47,728	65,525	32,146	145,399	463,296
GM—Oshawa No. 1	21,684	20,221	23,182	65,087	20,718	20,708	22,081	63,507	20,544	8,373	15,231	44,148	11,702	9,418	.....	21,120	193,862
Oshawa No. 2	18,472	18,086	20,329	56,887	17,826	18,823	18,823	55,472	11,088	10,108	13,782	34,978	10,011	20,203	14,120	44,334	191,671
Ste. Therese	15,461	15,270	16,388	47,119	14,712	16,570	14,819	46,101	12,831	8,366	11,293	32,490	8,136	15,740	11,214	35,090	160,800
CKD Car	1,990	2,316	1,849	6,155	2,384	2,018	2,598	7,000	895	2,580	664	4,139	555	915	360	1,830	19,124
GM TOTAL	57,607	55,893	61,748	175,248	55,640	58,119	58,321	172,080	45,358	29,427	40,970	115,755	30,404	46,276	25,694	102,374	565,457
VOLVO	934	911	990	2,835	900	990	945	2,835	855	450	854	2,159	990	944	675	2,609	10,438
GRAND TOTAL	90,437	90,828	106,044	287,309	97,020	107,995	105,384	310,399	62,134	74,897	71,087	208,118	80,585	115,428	60,344	256,357	1,062,183



SALES/ REGISTRATIONS

CANADIAN REGISTRATIONS OF NEW VEHICLES

	Cars	Trucks	Total
1953	362,409	101,252	463,661
1954	307,651	69,955	377,606
1955	381,782	73,689	455,471
1956	404,604	85,692	490,296
1957	391,661	76,782	468,443
1958	381,591	66,034	447,625
1959	427,274	74,824	502,098
1960	450,840	73,682	524,522
1961	440,377	74,738	515,115
1962	501,030	81,495	582,525
1963	541,942	90,608	632,550
1964	607,503	104,175	711,678
1965	686,828	115,660	802,488
1966	683,639	128,506	812,145
1967	667,814	130,964	798,778
1968	737,605	142,201	879,806
1969	756,015	153,277	909,292
1970	636,206	129,359	765,565
1971	745,026	138,876	883,902
1972	812,753	180,748	993,501
1973	935,533	234,683	1,170,216
1974	901,097	287,619	1,188,716
1975	839,942	265,015	1,104,957
1976	898,253	305,606	1,203,859
1977	953,078	333,551	1,286,629
1978	958,414	349,294	1,307,708
1979	998,004	382,074	1,380,078
1980*	948,967	335,827	1,284,794
1981	891,558	281,536	1,173,094
1982	727,097	204,794	931,891
1983	830,457	223,917	1,054,374

* Incomplete.
Source: Motor Vehicle Manufacturers' Assn., Canada.

WESTERN EUROPE CAR REGISTRATIONS BY MAKE, 1984 VS. 1983

	1984	1983
Ford	1,295,800	1,299,486
Fiat-Lancia	1,285,275	1,260,869
VW-Audi	1,220,534	1,227,773
PSA Peugeot	1,164,515	1,221,029
GM	1,113,962	1,153,044
Renault	1,102,708	1,316,073
BL-Jaguar	405,444	422,185
Daimler-Benz	331,521	341,527
BMW	301,363	302,431
Nissan	279,648	284,681
Volvo	237,865	231,468
Toyota	224,452	230,367
Mazda	198,188	209,155
Alfa Romeo	180,089	174,560
Seat	153,623	124,612
Honda	111,087	101,975
Mitsubishi	109,208	100,472
Lada	90,120	99,117
Saab	62,796	63,594
Suzuki	42,833	42,720
Skoda	37,493	38,564
Subaru	30,057	29,541
Daihatsu	24,228	27,233
Porsche	19,518	21,481
Isuzu	4,020	2,315
Wartburg	2,527	3,386
Others	67,156	62,321
Totals	10,096,030	10,391,979

Source: Automotive Industry Data, Ltd. Re-use or re-publication prohibited without permission.

WESTERN EUROPE CAR REGISTRATIONS BY COUNTRY, 1984 VS. 1983

Country	1984	1983	%Change
Austria	215,646	256,676	(15.99)
Belgium	352,227	338,993	3.90
Denmark	134,345	116,238	15.58
Eire	56,141	59,132	(5.06)
Finland	126,995	119,440	6.33
France	1,757,673	2,017,617	(12.88)
Germany	2,393,939	2,426,774	(1.35)
Italy	1,636,363	1,582,170	3.43
Netherlands	461,391	459,131	0.49
Norway	107,237	109,672	(2.22)
Portugal	77,909	92,294	(15.59)
Sweden	231,121	217,123	6.45
Switzerland	273,165	275,629	(0.89)
Spain	522,228	529,391	(1.35)
UK	1,749,650	1,791,699	(2.35)
Total	10,096,030	10,391,979	(2.79)

Source: Automotive Industry Data, Ltd. Re-use, re-publication prohibited without permission.

JAPANESE-CAR SALES AND MARKET SHARES IN EUROPE

	1984 Volume (Units)	1984 Share Mrkt (Pct.)	1983 Volume (Units)	1983 Share Mrkt (Pct.)	Change '84-'83 (Pct.)
Austria	58,285	27.03	74,815	29.15	(22.09)
Belgium	70,983	20.15	77,684	22.92	(8.63)
Denmark	39,776	29.61	36,150	31.10	10.03
Eire	15,421	27.47	17,795	30.09	(13.34)
Finland	48,046	37.83	46,964	39.32	2.30
France	53,184	3.03	54,574	2.70	(2.55)
Germany	288,158	12.04	256,389	10.57	12.39
Italy	2,866	0.18	2,291	0.14	25.10
Netherlands	101,549	22.01	107,841	23.49	(5.83)
Norway	35,972	33.54	39,428	35.95	(8.77)
Portugal	5,519	7.08	7,474	8.10	(26.16)
Spain	3,742	0.72	5,759	1.09	(35.02)
Sweden	34,567	14.96	33,080	15.24	4.50
Switzerland	67,768	24.81	74,592	27.06	(9.15)
UK	197,885	11.31	193,623	10.81	2.20
Totals	1,023,721	10.14	1,028,459	9.90	0.46

Source: Automotive Industry Data, Ltd. Re-use or re-publication prohibited without permission.

WESTERN EUROPEAN CAR REGISTRATIONS AND MARKET SHARES 1984

	Austria	Belgium	Denmark	Eire	Finland	France	Germany	Italy	Netherlands	Norway	Portugal	Sweden	Switzerland	Spain	U K	Total	Mkt Share
Ford	22,476	33,942	22,634	12,143	11,203	138,235	293,745	73,394	56,221	15,797	4,262	25,539	22,993	76,245	486,971	1,295,800	12.8
Fiat Lancia	15,017	22,105	7,305	4,444	6,542	97,228	109,727	888,192	33,681	5,313	11,035	6,922	23,464	4,098	50,202	1,285,275	12.73
VAG	42,533	46,845	9,371	2,953	7,897	97,517	667,987	96,606	42,286	11,028	908	26,078	43,199	28,723	96,603	1,220,534	12.09
PSA Peugeot	14,324	48,228	9,241	2,573	8,576	582,365	95,847	108,852	48,460	6,568	10,731	7,414	23,898	102,357	95,081	1,164,515	11.53
Opel GM	26,937	41,274	19,028	8,115	10,766	76,485	389,683	53,263	71,610	13,324	10,197	22,022	38,289	50,134	282,835	1,113,962	11.03
Renault	10,036	29,232	629	4,804	906	544,968	85,169	146,455	26,070	505	27,396	2,537	15,387	148,835	59,779	1,102,708	10.92
BL	245	6,426	365	3,034	68	30,220	7,428	20,641	6,212	0	3,272	0	2,633	2,611	312,054	395,209	3.91
Daimler-Benz	7,242	8,678	932	304	2,741	19,008	233,649	15,010	9,270	1,854	2,325	6,270	5,679	4,122	14,437	331,521	3.28
BMW	7,871	9,057	2,508	413	2,508	30,220	159,374	27,498	12,903	2,202	381	4,266	12,199	4,178	25,785	301,363	2.98
Nissan	10,779	14,206	7,022	5,143	14,860	14,694	58,018	172	21,908	5,551	1,411	7,945	10,546	1,033	106,360	279,648	2.77
Volvo	3,379	7,542	5,524	941	6,046	15,778	15,335	21,188	23,507	8,435	759	62,495	6,304	1,560	59,072	237,865	2.36
Toyota	9,997	20,714	14,937	9,078	12,497	12,720	53,132	433	18,617	9,610	2,274	8,719	17,497	1,075	32,702	224,452	2.22
Mazda	20,772	10,157	12,258	1,178	8,575	14,597	63,474	68	16,848	12,166	346	10,926	8,791	527	17,505	198,188	1.96
Alfa Romeo	2,673	3,627	252	327	145	20,416	12,378	119,808	4,446	82	912	1,118	8,072	1,567	4,266	180,089	1.78
Seat	748	2,664	0	0	0	17,068	5,064	31,213	6,831	0	212	0	0	89,823	0	153,623	1.52
Honda	3,993	8,917	1,429	9	3,899	7,667	37,613	270	12,727	2,613	567	3,484	8,464	519	18,916	111,087	1.10
Mitsubishi	5,691	9,649	1,910	0	4,863	3,505	44,017	307	13,552	4,032	432	1,814	8,707	170	10,559	109,208	1,08
Lada	1,582	13,922	4,091	0	11,486	23,051	8,620	577	7,246	2,601	0	1,646	0	265	15,033	90,120	0.89
Saab	423	1,398	1,790	210	6,509	1,234	3,659	2,081	3,073	2,528	0	29,610	1,322	124	8,835	62,796	0.62
Suzuki	3,222	3,196	153	6	1,771	1	14,701	1,352	10,847	0	104	9	3,828	252	3,391	42,833	0.42
Skoda	1,134	3,250	6,736	1	2,731	3,790	1,923	1,836	3,747	522	0	286	225	289	11,023	37,493	0.37
Subaru	2,963	2,186	158	0	186	0	7,632	264	2,836	1,197	294	620	8,002	46	3,673	30,057	0.30
Daihatsu	785	1,853	1,898	7	829	0	6,542	0	4,147	803	68	1,049	1,351	117	4,779	24,228	0.24
Porsche	450	514	0	7	8	1,370	11,133	937	166	0	0	293	1,336	190	3,114	19,518	0.19
Jaguar	80	0	30	11	5	173	1,938	0	318	0	0	40	0	96	7,544	10,235	0.10
Isuzu	83	105	11	0	116	0	3,029	0	67	0	23	1	582	3	0	4,020	0.04
Wartburg	0	982	899	0	493	3	0	0	0	0	0	0	0	150	0	2,527	0.03
Others	211	1,558	3,234	440	319	5,360	3,122	25,946	3,795	506	0	18	397	3,119	19,131	67,156	0.67
TOTALS	215,646	352,227	134,345	56,141	126,995	1,757,673	2,393,939	1,636,363	461,391	107,237	77,909	231,121	273,165	522,228	1,749,650	10,096,030	100.00
Japanese	58,285	70,983	39,776	15,421	48,046	53,184	288,158	2,866	101,549	35,972	5,519	34,567	67,768	3,742	197,885	1,023,721	10.14

Source: Automotive Industry Data, Ltd. Re-use, re-publication prohibited without permission.

SALES/REGISTRATIONS

DOMESTIC-CAR SALES BY NAMEPLATE AND MONTH, 1984

Sales and Rankings, 1984 vs. 1983

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total 1984	1984 Position	Total 1983	1983 Position
Alliance	7,480	9,700	8,781	7,708	7,960	8,405	13,213	10,139	7,297	7,285	7,478	4,920	100,366	32	126,008	18
Encore	4,843	6,947	6,130	5,506	5,269	6,835	9,122	6,138	4,755	4,805	5,196	3,689	69,235	44	20,182	68
Total Renault	12,323	16,647	14,911	13,519	13,229	15,240	22,335	16,277	12,052	12,090	12,674	8,609	169,601		146,190	
Spirit	0	0	0	0	0	0	0	0	0	0	0	0	0		4,441	79
Concord	0	0	0	0	0	0	0	0	0	0	0	0	0		11,513	75
Eagle	1,948	1,795	1,877	1,405	1,902	1,460	1,428	1,254	1,387	2,002	2,231	1,660	20,654	67	31,207	59
Total AMC	1,948	1,795	1,877	1,405	1,902	1,460	1,428	1,254	1,387	2,002	2,231	1,660	20,654		47,161	
AMERICAN MOTORS	14,271	18,442	16,788	14,924	15,131	16,700	23,763	17,531	13,439	14,092	14,905	10,269	190,255		193,351	
Horizon	6,229	6,949	7,758	6,764	6,832	5,975	6,294	5,849	5,999	6,874	7,020	5,755	78,298	39	56,763	43
Turismo	2,977	3,735	4,193	4,467	4,639	4,620	4,571	4,125	3,607	3,796	3,538	2,941	47,109	53	36,497	54
Reliant	12,188	12,771	14,001	12,964	15,635	14,874	9,537	7,035	8,624	11,932	9,721	8,872	138,154	20	157,247	13
Caravelle	0	0	0	0	0	0	0	46	966	2,249	3,116	2,697	9,074	76	0	
Plymouth	643	1,102	1,271	1,968	2,122	1,772	1,760	1,303	1,219	1,260	1,183	1,006	16,609	72	15,101	71
Total Plymouth	22,037	24,557	27,223	26,163	29,228	27,241	22,162	18,358	20,415	26,111	24,578	21,171	289,244		265,608	
Laser	3,947	4,634	4,688	4,847	5,533	5,665	4,813	3,925	3,849	4,137	3,826	3,267	53,131	51	11,097	73
LeBaron K	2,855	7,964	8,840	8,931	9,861	9,882	9,815	7,861	7,455	8,103	7,320	6,452	98,830	33	80,309	35
LeBaron GTS	0	0	0	0	0	0	0	0	0	55	651	1,788	2,494	77	0	
Cordoba	31	39	0	0	0	0	0	0	0	0	0	0	136	81	10,352	76
Fifth Avenue	2,098	5,658	6,840	7,069	6,794	6,829	9,468	9,382	8,834	11,428	9,071	8,153	94,340	34	73,729	38
E-Class	1,269	2,665	2,966	2,817	3,026	2,425	2,315	2,356	6,769	6,628	5,655	4,737	40,265	57	35,283	55
Chrysler	1,653	4,535	4,918	4,304	4,559	4,180	4,819	4,072	0	0	0	0	39,303	58	50,091	47
Total Chrysler	9,799	25,495	28,252	27,968	29,773	28,981	30,600	27,596	26,907	30,351	26,523	24,397	328,499		260,861	
Total Imperial	0	0	0	0	0	0	0	0	0	0	0	0	0		1,176	82
Omni	5,514	5,536	6,278	6,084	5,899	5,700	5,687	5,138	5,177	6,427	5,698	4,795	67,933	45	50,451	45
Charger	3,359	4,532	4,928	5,064	4,959	4,623	4,754	4,486	4,044	4,370	3,749	3,072	51,940	52	45,975	49
Daytona	3,221	3,605	4,341	4,360	4,339	4,637	3,677	3,111	3,346	3,550	3,700	2,830	44,717	54	8,761	77
Aries	8,997	10,661	10,556	8,953	11,669	11,720	7,677	5,656	7,648	11,406	9,113	7,928	111,984	27	119,400	21
Lancer	0	0	0	0	0	0	0	0	0	37	520	1,423	1,980	78	0	
Dodge 400/600	1,419	1,878	2,281	2,273	2,482	2,493	2,341	1,918	0	0	0	0	18,953	68	28,488	60
Diplomat	540	1,114	2,288	2,517	2,750	3,603	3,007	2,053	2,165	2,855	2,567	3,164	28,623	65	22,603	66
Mirada	159	91	0	0	0	0	0	0	0	0	0	0	282	80	4,417	80
Dodge 600	2,489	2,956	3,106	3,542	3,781	3,303	2,786	2,420	4,828	5,784	5,295	4,453	42,843	55	33,882	57
Total Dodge	25,698	30,373	33,778	32,793	35,879	36,079	29,929	24,782	27,208	34,429	30,642	27,665	369,255		313,977	
CHRYSLER CORP.	69,391	80,425	89,253	86,924	94,880	92,301	82,691	70,736	74,530	90,891	81,743	73,233	986,998		841,622	
EXP	1,408	2,142	2,493	2,684	2,858	2,683	2,323	2,284	2,689	3,370	3,061	2,718	31,213	61	15,574	69
Escort	25,388	28,143	32,558	29,050	31,953	31,452	27,510	25,470	29,067	34,759	31,304	26,924	353,578	2	326,333	2
Mustang	10,561	12,371	11,184	10,371	12,529	12,118	11,163	10,600	9,820	13,348	11,995	12,236	138,296	19	116,976	22
Tempo	18,666	22,567	23,818	18,484	20,142	23,589	22,232	19,191	20,876	24,192	20,415	21,360	256,532	7	136,148	16
Fairmont	0	0	0	0	0	0	0	0	0	0	0	0	0		37,521	53
Granada	0	0	0	0	0	0	0	0	0	0	0	0	0		3,751	81
Thunderbird	11,808	14,217	15,705	13,198	13,152	12,981	12,124	10,828	10,290	14,978	12,155	13,430	154,865	17	134,710	17
LTD	14,366	15,617	18,755	18,316	18,702	16,630	15,091	12,559	18,866	21,055	14,331	12,619	196,907	11	165,396	12
Crown Victoria	10,352	13,263	16,029	16,198	16,141	16,576	15,312	11,900	13,978	15,802	12,314	11,388	169,253	14	119,905	19
FORD DIVISION	93,549	108,320	120,541	108,301	115,477	116,029	106,255	92,832	105,586	127,504	105,575	100,675	1,300,644		1,060,314	
LN7	0	0	0	0	0	0	0	0	0	0	0	0	0		4,694	78
Lynx	4,939	5,546	6,447	5,363	6,104	6,022	4,879	4,841	5,566	6,904	6,275	4,839	67,725	46	78,876	37
Topaz	5,394	6,385	7,199	5,732	6,134	6,358	5,687	6,013	5,858	7,869	6,072	4,753	73,454	41	41,796	51
Zephyr	0	0	0	0	0	0	0	0	0	0	0	0	0		11,583	74
Cougar Monarch	0	0	0	0	0	0	0	0	0	0	0	0	0		906	83
XR7 Cougar	7,842	10,658	10,368	10,551	10,374	10,360	9,326	10,900	9,177	12,610	9,956	8,839	120,964	25	87,027	31
Capri	1,726	2,057	1,808	1,288	1,623	1,570	1,426	1,254	878	1,355	1,346	1,408	17,739	70	22,708	65
Marquis	7,275	8,626	9,074	8,634	10,010	10,154	8,791	8,956	9,408	8,504	8,967	6543	103,722	28	65,184	40
Grand Marquis	8,655	11,912	13,957	12,243	13,769	13,651	13,429	11,712	11,043	13,158	9,395	9,720	143,594	18	96,659	25
Total Mercury	35,831	45,184	48,853	43,811	48,014	48,115	43,538	43,676	41,930	50,400	41,744	36,102	527,198		409,433	
Continental	1,726	1,829	2,052	1,709	3,044	4,635	4,621	2,865	1,926	2,236	1,995	2,472	31,110	62	13,691	72
Lincoln	3,608	6,540	8,930	7,732	8,455	7,500	6,197	7,884	5,881	10,504	8,450	9,188	90,869	37	59,626	42
Mark VII	4,508	3,297	3,161	2,502	3,016	2,917	1,957	1,678	1,698	1,368	1,721	1,673	29,496	64	28,257	61
Total Lincoln	9,842	11,666	14,143	11,943	14,515	15,052	12,775	12,427	9,505	14,108	12,166	13,333	151,475		101,574	
L-M Division	45,673	56,850	62,996	55,754	62,529	63,167	56,313	56,103	51,435	64,508	53,910	49,435	678,673		511,007	
FORD MOTOR	139,222	165,170	183,537	164,055	178,006	179,196	162,568	148,935	157,021	192,012	159,485	150,110	1,571,321		1,571,321	
Skyhawk	6,484	7,943	10,946	12,201	14,976	12,766	12,732	11,860	9,326	7,786	8,732	6,106	121,858	24	72,998	39
Skylark	7,139	7,930	8,996	10,922	10,845	9,869	7,111	6,326	10,264	10,517	7,104	7,566	104,589	28	102,763	24
Somerset Regal	0	0	0	0	0	0	0	0	66	4,318	4,648	4,779	13,811	74	0	
Century	15,091	15,560	21,339	21,510	21,150	16,896	16,749	17,405	15,783	22,002	17,265	16,292	217,042	9	150,280	15
Regal	16,098	16,948	18,155	17,649	19,836	17,010	16,396	14,536	11,661	14,277	10,754	8,865	182,185	13	234,035	5
LeSabre	12,568	13,184	15,279	14,025	14,813	13,006	13,165	13,885	12,293	16,740	13,309	12,047	164,314	16	151,555	14
Electra	6,676	6,277	5,807	9,480	9,991	8,526	7,681	6,812	5,247	6,299	5,807	5,811	84,414	38	80,106	36
Riviera	4,494	4,409	5,053	4,998	4,805	4,037	3,447	3,536	3,371	6,315	4,831	4,102	53,398	50	53,346	44
Buick Div.	68,550	72,251	85,575	90,785	96,416	82,110	77,281	74,360	68,011	88,254	72,450	65,568	941,611		845,083	
Cimarron	1,578	1,699	1,572	1,326	1,621	1,376	1,839	1,680	1,663	1,542	1,129	989	18,014	69	19,188	70
Seville	2,753	2,977	3,226	3,133	3,518	3,023	2,829	2,460	2,547	3,625	3,229	2,929	35,349	59	33,522	58
Cadillac	14,332	14,809	16,037	20,052	18,391	17,885	17,640	17,460	12,961	17,582	13,648	14,380	195,177	12	176,003	11
Eldorado	5,340	5,830	5,920	5,715	6,476	5,911	5,665	5,144	5,549	7,100	6,411	5,516	70,577	42	71,624	40
Cadillac Div.	24,003	25,315	26,755	30,226	30,006	28,195	27,973	26,744	22,720	29,849	24,417	23,814	320,017		300,337	
Chevette	15,248	14,480	20,624	15,004	18,514	13,172	14,389	12,622	11,709	9,805	9,422	9,928	164,917	15	178,759	9
Cavalier	24,963	26,499	33,387	35,102	41,627	35,035	35,314	31,495	33,407	27,671	26,720	26,325	377,346	1	259,397	3
Citation	6,013	5,218	15,216	10,051	10,182	9,153	8,985	4,560	5,429	7,257	5,085	5,025	92,174	36	92,379	27
Camaro	12,979	15,769	18,684	18,344	23,210	19,732	19,200	17,404	14,944	12,014	15,661	13,231	202,172	10	178,266	10
Celebrity	22,506	24,373	32,135	30,645	38,265	29,951	28,942	21,883	19,218	29,117	23,118	22,045	322,198	3	180,627	8
Malibu	329	212	135	99	70	30	6	0	0	0	0	0	881	79	85,148	32
Monte Carlo	10,650	11,586	14,052	12,749	13,744	10,176	9,681	8,237	5,616	7,702	5,977	5,760	115,930	26	105,797	23
Chevrolet	19,423	19,948	23,169	23,879	29,495	24,685	23,818	20,145	17,177	23,999	16,709	16,456	258,902	5	238,930	4
Corvette	2,218	2,590	2,745	2,491	2,600	1,892	2,013	2,212	1,996	3,034	3,554	3,079	30,424	63	28,144	62
Chevrolet Div.	114,329	121,675	160,147	148,363	177,707	143,826	142,348	118,558	109,496	120,599	106,246	101,849	1,565,143		1,347,447	
Firenza	4,159	4,871	5,481	5,222	6,528	7,708	5,789	4,640	4,661	4,861	4,567	3,969	62,456	48	44,753	50
Omega	3,243	3,837	3,964	4,674	5,137	4,870	3,290	2,292	1,088	788	920	0	34,103	60	49,818	48
Calais	0	0	0	0	0	0	0	0	29	3,289	5,418	6,145	14,881	73	0	
Ciera	19,258	20,235	25,174	23,744	28,335	25,308	22,069	18,609	10,615	15,310	16,187	17,365	242,209	8	191,720	7
Supreme	28,358	33,622	35,133	33,708	34,348	27,690	21,679	16,113	15,578	20,838	18,552	16,468	302,087	4	331,179	1
Olds 88	19,789	21,752	25,455	25,353	27,967	26,654	23,890	20,256	13,681	20,556	16,002	16,942	258,297	6	228,770	6
Olds 98	10,279	9,261	7,732	5,932	7,309	8,253	8,071	9,074	8,693	9,644	7,663	8,508	100,419	31	119,528	20
Toronado	3,299	3,278	3,398	3,472	3,841	3,842	3,596	3,038	2,939	4,402	3,497	3,003	41,605	56	41,791	52
Oldsmobile Div.	88,385	96,856	106,337	102,105	113,465	104,325	88,384	74,022	57,284	79,688	72,801	72,401	1,056,053		1,007,559	
Fiero	8,043	9,692	11,316	9,634	9,954	7,142	8,613	8,560	6,175	6,486	4,521	3,349	93,485	35	22,591	67
1000	2,142	2,199	2,568	2,385	2,592	2,392	2,778	2,501	1,987	2,079	2,075	2,306	28,004	66	34,173	56
2000 Sunbird	7,766	8,512	11,927	11,092	14,984	12,903	12,260	11,191	10,279	8,548	9,592	7,862	126,916	22	88,313	30
Phoenix	1,128	1,038	1,308	1,353	1,789	1,893	1,413	1,052	771	703	483	271	13,202	75	24,362	64
Firebird	6,556	8,685	10,370	9,389	11,900	9,065	9,876	8,637	6,808	5,478	8,151	6499	101,414	30	90,777	28
Grand Am	0	0	0	0	0	0	0	0	26	4,825	5,905	5,995	16,751	71	0	
6000	9,055	10,740	13,010	12,018	13,910	11,144	10,915	6,990	8,611	10,287	8,715	10,433	125,828	23	92,513	26
Bonneville	5,474	6,588	6,994	6,339	7,157	6,152	5,614	4,724	3,945	4,679	3,584	4,137	65,387	47	84,122	34
Grand Prix	5,590	6,288	7,741	7,372	8,393	6,464	6,152	5,288	4,399	5,912	3,831	4,179	71,609	43	89,355	29
Parisienne	3,658	4,071	5,414	4,847	5,393	4,916	5,251	5,025	4,691	7,688	5,607	5,523	62,084	49	26,929	63
Pontiac Div.	49,412	57,813	70,648	64,429	76,076	62,071	62,872	53,968	47,692	56,685	52,464	50,554	704,684		553,135	
GENERAL MOTORS	344,679	373,910	449,462	435,908	493,670	420,527	398,858	347,652	305,203	375,075	328,378	314,186	4,587,508		4,053,561	
VOLKSWAGEN	7,219	6,654	7,090	7,119	9,220	6,599	6,508	6,398	4,814	4,210	4,151	3,762	73,838	40	85,045	33
HONDA	8,647	10,415	10,034	12,161	12,366	12,047	9,624	12,217	11,665	13,283	12,030	9,112	133,601	21	50,402	46
DOMESTIC TOTAL	583,429	655,016	756,164	721,091	803,273	727,370	684,112	603,469	566,672	689,563	600,692	560,672	7,951,517		6,795,302	

SALES/REGISTRATIONS

NEW - CAR SALES BY MARKET CLASS

BY MONTH, JANUARY, 1977-FEBRUARY, 1985

		Subcompact	Compact	Intermediate	Standard	Luxury	Import	Total Sales
January	1977	8.81	20.30	28.08	20.57	5.21	17.03	724,725
	1978	9.75	21.67	24.66	18.31	4.99	20.62	686,396
	1979	12.27	20.12	23.98	18.93	6.97	17.73	783,489
	1980	14.38	19.68	21.13	12.65	5.14	27.02	805,378
	1981	16.42	19.68	21.49	10.41	4.59	27.41	647,197
	1982	16.22	17.31	19.95	10.15	5.29	31.08	534,310
	1983	11.32	14.97	24.67	12.98	5.37	30.69	595,746
	1984	14.21	16.92	25.95	9.75	8.11	25.06	778,558
	1985	13.67	17.87	26.07	9.89	7.66	24.90	836,221
February	1977	7.94	20.86	27.65	20.61	5.15	17.79	810,078
	1978	10.40	21.36	25.24	19.25	4.60	19.15	776,672
	1979	14.19	20.99	21.81	16.85	6.49	19.67	841,262
	1980	15.33	20.72	20.07	12.46	4.33	27.09	810,905
	1981	18.59	20.43	19.41	8.61	4.14	28.82	763,664
	1982	18.91	20.20	19.19	8.96	5.02	27.72	632,203
	1983	11.79	14.85	24.68	13.87	5.17	29.64	628,853
	1984	14.85	18.24	25.56	10.28	7.93	22.14	841,234
	1985	15.82	17.39	26.36	9.68	7.80	23.05	838,607
March	1977	7.04	21.22	28.60	20.83	4.92	17.39	1,083,819
	1978	10.45	21.56	25.99	18.73	5.19	18.08	1,077,650
	1979	15.10	20.62	20.53	15.43	5.76	22.53	1,115,671
	1980	16.33	22.51	21.27	10.98	3.82	25.09	894,636
	1981	16.08	24.63	22.38	7.83	3.79	25.29	962,405
	1982	18.86	20.42	20.83	9.21	4.78	25.90	776,793
	1983	12.20	15.53	25.58	14.26	5.57	26.86	820,782
	1984	14.55	18.05	27.83	10.67	7.36	21.54	963,783
April	1977	7.65	21.08	27.01	19.62	4.57	20.07	1,028,369
	1978	10.00	22.23	26.25	19.41	4.85	17.26	1,042,940
	1979	12.98	24.21	20.70	14.20	5.26	22.65	987,302
	1980	15.34	21.99	21.04	10.35	4.09	27.19	742,607
	1981	15.68	19.62	20.10	10.54	5.13	28.93	750,977
	1982	15.48	17.96	23.14	12.10	5.91	25.41	668,463
	1983	13.03	15.77	27.18	14.38	5.61	24.03	763,375
	1984	14.32	18.09	28.54	11.28	8.30	19.47	895,402
May	1977	7.73	20.65	27.39	18.86	4.49	20.88	1,053,393
	1978	10.16	21.34	26.93	19.60	5.04	16.93	1,159,185
	1979	13.52	24.38	19.85	13.49	4.49	24.27	1,052,169
	1980	13.91	22.27	19.92	11.14	4.41	28.35	695,606
	1981	17.20	19.04	20.06	10.32	4.80	28.58	733,763
	1982	16.04	17.78	24.09	11.63	5.94	24.52	773,864
	1983	13.17	16.57	26.70	13.56	5.31	24.69	836,561
	1984	13.28	18.62	26.62	10.74	7.48	23.26	1,046,805
June	1977	8.31	21.44	28.15	19.96	4.48	17.66	1,116,214
	1978	9.59	21.79	27.50	20.21	4.43	16.48	1,137,249
	1979	13.75	24.89	21.20	13.56	4.13	22.47	904,000
	1980	14.52	21.32	21.30	11.69	4.02	27.15	701,345
	1981	17.34	19.51	19.69	10.53	4.52	28.41	723,342
	1982	15.13	16.68	21.47	11.19	4.92	30.61	650,523
	1983	13.86	17.60	25.01	12.75	4.74	26.04	903,427
	1984	13.46	19.20	24.88	11.03	7.91	23.52	951,058
July	1977	7.78	21.24	26.61	20.21	4.27	19.89	912,523
	1978	9.45	21.20	27.10	19.50	4.70	18.02	929,352
	1979	13.71	23.11	21.96	14.50	4.54	22.18	884,579
	1980	14.30	19.49	20.71	11.34	4.40	29.76	771,991
	1981	16.76	20.27	18.47	10.49	4.42	29.59	706,040
	1982	16.07	16.09	20.59	10.77	4.80	31.68	629,272
	1983	11.76	17.13	26.05	12.85	5.11	27.10	791,310
	1984	14.53	18.91	24.00	11.19	8.22	23.15	890,202
August	1977	9.55	20.64	23.69	19.83	4.36	21.93	930,422
	1978	10.62	20.48	26.31	16.62	4.42	21.55	957,260
	1979	10.33	21.72	22.69	16.68	4.59	22.99	915,550
	1980	16.77	19.30	20.75	10.17	4.03	28.98	684,928
	1981	18.62	20.70	20.61	10.53	4.69	24.85	800,725
	1982	16.07	16.75	19.46	10.09	4.89	32.74	608,752
	1983	11.15	16.11	26.56	12.41	5.51	28.26	740,073
	1984	14.45	18.12	22.10	10.58	8.78	25.97	815,199
September	1977	10.55	20.00	21.58	21.85	5.34	20.68	827,800
	1978	10.65	21.60	26.35	16.02	5.35	20.03	828,150
	1979	9.51	24.63	24.12	14.92	4.58	22.24	772,312
	1980	17.15	18.82	22.38	9.78	4.27	27.60	671,005
	1981	18.69	19.33	21.64	10.73	5.15	24.45	686,413
	1982	19.10	15.42	21.62	10.85	5.80	27.21	671,051
	1983	12.34	16.37	29.52	12.10	6.08	23.59	704,470
	1984	15.03	19.31	23.32	10.25	8.29	23.80	743,640
October	1977	9.02	23.26	25.63	21.92	6.00	14.17	1,013,520
	1978	8.85	23.01	27.85	19.48	6.33	14.48	1,033,680
	1979	13.09	20.91	25.93	14.58	6.40	19.09	890,827
	1980	16.02	21.52	24.97	10.77	5.12	21.60	846,776
	1981	17.58	19.98	21.79	10.34	6.08	24.23	648,184
	1982	14.98	16.43	22.99	13.17	6.77	25.66	656,250
	1983	12.68	16.72	29.31	12.42	6.07	22.80	860,318
	1984	13.54	16.43	25.89	11.31	9.26	23.57	902,263
November	1977	9.41	21.36	26.44	20.55	5.96	16.28	880,762
	1978	9.35	22.21	25.99	20.12	7.01	15.32	908,825
	1979	11.92	20.82	24.20	14.17	6.71	22.18	770,052
	1980	15.42	22.20	22.26	10.84	5.15	24.13	697,635
	1981	17.20	20.33	19.44	11.04	5.83	26.16	584,665
	1982	16.58	17.79	22.33	12.00	6.40	24.90	743,205
	1983	13.35	16.98	26.87	12.20	6.24	24.36	780,704
	1984	14.08	17.79	24.54	9.72	8.70	25.17	802,708
December	1977	9.24	21.36	25.20	19.68	5.74	18.78	795,291
	1978	10.19	22.00	24.56	19.54	7.62	16.09	769,352
	1979	12.50	20.91	21.69	14.94	6.35	23.61	725,317
	1980	15.51	21.41	20.23	10.51	4.97	27.37	649,101
	1981	14.65	16.57	19.58	11.29	6.30	31.61	522,816
	1982	15.93	16.67	20.27	11.72	6.32	29.09	631,875
	1983	14.35	17.43	25.37	9.12	8.09	25.64	752,288
	1984	12.39	17.07	25.26	10.04	9.06	26.18	759,486
Total for Year	1977	8.52	21.16	26.40	20.37	5.00	18.55	*11,178,554
	1978	8.77	22.90	26.60	18.42	5.62	17.69	*11,303,909
	1979	12.86	20.89	23.79	15.14	5.47	21.85	*10,641,679
	1980	15.41	20.96	21.37	11.09	4.48	26.69	*8,973,345
	1981	17.11	20.22	20.40	10.16	4.86	27.25	*8,531,531
	1982	16.65	17.51	19.03	13.39	5.58	27.84	*7,977,570
	1983	12.65	16.75	26.17	9.97	8.50	25.96	*9,178,101
	1984	14.04	18.08	25.54	10.61	8.25	23.48	*10,391,775

*—Import yearly total adjusted in each grand total

IMPORT SALES BY NAMEPLATE 1984 VS. 1983

	Calendar Year 1984	Calendar Year 1983
Alfa Romeo	3,702	3,002
Audi	71,237	47,936
4000	10,430	12,266
4000d	—	956
4000S	4,890	—
4000S Quattro	3,983	—
5000S	41,651	23,382
5000S turbo gas	6,667	1,962
5000d/td	—	5,188
Quattro turbo	65	240
Coupe	3,520	3,358
Tourist	—	4
BMW	70,897	59,242
318/320	28,674	34,619
325e	15,773	—
528/533	15,395	16,004
633csi	2,695	2,613
733	8,359	6,007
Chevrolet Spectrum	2,077	—
Chevrolet Sprint	10,927	—
Chrysler Mitsubishi	91,718	103,569
Colt (Dodge/Plymouth)	69,379	73,671
Conquest/Sap./Chal.	7,069	25,595
Vista (Dodge/Plymouth)	15,270	4,303
Fiat	316	6,184
Honda	374,819	350,670
Civic	137,405	127,856
Civic CRX	47,445	9,891
Accord	123,045	171,735
Prelude	66,924	41,188
I.A.I.	1,466	—
Isuzu	17,233	20,731
I-Mark	4,427	11,877
Impulse	12,806	8,856
Jaguar	13,044	15,815
XJ6	14,564	13,110
XJS	3,480	2,705
Lancia	21	637
Maserati Biturbo	2,023	—
Mazda	169,666	173,388
GLC	45,221	51,313
626	71,407	69,561
RX-7	53,038	52,514
Mercedes-Benz	79,222	73,692
190D	5,309	1,551
190E	17,704	2,629
240D	26	9,728
300D	16,659	19,193
300CD	1,539	2,002
300TD	2,465	2,811
300SD	12,189	18,759
380SE	7,135	928
500SEL	4,557	4,879
380SL/SLC	9,288	9,253
500SEC	1,651	1,959
Mitsubishi	39,104	32,755
Starion	6,375	6,209
Cordia	13,194	12,799
Tredia	13,724	13,747
Mirage	3,101	—
Galant	2,710	—
Nissan	485,298	521,902
Sentra	189,460	209,861
Pulsar	37,287	62,183
Stanza	44,613	64,429
Maxima	68,209	76,209
200SX	63,465	31,158
300ZX	73,097	71,144
Hawaii	9,141	6,918
Peugeot	20,007	15,241
Porsche	20,024	21,831
944	12,784	13,012
911	4,320	5,421
928	2,327	2,552
Tourist	593	1,088
Renault	12,243	33,229
LeCar	—	11,148
18i	2,971	6,053
Fuego	9,272	16,128
Rolls-Royce	1,083	1,046
Saab	33,631	26,323
900	8,369	7,094
900S	9,993	5,622
Turbo	14,408	12,117
Tourist	863	490
Subaru	157,385	156,840
Toyota	557,981	555,766
Starlet	259	6,717
Corolla	157,876	143,430
Tercel	103,013	147,965
Celica	85,213	117,836
Supra	29,871	26,972
Camry	93,725	52,666
Cressida	34,456	39,755
Land Cruiser	4,037	4,805
Van	33,626	8,084
4Runner SR5	6,498	—
Hawaii	9,404	7,536
Volkswagen	103,479	77,009
Rabbit Convertible	11,552	9,612
Jetta	37,975	22,018
Vanagon	17,985	15,193
Quantum	18,645	16,486
Scirocco	17,245	13,705
Volvo	99,541	88,857
DL	44,339	44,505
GL	24,271	16,427
GLT Turbo	9,866	13,198
GLE	—	212
DL/GL	5,589	4,582
Coupe	—	13
740GLE	1,360	—
740 Turbo	46	—
760	4,078	6,524
760 TurboDiesel	3,485	2,223
760 GT	4,794	—
Tourist	1,626	1,175
TOTAL	2,441,713	2,386,064

DOMESTIC SALES

Retail sales of U.S. new cars

1958	4,289,099
1959	5,485,524
1960	6,142,402
1961	5,556,102
1962	6,752,919
1963	7,334,200
1964	7,616,858
1965	8,763,197
1966	8,376,993
1967	7,567,884
1968	8,624,819
1969	8,464,375
1970	7,115,537
1971	8,676,284
1972	9,321,502
1973	9,669,689
1964	7,448,921
1975	7,050,120
1976	8,606,573
1977	9,104,454
1978	9,307,998
1979	8,315,622
1980	6,578,275
1981	6,206,296
1982	5,756,660
1983	6,795,302
1984	7,951,517

IMPORT SALES

Retail Sales of Imported Cars

1966	651,000
1967	769,300
1968	1,030,700
1969	1,117,700
1970	1,287,520
1971	1,565,500
1972	1,621,900
1973	1,776,900
1974	1,403,035
1975	1,577,000
1976	1,493,000
1977	2,071,100
1978	2,000,500
1979	2,327,932
1980	2,396,934
1981	2,326,376
1982	2,221,517
1983	2,385,734
1984	2,441,713

TOTAL U.S. SALES

Retail sales: Domestics and Imports

1966	9,027,993
1967	8,337,184
1968	9,655,519
1969	9,582,075
1970	8,403,057
1971	10,241,784
1972	10,943,402
1973	11,446,589
1974	8,851,956
1975	8,627,120
1976	10,099,573
1977	11,175,554
1978	11,308,498
1979	10,643,554
1980	8,975,209
1981	8,532,672
1982	7,978,177
1983	9,181,036
1984	10,393,230

SALES/REGISTRATIONS

SALES OF DIESEL-POWERED NEW CARS IN THE U.S.

	1984 Sales	Percent Share of Market	1983 Sales	Percent Share of Market	1982 Sales	Percent Share of Market	1981 Sales	Percent Share of Market	1980 Sales	Percent Share of Market
Buick	3,379	2.17	11,121	6.32	30,417	9.71	48,627	9.52	19,790	5.04
Cadillac	1,560	1.00	3,984	2.27	16,939	5.40	40,241	7.88	41,860	10.67
Chevrolet*	11,452	7.36	4,877	2.77	27,549	8.79	27,600	5.40	12,450	3.17
Oldsmobile	15,106	9.71	33,174	18.86	75,482	24.08	155,859	30.52	126,853	32.32
Pontiac	874	0.56	2,288	1.30	6,312	2.01	32,633	6.39	13,475	3.43
GM	32,371	20.80	55,444	31.52	156,699	49.99	304,960	59.71	214,428	54.63
Ford Motor Co.	35,352	22.72	3,100	1.76	----	----	----	----	----	----
VW	22,468	14.44	29,844	16.97	59,867	19.11	118,585	23.22	116,300	29.63
Audi	13	0.01	6,144	3.49	7,415	2.37	6,434	1.26	8,035	2.05
VWoA	22,481	14.45	35,988	20.46	67,302	21.48	125,019	24.48	124,335	31.68
Mercedes-Benz	38,887	24.99	54,044	30.73	52,051	16.61	49,354	9.67	39,262	10.00
Peugeot	4,104	2.64	5,454	3.10	9,637	3.07	14,341	2.81	10,337	2.63
Volvo	9,074	5.83	7,436	4.23	7,405	2.37	1,954	0.38	4,158	1.06
Nissan	4,063	2.61	5,894	3.35	8,836	2.82	4,693	0.92	----	----
Toyota	8,348	5.37	2,220	1.26	----	----	----	----	----	----
Isuzu	915	0.59	6,317	3.59	11,477	3.66	10,388	2.03	----	----
Diesel Total	155,595	100.00	175,897	100.00	313,407	100.00	510,679	100.00	392,520	100.00
Total U.S. new-car sales	10,393,230	1.50	9,181,036	1.92	7,978,177	3.93	8,532,672	5.98	8,975,209	4.37

*Production 1984 Models Year

1984 IMPORT-CAR SALES

	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	1984 Total
Honda	35,262	31,988	36,592	27,850	34,299	29,882	30,255	28,019	26,674	35,177	31,985	26,836	374,819
Isuzu	1,202	1,453	1,014	997	1,676	1,651	1,499	1,842	1,665	1,638	1,404	1,192	17,233
Mazda	13,235	12,258	14,930	11,229	16,154	14,223	16,269	15,024	14,874	15,065	12,942	13,462	169,666
Mitsubishi	3,333	3,250	3,304	2,584	4,016	3,106	2,579	2,755	3,763	4,179	3,283	2,952	39,104
Nissan	37,036	35,056	43,024	30,357	52,374	46,398	42,183	46,832	33,767	42,059	38,390	37,822	485,298
Subaru	13,450	13,424	11,637	11,427	14,305	14,306	15,097	11,968	15,179	12,090	11,740	12,762	157,385
Toyota	39,992	39,879	39,274	31,971	60,506	57,836	51,962	57,556	34,805	49,787	47,346	47,067	557,981
Chevrolet	—	—	—	—	732	2,346	1,436	1,583	1,215	1,210	1,847	2,635	13,004
Chrysler	9,260	6,587	6,624	5,538	5,285	6,425	7,107	8,084	8,370	11,047	9,179	8,212	91,718
JAPANESE MODELS	152,770	143,896	156,399	121,953	189,347	176,173	168,387	173,663	140,312	172,252	158,116	152,940	1,906,208
Audi	5,230	5,432	6,634	7,093	7,620	7,814	4,013	4,357	5,781	6,020	5,432	5,811	71,237
BMW	4,263	5,242	5,890	7,438	7,457	6,655	5,066	4,283	5,463	5,971	5,034	8,135	70,897
Mercedes-Benz	6,381	6,256	7,947	7,097	6,919	5,926	2,343	5,998	5,710	6,890	8,669	9,086	79,222
Porsche	1,925	2,027	2,319	2,312	2,162	1,713	659	1,439	1,110	1,375	1,558	1,797	20,396
Volkswagen	8,424	9,265	10,487	9,926	12,582	8,837	7,924	6,910	6,696	5,850	7,804	8,774	103,479
GERMAN MODELS	26,223	28,222	33,277	33,866	36,740	30,945	20,005	22,987	24,760	26,106	28,497	33,603	345,231
Alfa Romeo	158	210	341	312	350	360	325	547	250	235	312	302	3,702
Jaguar	1,055	1,030	1,786	1,571	1,603	1,829	1,329	1,300	1,166	1,517	1,719	2,139	18,044
Maserati*	—	—	—	—	—	240	218	175	185	140	100	90	2,023
Peugeot	1,512	1,507	1,672	1,606	1,743	1,553	1,652	1,647	1,635	1,745	1,795	1,940	20,007
Renault	1,311	821	1,123	953	937	1,341	1,114	1,301	777	710	978	877	12,243
Rolls-Royce	—	—	—	—	—	—	—	—	—	—	—	—	1,083
Saab	2,708	2,428	3,279	3,609	2,602	3,436	2,663	2,367	1,749	2,898	2,814	2,997	33,631
Volvo	9,392	8,104	9,742	10,360	10,210	9,206	10,142	7,543	6,171	7,072	7,405	4,194	99,541
OTHER MODELS	16,136	14,100	17,943	18,492	17,445	17,965	17,443	14,880	11,933	14,317	15,123	12,539	190,274
TOTAL IMPORTED CARS	195,129	186,218	207,619	174,311	243,532	225,083	205,835	211,530	177,005	212,675	201,736	199,082	2,441,713
Japanese pct. of import sales	78.29	77.27	75.33	69.96	77.75	78.27	81.81	82.10	79.27	80.99	78.38	76.82	78.10
Total U.S. sales (domestic and import)	778,558	841,234	963,783	895,402	1,046,805	952,453	889,947	814,993	743,677	902,238	802,428	759,754	10,393,230
Japanese pct. of total U.S. sales	19.62	17.10	16.23	13.62	18.09	18.50	18.92	21.31	18.87	19.09	19.70	20.13	18.34
Import pct. of total U.S. sales	25.06	22.14	21.54	19.47	23.26	23.63	23.13	25.96	23.80	23.57	25.14	26.20	23.49

*—Maserati monthly totals not available for January-May. Rolls-Royce monthly totals not available. Therefore, monthly totals will not add to full-year import total.

IMPORTED NEW-CAR SALES IN U.S. SINCE 1974

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975	1974
Alfa Romeo	3,702	3,002	2,194	2,301	3,000	4,011	6,237	6,712	5,283	5,342	3,139
Audi	71,237	47,936	45,954	50,817	42,483	42,709	40,878	35,854	33,316	50,680	50,432
BMW	70,897	59,242	52,393	41,761	37,071	34,521	31,457	28,776	26,040	19,419	15,007
Capri	----	----	----	----	----	----	4,079	22,458	29,904	54,586	75,260
Challenger/Conquest	3,725	14,024	14,128	12,690	12,924	14,166	17,649	1,832	----	----	----
Chevrolet Spectrum	2,077	----	----	----	----	----	----	----	----	----	----
Chevrolet Sprint	10,927	----	----	----	----	----	----	----	----	----	----
Champ/Colt	32,819	34,513	----	42,128	55,474	48,680	28,296	47,345	30,430	----	----
Colt	36,560	39,158	75,031	42,796	50,688	62,705	44,570	70,679	48,542	60,356	42,925
DeLorean	----	----	2,830	3,009	----	----	----	----	----	----	----
Ferrari	N.A.	N.A.	N.A.	N.A.	779	679	617	N.A.	N.A.	N.A.	N.A.
Fiat	N.A.	6,184	14,113	32,185	37,814	58,934	60,435	63,479	61,540	100,511	72,209
Fiesta	----	----	----	32,856	68,595	78,109	76,145	40,549	----	----	----
Honda	374,819	350,670	365,865	370,705	375,388	353,291	274,876	223,633	150,929	102,383	43,119
Isuzu	17,233	20,731	15,462	17,805	----	----	----	----	----	----	----
Jaguar	18,044	15,815	10,349	4,695	3,029	3,746	4,782	4,349	7,384	6,799	5,299
Lancia	----	637	1,174	1,068	2,100	1,602	2,811	5,500	----	----	----
Maserati Biturbo	2,023	----	----	----	----	----	----	----	----	----	----
Mazda	169,666	173,388	163,150	166,105	161,623	156,533	75,389	50,609	35,383	63,351	61,190
Mercedes-Benz	79,222	73,692	65,963	63,059	53,790	52,819	46,695	48,722	43,205	45,259	38,170
MG	----	----	----	3,712	13,370	26,825	26,656	34,794	28,436	27,946	25,015
Mitsubishi	39,104	32,755	3,950	----	----	----	----	----	----	----	----
Nissan	485,298	521,902	470,246	464,865	516,890	472,252	380,096	388,378	270,103	253,192	189,026
Opel	----	----	----	----	----	13,815	19,222	29,067	10,483	39,736	----
Peugeot	20,007	15,241	14,323	16,937	12,930	11,688	9,061	10,002	9,497	11,850	7,948
Porsche	20,024	21,831	14,407	11,241	10,490	13,818	17,017	19,896	14,192	16,658	21,022
Renault	12,243	33,229	37,548	30,869	25,385	18,862	15,739	13,196	6,880	5,788	8,756
Rolls-Royce	1,083	1,046	N.A.	1,158	942	1,002	1,199	N.A.	N.A.	N.A.	N.A.
Rover	----	----	----	----	481	----	----	----	----	----	----
Saab	33,631	26,325	18,483	14,613	13,558	15,142	15,662	13,126	9,886	13,732	13,589
Sapporo/Conquest	3,344	11,571	13,068	13,326	10,263	12,322	12,277	1,406	----	----	----
Subaru	157,385	156,840	150,335	152,062	142,968	127,871	103,274	80,826	48,928	41,587	22,980
Toyota	557,981	555,786	530,246	576,491	582,294	587,816	441,800	493,048	346,920	283,909	238,135
Triumph	----	----	----	9,768	14,939	12,733	16,447	29,258	28,232	22,803	18,396
Vista	15,270	4,303	----	----	----	----	----	----	----	----	----
Volkswagen	183,479	77,009	67,352	82,173	90,923	125,100	216,709	280,704	201,670	267,730	334,515
Volvo	99,541	88,857	72,352	64,477	56,988	56,027	50,880	46,790	43,887	60,338	53,043
Total	2,441,341	2,386,064	2,220,911	2,326,376	2,396,934	2,327,932	2,000,580	2,071,100	1,493,000	1,577,000	1,403,035

SALES/REGISTRATIONS

U.S. NEW-CAR REGISTRATIONS, 1984-83

Based on R. L. Polk & Co. Statistical Report

	1984	1983
AMC Alliance FWD	99463	126,076
Encore FWD	68,588	15,757
Spirit	0	4,975
Concord	0	9,167
Concord SW	0	4,242
Eagle 4WD	3,847	9,626
Eagle 4WD SW	16,704	20,944
TOTAL AMC	188,602	190,797
Chrysler Laser FWD	51,973	9,518
LeBaron GTS FWD	1,678	0
LeBaronFWD	86,606	67,886
LeBaron SW FWD	10,189	11,578
E Class-NY FWD	78,706	81,845
Cordoba	0	10,421
NY Fifth Ave-Newpt	91,369	71,663
Imperial	0	1,264
Total	320,523	254,175
Plymouth Horizon FWD	77,378	56,485
Turismo FWD	46,610	35,381
Reliant FWD	96,113	108,802
Reliant SW FWD	36,448	45,877
Caravelle FWD	7,662	0
Gran Fury	15,253	12,139
Total	281,465	258,684
Dodge Omni FWD	66,938	50,022
Charger FWD	51,126	44,938
Daytona FWD	43,474	7,412
Aries FWD	78,480	81,043
Aries SW FWD	30,776	36,945
Lancer FWD	1,499	0
600'84/400'83 FWD	24,366	28,929
Diplomat	26,705	20,857
Mirada	0	4,435
600 FWD	36,343	33,052
Total	359,707	307,633
TOTAL CHRYSLER CORP.	961,695	820,492
Ford Escort FWD	268,228	242,622
Escort SW FWD	81,327	80,938
EXP FWD	30,177	20,333
Fairmont	0	46,869
Tempo FWD	254,437	124,060
LTD	144,547	117,337
LTD SW	49,998	47,993
LTD Crn. Victoria	137,385	94,705
LTD Crn. Victoria SW	29,066	20,930
Mustang	136,067	113,957
Thunderbird	153,845	124,992
Total	1,285,077	1,034,732
Lincoln Town Car	86,162	57,348
Mark VII	28,349	26,353
Continental	29,767	13,505
Total	144,278	97,206
Mercury Lynx FWD	52,645	61,599
Lynx SW FWD	13,816	17,135
LN7 FWD	0	4,945
Capri	17,647	22,951
Zephyr	0	13,361
Topaz FWD	77,879	36,106
Marquis	87,535	49,689
Marquis SW	13,333	15,678
Grand Marquis	125,931	80,388
Grand Marquis SW	15,449	12,092
Cougar	119,466	80,388
Total	387,946	287,708
Lincoln-Mercury Div. Total	663,979	492,247
TOTAL FORD MOTOR CO.	1,949,056	1,526,979
Buick Skylark FWD	102,203	100,213
Skyhawk FWD	108,642	61,409
Skyhawk SW FWD	10,672	10,092
Somerset Regal FWD	11,013	0
Century FWD	180,945	145,481
Century SW FWD	28,359	730
Regal	182,814	214,999
Regal SW	0	11,967
LeSabre	145,321	127,412
Electra	34,618	76,479
Electra FWD	46,294	159
Buick SW	15,217	18,192
Riviera FWD	52,223	51,123
Total	918,321	818,256
Cadillac DeVille	81,998	126,867
DeVille FWD	47,342	103
Cimarron	17,992	19,124
Fleetwood & Chassis	39,690	43,437
Fleetwood FWD	18,780	33
Eldorado FWD	68,763	69,487
Seville FWD	35,113	32,501
Total	309,678	291,552
Chevrolet Chevette	165,630	176,053
Camaro	198,624	175,690
Cavalier FWD	186,097	180,228
Cavalier SW FWD	86,109	69,469
Citation FWD	90,413	92,126
Malibu	0	43,992
Malibu SW	0	41,505
Celebrity FWD	226,426	170,410
Celebrity SW FWD	90,569	1,940
Monte Carlo	115,310	102,628
Impala	49,601	46,037
Caprice	146,274	126,744
Chevrolet SW	59,145	57,644
Corvette	30,367	26,037
Total	1,544,565	1,310,503
Oldsmobile Omega FWD	34,418	49,081
Firenza FWD	47,109	31,491
Firenza SW FWD	13,524	12,405
Calais FWD	12,048	0
Cutlass Ciera FWD	197,283	183,141
Cutlass Ciera SW FWD	40,525	2,615
Cutlass Supreme-Calais	300,973	301,620
Cutlass SW	0	17,454
Delta 88	227,572	193,981
98	37,025	114,409
98 FWD	60,508	24
Oldsmobile SW	26,114	25,907
Toronado FWD	41,074	39,101
Total	1,038,173	971,229
Pontiac 1000	27,211	33,710
Firebird	98,867	90,859
Sunbird FWD	112,617	73,119
Sunbird SW FWD	11,506	12,316
Grand Am FWD	13,858	0
Phoenix FWD	13,057	24,619
Bonneville	64,310	69,209
Bonneville SW	0	12,789
6000 FWD	102,581	89,116
6000 SW FWD	18,069	774
Grand Prix	70,725	87,012
Parisienne	44,176	19,122
Pontiac SW	15,996	5,721
Fiero	92,374	18,038
Total	685,347	536,404
TOTAL GM CORP.	4,496,084	3,927,944
Miscellaneous Domestic	267	617
Domestic Sta. Wagon Total	712,911	615,882
Domestic Grand Total	7,595,704	6,466,829
Import Total	2,522,527	2,457,357
Grand Total All Registrations	10,118,231	8,924,186

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma 1984 registrations compiled from manufacturers' sales records. Oklahoma 1983 figures not available.

Registrations of new cars in the U.S. climber 13.38 percent in 1984 to their highest level in five years. The domestic-car total rose 17.46 percent to 7.60 million; imports, 2.65 percent to 2.52 million.

Each of the Big Three increased its figures during the year; American Motors and the miscellaneous domestics—Excalibur and Avanti combined—lost ground.

REGISTRATION RECORDS

Best years for new cars

1973	11,350,995
1978	10,946,104
1977	10,826,234
1972	10,487,794
1979	10,356,695
1984	10,118,231
1971	9,830,626
1976	9,751,485
1969	9,446,524
1968	9,403,862
1965	9,313,912
1966	9,008,488
1983	8,924,186
1980	8,760,937
1974	8,701,094
1981	8,443,919
1970	8,388,204
1967	8,357,421
1975	8,261,840
1964	8,065,150
1982	7,754,342
1963	7,556,717
1955	7,169,908
1962	6,938,863
1960	6,576,650
1950	6,326,438
1959	6,041,275
1957	5,982,342
1956	5,955,248
1961	5,854,747
1953	5,738,989

Source: R. L. Polk & Co.

MARKET SHARES BY CORPORATION, U. S. CAR REGISTRATIONS, SINCE WORLD WAR II

Year	GM	Ford	Chrysler	AMC*	Studebaker-Packard	Kaiser-Fraser, Willys	Miscellaneous Domestic	Imports
1946	37.78	21.97	25.74	8.68	5.21	0.42	0.20	----
1947	41.89	21.09	21.77	5.88	4.73	4.11	0.53	----
1948	40.63	18.82	21.45	6.12	6.33	5.38	0.81	0.46
1949	42.89	21.31	21.40	5.65	6.14	2.12	0.24	0.25
1950	45.48	24.00	17.61	4.90	5.40	2.30	0.15	0.26
1951	42.83	22.16	21.80	4.68	5.38	2.57	0.17	0.41
1952	41.74	22.78	21.27	5.31	5.39	2.71	0.09	0.71
1953	45.07	25.15	20.31	3.55	4.05	1.34	0.02	0.51
1954	50.70	30.83	12.90	2.01	2.43	0.47	0.07	0.59
1955	50.76	27.63	16.82	1.81	2.06	0.10	0.01	0.81
1956	50.78	28.45	15.48	1.81	1.76	----	0.07	1.65
1957	44.85	30.39	18.33	1.77	1.13	----	0.07	3.46
1958	46.36	26.44	13.92	4.01	1.08	----	0.07	8.12
1959	42.10	28.12	11.30	6.01	2.21	----	0.09	10.17
1960	43.64	26.60	14.01	6.42	1.62	----	0.13	7.58
1961	46.53	28.53	10.79	6.33	1.23	----	0.12	6.47
1962	51.87	26.30	9.61	6.10	1.12	----	0.11	4.89
1963	51.04	24.87	12.37	5.67	0.85	----	0.10	5.10
1964	49.08	26.01	13.81	4.71	0.32	----	0.07	6.00
1965	50.07	25.47	14.67	3.49	0.13	----	0.06	6.11
1966	48.13	26.08	15.39	2.95	0.06	----	0.08	7.31
1967	49.53	22.15	16.05	2.85	----	----	0.10	9.32
1968	46.73	23.70	16.25	2.76	----	----	0.08	10.48
1969	46.79	24.25	15.12	2.54	----	----	0.06	11.24
1970	39.73	26.42	16.09	3.03	----	----	0.05	14.68
1971	45.16	23.52	13.71	2.50	----	----	0.05	15.06
1972	44.40	24.39	13.80	2.83	----	----	0.05	14.53
1973	44.32	23.50	13.33	3.45	----	----	0.05	15.15
1974	41.89	24.96	13.56	3.79	----	----	0.06	15.74
1975	43.31	23.06	11.70	3.72	----	----	0.04	18.17
1976	47.22	22.45	12.91	2.53	----	----	0.05	14.84
1977	46.37	22.66	10.97	1.69	----	----	0.04	18.26
1978	47.67	22.91	10.16	1.44	----	----	0.05	17.78
1979	45.42	20.29	9.02	1.52	----	----	0.05	22.70
1980	46.41	16.51	7.14	1.72	----	----	0.04	28.18
1981	44.50	16.32	8.76	1.58	----	----	0.04	28.80
1982	44.02	16.68	8.61	1.09	----	----	0.03	29.57
1983	44.01	17.11	9.19	2.14	----	----	0.01	27.54
1984	44.44	19.26	9.51	1.86	----	----	0.00	24.93

*-And predecessors Source: R. L. Polk & Co.

SALES/REGISTRATIONS

U.S. NEW—CAR REGISTRATIONS BY MAKE SINCE WORLD WAR II

	Nash	Hudson	Rambler	American Motors	Plymouth	Dodge	DeSoto	Chrysler	Imperial	Chrysler Corp.	Ford	Mercury	Edsel	Lincoln	Ford Motor Co.
1946—	85,169	72,484	.....	.....	211,800	135,488	54,420	65,532	.....	467,240	326,822	61,167	.....	10,798	398,807
1947—	102,808	83,344	.....	.....	313,118	209,552	72,966	93,871	.....	689,507	532,646	111,198	.....	24,081	667,925
1948—	104,156	109,497	.....	.....	347,174	213,923	82,454	105,315	.....	748,866	486,888	137,512	.....	32,638	567,038
1949—	135,328	137,907	.....	.....	527,915	273,530	103,516	130,516	.....	1,035,272	806,766	186,629	.....	57,691	1,031,086
1950—	162,224	134,219	13,498	.....	547,367	300,104	115,023	151,300	.....	1,113,794	1,166,118	318,217	.....	34,318	1,518,653
1951—	93,675	96,847	46,360	.....	542,649	298,603	112,643	149,435	.....	1,103,330	862,309	233,339	.....	25,816	1,121,464
1952—	91,304	78,509	51,216	.....	433,134	246,464	91,677	113,392	.....	884,667	732,481	185,883	.....	29,110	947,474
1953—	97,527	66,797	39,823	.....	600,447	288,812	122,342	153,756	.....	1,165,357	1,116,267	287,717	.....	39,169	1,443,153
1954—	41,116	34,806	35,613	118,553	381,078	154,789	76,739	101,741	.....	714,347	1,400,440	269,926	.....	36,251	1,706,617
1955—	37,197	20,522	72,227	136,753	647,352	284,323	118,062	156,458	.....	1,206,195	1,573,882	371,837	.....	35,017	1,980,736
1956—	25,271	11,822	70,867	115,105	483,756	220,208	100,766	106,853	10,460	922,043	1,375,343	274,603	.....	44,162	1,694,108
1957—	9,474	4,596	91,469	117,330	595,503	257,488	103,915	106,436	33,017	1,096,359	1,493,617	260,573	26,681	37,298	1,818,169
1958—	.....	.....	186,373	186,373	391,104	135,538	47,894	58,573	14,823	647,932	1,028,893	136,295	38,601	26,605	1,230,394
1959—	.....	.....	363,372	363,372	390,104	167,277	42,488	64,424	18,498	682,791	1,471,249	157,972	40,778	28,815	1,698,814
1960—	.....	.....	422,273	422,273	445,590	356,572	23,062	79,752	16,360	921,337	1,420,352	308,239	.....	20,711	1,749,302
1961—	.....	.....	370,685	370,685	299,683	225,945	.....	94,387	11,747	631,762	1,330,235	309,098	.....	31,126	1,670,459
1962—	.....	.....	423,104	423,104	301,158	238,053	.....	114,131	13,558	666,900	1,471,514	321,817	.....	31,533	1,824,864
1963—	.....	.....	428,346	428,346	426,332	379,026	.....	114,062	15,266	934,686	1,559,108	288,884	.....	31,517	1,879,509
1964—	.....	.....	379,412	379,412	492,775	462,551	.....	137,029	21,157	1,113,512	1,749,014	311,574	.....	36,897	2,097,485
1965—	.....	.....	324,669	324,669	624,779	521,783	.....	202,559	17,214	1,366,335	1,998,385	331,367	.....	42,363	2,372,388
1966—	.....	.....	.....	265,712	598,160	543,560	.....	230,182	14,609	1,386,511	1,991,520	308,049	.....	49,324	2,348,893
1967—	.....	.....	.....	237,785	627,173	491,919	.....	206,399	15,901	1,341,392	1,520,711	295,511	.....	35,218	1,851,440
1968—	.....	.....	.....	259,346	709,823	581,476	.....	220,786	15,778	1,527,863	1,803,271	367,515	.....	57,486	2,228,272
1969—	.....	.....	.....	239,937	658,987	538,381	.....	211,727	18,860	1,427,955	1,880,384	352,137	.....	58,835	2,291,356
1970—	.....	.....	.....	254,327	681,760	504,097	.....	153,168	10,753	1,349,778	1,848,669	310,375	.....	56,654	2,215,698
1971—	.....	.....	.....	245,805	687,115	545,785	.....	156,195	12,089	1,401,184	1,913,033	384,152	.....	66,092	2,363,277
1972—	.....	.....	.....	301,973	709,884	562,985	.....	178,951	14,321	1,466,141	2,058,676	396,186	.....	94,434	2,549,296
1973—	.....	.....	.....	392,102	748,699	587,937	.....	163,075	12,809	1,512,520	2,137,123	413,677	.....	116,115	2,666,915
1974—	.....	.....	.....	329,431	597,276	462,872	.....	107,802	12,252	1,180,202	1,756,811	330,513	.....	84,693	2,172,017
1975—	.....	.....	.....	307,618	404,408	344,697	.....	212,809	4,764	966,678	1,481,169	332,173	.....	91,496	1,904,838
1976—	.....	.....	.....	247,032	526,957	460,647	.....	271,061	411	1,259,076	1,665,619	408,121	.....	115,801	2,189,541
1977—	.....	.....	.....	182,539	436,027	448,128	.....	303,480	.....	1,187,635	1,791,414	489,160	.....	172,853	2,453,427
1978—	.....	.....	.....	157,797	394,534	427,946	.....	189,631	.....	1,112,111	1,769,077	560,299	.....	178,873	2,508,249
1979—	.....	.....	.....	156,926	323,225	367,387	.....	243,842	.....	934,454	1,475,178	498,326	.....	128,262	2,101,766
1980—	.....	.....	.....	150,878	236,522	250,556	.....	138,385	.....	625,463	1,046,887	326,361	.....	72,740	1,445,988
1981—	.....	.....	.....	133,455	335,691	311,824	.....	87,165	4,940	739,620	975,312	340,868	.....	61,775	1,377,955
1982—	.....	.....	.....	108,706	243,519	252,183	.....	169,275	2,603	667,580	889,470	316,293	.....	87,820	1,293,583
1983—	.....	.....	.....	190,797	258,684	307,633	.....	254,175	1,264	820,492	1,034,732	395,041	.....	97,206	1,526,979
1984—	.....	.....	.....	188,602	281,465	359,707	.....	320,523	.....	961,695	1,285,077	519,701	.....	144,278	1,949,056

	Kaiser	Fraser	Willys	Kaiser*-Fraser	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	General Motors	Packard**	Studebaker**	Imports	Misc. Dom.	Total
1946—	3,501	1,873	2,329	5,374	126,322	23,666	329,601	93,094	113,109	685,792	36,435	58,051	.....	3,515	1,815,196
1947—	55,571	51,158	23,400	106,729	246,115	53,379	640,709	180,078	206,411	1,326,692	47,875	102,123	.....	16,828	3,167,231
1948—	108,367	57,994	21,408	166,361	244,762	59,379	709,609	175,531	226,939	1,418,200	77,843	143,120	.....	.....	3,400,954
1949—	57,995	15,827	28,576	73,822	372,425	80,880	1,301,466	269,351	321,033	2,075,155	97,771	199,460	12,191	11,714	4,838,342
1950—	100,171	11,884	33,926	112,055	535,806	101,825	1,420,399	372,519	440,528	2,871,078	73,155	268,229	16,337	9,271	6,326,438
1951—	103,658	.....	26,049	103,658	392,285	97,093	1,067,042	273,472	337,821	2,167,713	66,999	205,514	20,828	8,466	5,060,903
1952—	71,306	.....	41,016	71,306	310,806	87,806	852,542	218,189	266,351	1,735,694	66,346	157,902	29,299	3,661	4,158,394
1953—	34,210	.....	42,433	76,643	454,320	98,612	1,342,480	305,593	385,692	2,586,697	71,079	161,257	28,961	13,080	5,738,989
1954—	10,012	.....	17,002	27,014	613,497	110,328	1,417,453	407,150	358,167	2,806,595	38,390	95,914	25,385	3,766	5,535,437
1955—	959	.....	6,267	7,226	737,879	141,038	1,640,681	589,515	530,007	3,639,120	52,103	95,761	51,658	356	7,169,908
1956—	.....	.....	.....	.....	529,371	132,952	1,565,399	437,899	358,668	3,024,286	28,396	76,402	91,042	3,866	5,955,248
1957—	.....	.....	.....	.....	394,553	141,209	1,456,288	371,596	319,719	2,683,365	5,189	62,565	195,036	4,329	5,982,342
1958—	.....	.....	.....	.....	263,981	122,651	1,234,414	306,566	229,831	2,157,443	.....	47,798	365,305	19,269	4,654,513
1959—	.....	.....	.....	.....	245,909	135,387	1,419,131	360,525	382,137	2,543,089	.....	133,382	614,131	5,696	6,041,275
1960—	.....	.....	.....	.....	267,837	149,593	1,696,925	355,798	399,646	2,869,799	.....	106,244	498,785	8,910	6,576,650
1961—	.....	.....	.....	.....	290,623	142,195	1,589,734	328,586	372,871	2,724,009	.....	72,155	378,622	7,055	5,854,747
1962—	.....	.....	.....	.....	400,267	151,528	2,078,029	440,995	528,654	3,599,473	.....	77,877	339,160	7,485	6,938,863
1963—	.....	.....	.....	.....	454,237	159,233	2,161,653	474,786	606,791	3,866,700	.....	64,570	385,624	7,282	7,556,717
1964—	.....	.....	.....	.....	481,043	151,638	2,124,905	513,134	687,902	3,958,622	.....	27,073	484,131	5,915	8,065,150
1965—	.....	.....	.....	.....	608,620	189,661	2,424,358	608,930	831,448	4,663,017	.....	12,042	569,415	6,046	9,313,912
1966—	.....	.....	.....	.....	569,131	196,498	2,158,811	580,550	830,856	4,335,846	.....	.....	658,123	7,636	9,008,488
1967—	.....	.....	.....	.....	565,313	209,546	1,978,758	551,274	834,146	4,139,037	.....	.....	779,220	8,440	8,357,421
1968—	.....	.....	.....	.....	627,159	205,593	2,060,249	624,262	877,382	4,394,645	.....	.....	985,767	7,969	9,403,862
1969—	.....	.....	.....	.....	677,319	243,905	2,060,202	642,889	759,605	4,419,920	.....	.....	1,061,617	5,739	9,446,524
1970—	.....	.....	.....	.....	493,207	165,042	1,668,288	461,732	544,715	3,332,984	.....	.....	1,230,961	4,456	8,388,204
1971—	.....	.....	.....	.....	726,542	253,002	2,195,345	666,958	680,097	4,521,944	.....	.....	1,293,743	4,673	9,830,626
1972—	.....	.....	.....	.....	646,526	257,795	2,289,407	729,153	712,775	4,635,656	.....	.....	1,529,402	5,326	10,487,794
1973—	.....	.....	.....	.....	696,333	285,709	2,455,063	808,889	807,546	5,053,540	.....	.....	1,719,913	6,002	11,350,995
1974—	.....	.....	.....	.....	428,194	219,993	1,973,706	519,082	504,081	3,645,056	.....	.....	1,369,148	5,240	8,701,094
1975—	.....	.....	.....	.....	489,290	256,135	1,949,877	604,882	478,142	3,578,326	.....	.....	1,500,928	3,452	8,261,840
1976—	.....	.....	.....	.....	700,778	293,716	2,035,858	867,485	706,460	4,604,297	.....	.....	1,446,637	4,902	9,751,485
1977—	.....	.....	.....	.....	735,396	325,724	2,205,566	953,875	800,230	5,020,791	.....	.....	1,976,512	5,330	10,926,234
1978—	.....	.....	.....	.....	762,532	335,053	2,294,990	967,896	857,083	5,217,554	.....	.....	1,946,094	4,299	10,946,104
1979—	.....	.....	.....	.....	687,182	307,897	2,106,404	931,836	774,525	4,807,844	.....	.....	2,351,053	4,652	10,356,695
1980—	.....	.....	.....	.....	707,544	212,557	1,725,874	807,000	612,794	4,065,769	.....	.....	2,469,180	3,659	8,760,937
1981—	.....	.....	.....	.....	718,304	224,458	1,437,091	830,892	546,936	3,757,681	.....	.....	2,431,680	3,528	8,443,919
1982—	.....	.....	.....	.....	713,671	240,197	1,222,624	775,702	461,149	3,413,343	.....	.....	2,268,631	2,499	7,754,342
1983—	.....	.....	.....	.....	818,256	291,552	1,310,503	971,229	536,404	3,927,944	.....	.....	2,457,357	617	8,924,186
1984—	.....	.....	.....	.....	918,321	309,678	1,544,565	1,038,173	685,347	4,496,084	.....	.....	2,522,527	267	10,118,231

Source: R. L. Polk & Co.
* Became Kaiser-Willys in 1953. **Became Studebaker-Packard in 1955

SALES/REGISTRATIONS

NEW-CAR REGISTRATIONS IN U.S. BY STATES, 1984 VS. 1983

Car registrations as compiled by R. L. Polk & Co.		AMC	Chrysler	Dodge	Plymouth	CHRYSLER TOTAL	Ford	Lincoln	Mercury	FORD TOTAL	Buick	Cadillac	Chevrolet	Oldsmobile	Pontiac	GM TOTAL	*Miscellaneous	TOTAL		Car registrations as compiled by R. L. Polk & Co.
Alabama	'84	1105	5174	4351	2414	11939	17076	1527	6294	24897	15017	3754	25082	16517	12767	73137	30810	141883	'84	Alabama
	'83	716	3696	3178	1763	8637	13556	1164	4767	19487	14874	3704	21219	16222	8927	64945	29607	123303	'83	
Alaska	'84	720	699	804	833	2336	2021	134	702	2857	736	207	2328	865	501	4637	6332	16682	'84	Alaska
	'83	624	574	723	689	1986	2177	102	694	2973	729	214	2748	1015	436	5142	7306	18031	'83	
Arizona	'84	1313	2744	2337	1673	6754	13969	2047	4272	20288	8335	3546	16924	8397	5750	42952	30988	102295	'84	Arizona
	'83	1078	2029	1525	1297	4851	11252	1438	2883	15573	7312	3229	13966	7465	3633	35605	26692	83799	'83	
Arkansas	'84	464	2278	2473	1313	6064	10400	1231	4358	15989	5570	2334	12308	10330	5010	35552	11863	69832	'84	Arkansas
	'83	506	1863	1897	1139	4899	8950	1082	4364	14396	5525	2307	11326	10109	4056	33323	11698	64822	'83	
California	'84	13335	27944	24726	15337	68007	118138	14936	36548	169622	58553	37989	91433	64358	41251	293584	461879	1008427	'84	California
	'83	13344	18524	20329	13385	52238	99076	8774	30471	138321	52358	37600	86588	64732	28209	269487	448895	922295	'83	
Colorado	'84	3457	3877	4030	3278	11185	14161	1720	4316	20197	8169	2483	14572	8515	6665	40504	46801	122144	'84	Colorado
	'83	3591	2660	4089	2738	9487	11495	1301	3745	16541	8481	2304	12800	8349	5132	37066	44560	111245	'83	
Connecticut	'84	3440	5299	5980	5903	17182	16623	1341	8955	26919	13887	3305	22336	14339	8591	62458	51047	161046	'84	Connecticut
	'83	3614	4122	5717	5390	15229	12938	796	5562	19296	11980	3341	18906	12318	6752	53297	52074	143510	'83	
Delaware	'84	718	1505	1357	1204	4066	4173	312	2344	6829	3499	975	7509	5294	2109	19386	10556	41555	'84	Delaware
	'83	622	1083	1154	1180	3417	3116	247	1911	5274	3130	976	6520	4418	1785	16829	9880	38022	'83	
District of Columbia	'84	600	848	565	547	1960	2593	314	859	3766	1140	674	2934	1580	907	7235	7973	21534	'84	District of Columbia
	'83	546	853	402	573	1828	1939	320	641	2990	887	613	2411	1416	697	6024	7248	18546	'83	
Florida	'84	8679	21119	29029	17624	67772	91356	13105	37132	141593	62123	28197	93562	54802	43464	282148	152326	662618	'84	Florida
	'83	8802	16745	22857	14847	54449	79241	10511	27804	117556	55061	28675	81941	52439	41232	259348	149734	580989	'83	
Georgia	'84	2548	7081	7237	4054	18372	31574	3046	14562	49182	22236	7600	37353	25935	20169	113293	69139	252534	'84	Georgia
	'83	2254	5195	6347	3121	14663	26680	2170	9656	38506	21635	7708	33064	25982	15803	104192	66562	226177	'83	
Hawaii	'84	157	518	1600	353	2471	3779	1060	1193	6032	2159	516	3212	2047	1465	9399	30732	48791	'84	Hawaii
	'83	215	346	871	378	1595	4673	583	1986	7242	2107	417	2959	1576	1016	8075	25645	42772	'83	
Idaho	'84	558	855	1003	508	2366	2449	232	1697	4378	1797	408	2923	1917	1242	8287	8398	23987	'84	Idaho
	'83	472	763	932	518	2213	1935	170	1272	3377	1612	443	2797	1879	1197	7928	8268	22258	'83	
Illinois	'84	11206	17574	18960	15004	51538	66848	7688	29338	103874	64805	19617	98554	75253	44139	300368	106652	573638	'84	Illinois
	'83	10302	16263	16790	13757	46810	55741	5375	22454	83570	62343	18913	80216	70817	35646	267935	102205	510822	'83	
Indiana	'84	4410	7048	7484	6810	21342	26110	1727	11069	38906	24273	5157	40355	29297	17841	116923	27339	208920	'84	Indiana
	'83	4315	5839	6234	5496	17569	20341	1200	8032	29573	19464	4675	30366	27000	12173	93678	27131	172296	'83	
Iowa	'84	1614	2976	4078	2371	9425	12387	731	5704	18822	9854	1681	18906	10903	6100	47444	10824	88129	'84	Iowa
	'83	1938	2997	3818	2063	8898	12319	584	5512	18415	9624	1809	18514	11949	5804	47700	13853	90804	'83	
Kansas	'84	909	3342	2540	2411	8293	10763	964	5327	17054	8041	2230	14540	11194	6098	42103	17560	85810	'84	Kansas
	'83	1204	2865	2237	2151	7253	9834	792	3885	14511	8031	2111	13227	10826	4949	39144	18183	80295	'83	
Kentucky	'84	2208	3724	4178	3293	11195	16505	1663	6672	24840	9082	3112	21614	13194	6953	53955	19881	112079	'84	Kentucky
	'83	2220	2780	3258	2438	8476	13332	1132	5095	19559	8595	3364	19091	12704	5773	49527	19885	99867	'83	
Louisiana	'84	1338	4462	4067	2404	10933	21329	3915	8846	34090	13831	5002	21321	20442	12363	72959	35638	154958	'84	Louisiana
	'83	1202	3315	3261	1561	8137	19669	3232	7549	30450	13841	5368	19821	22812	10078	71920	36217	147926	'83	
Maine	'84	1354	993	2474	1852	5319	7463	204	3001	10668	3413	454	7512	3701	2651	17731	11665	48737	'84	Maine
	'83	1411	835	2740	1868	5443	6579	217	2781	9577	3207	458	6978	3627	2594	16864	13387	46682	'83	
Maryland	'84	4528	7984	11113	9183	28280	39549	2252	13963	55764	20901	5715	50403	24207	20644	121870	70741	281183	'84	Maryland
	'83	4020	6939	11201	11484	29624	29152	1484	9827	40463	20359	5607	45024	23773	15656	110419	67637	252163	'83	
Massachusetts	'84	8220	8719	12378	9567	30664	36214	3297	17342	56853	26437	5713	45690	26079	15716	119895	80354	285986	'84	Massachusetts
	'83	8016	7091	11519	10571	29181	28937	2078	12186	43201	21899	5766	38601	23317	13271	102854	80448	283700	'83	
Michigan	'84	20728	22148	24997	17969	65114	81876	13431	36644	131951	63610	16730	87000	61382	59443	288165	46996	552954	'84	Michigan
	'83	22284	18777	22059	16712	57548	70789	7021	34372	112182	53056	14678	72056	59598	43721	243103	49945	465062	'83	
Minnesota	'84	3145	5798	8165	10546	24509	26646	1750	9621	38017	21240	3465	31589	28224	14878	99396	29880	194947	'84	Minnesota
	'83	3680	5298	7768	11806	24872	20242	1035	7157	28434	19324	3013	28204	26427	11692	88660	29587	175233	'83	
Mississippi	'84	379	2096	1260	1378	4734	9420	1278	3589	14287	7723	1848	11004	9667	5912	36154	13620	69174	'84	Mississippi
	'83	341	1697	861	1148	3706	7965	1048	3249	12262	7979	1898	9814	10569	5236	34596	14878	66683	'83	
Missouri	'84	3325	6919	8394	5542	20855	31377	2815	14174	48366	19727	5548	33796	24840	13045	96956	36349	205851	'84	Missouri
	'83	2767	5824	6949	5084	17857	25117	1894	10020	37031	18842	4636	27525	24002	10453	85458	36090	179203	'83	
Montana	'84	640	674	725	465	1864	2535	143	1263	3941	1844	347	2754	2151	917	8013	5560	20018	'84	Montana
	'83	812	749	728	481	1958	2429	136	1286	3851	2064	413	3237	2340	1080	9134	6053	21808	'83	
Nebraska	'84	969	1830	1993	1271	5094	6837	540	3070	10447	6152	1113	9880	5782	2853	25780	7993	50283	'84	Nebraska
	'83	1091	1691	1635	1355	4681	6321	364	2388	9073	5927	1016	8687	5711	2645	23986	8246	47077	'83	
Nevada	'84	1114	1160	1419	936	3515	4345	874	2036	7255	2245	1434	3641	2243	1987	11550	11961	35395	'84	Nevada
	'83	865	699	1123	492	2314	4058	444	1303	5805	1810	1379	3295	2137	1469	10090	10790	29864	'83	
New Hampshire	'84	1839	1552	2770	2104	6426	8254	458	3545	12257	4981	884	10385	5052	3708	25010	19324	64856	'84	New Hampshire
	'83	2044	1494	2762	2285	6541	7040	453	2599	10092	4498	958	9811	4974	3767	24008	21472	64157	'83	
New Jersey	'84	7918	13766	16921	11539	42226	46766	6826	21034	74626	40157	17055	60853	42018	27675	187758	120709	430237	'84	New Jersey
	'83	6832	10292	13169	7859	31320	31812	3991	12949	48752	32868	14959	50240	35060	19886	153013	110136	360053	'83	
New Mexico	'84	549	1536	1221	1212	3969	6828	724	2644	10196	3144	903	6385	4027	2845	17304	13059	45007	'84	New Mexico
	'83	658	1119	1050	966	3135	5462	536	2144	8142	3310	862	5467	3765	2648	16052	13779	41786	'83	
New York	'84	13101	23901	33168	31404	88473	71160	7839	26018	105017	64664	27404	97859	67359	46617	303903	175445	685939	'84	New York
	'83	16663	20402	29106	28241	77749	55668	5876	21793	83337	52119	26027	90914	62100	36148	267308	179662	624719	'83	
North Carolina	'84	3012	6097	5871	4270	16238	32558	1987	10039	44584	26136	5036	41338	25829	17219	115558	66715	246107	'84	North Carolina
	'83	2779	4918	4783	4084	13785	28253	1527	8107	37887	24486	4906	34777	23899	13962	102030	66973	223454	'83	
North Dakota	'84	265	932	812	581	2325	2888	226	1389	4503	2167	457	4113	2629	1701	11067	3430	21580	'84	North Dakota
	'83	401	915	729	574	2218	2673	190	1056	3919	2274	390	3872	2840	1576	10954	3686	21170	'83	
Ohio	'84	12541	14790	19606	15578	49974	77312	5512	34921	117745	50792	12399	99966	58580	35391	257128	80988	518376	'84	Ohio
	'83	11378	12148	17581	13521	43250	57540	3722	22878	84140	43380	11269	78555	51534	26846	211584	78732	429084	'83	
Oklahoma	'84	1091	5279	2911	3018	11208	14673	3656	7862	26191	11174	3882	15535	15714	8991	55296	21521	113307	'84	Oklahoma
Not available for 1983	'83																		'83	
Oregon	'84	1017	2471	2569	2070	7110	10267	844	3121	14232	5340	1989	9824	5551	3713	26417	40073	88849	'84	Oregon
	'83	1224	1758	2357	1717	5832	8657	483	2591	11731	5188	2038	9621	5433	3304	25584	37736	82107	'83	
Pennsylvania	'84	14234	18128	20801	20361	59290	65213	4955	26901	97069	51925	13762	84358	49865	37580	237490	104443	512526	'84	Pennsylvania
	'83	16933	16288	20317	18050	54655	50812	3869	19742	74423	44438	13971	72710	45355	29242	205716	107587	459314	'83	
Rhode Island	'84	1057	1242	2181	1437	4860	4991	349	2176	7516	3596	924	5201	4301	2290	16312	11132	40877	'84	Rhode Island
	'83	1379	983	1813	1136	3932	3798	227	1493	5518	3025	758	4261	3325	1750	13119	10717	34665	'83	
South Carolina	'84	1082	3840	3695	2705	10240	15906	1153	5770	22829	12813	2572	20889	15622	9213	61109	31003	126263	'84	South Carolina
	'83	697	2445	2715	1980	7140	12150	768	4234	17152	11177	2255	16061	13118	7172	49783	29034	103806	'83	
South Dakota	'84	428	686	650	633	1969	2527	140	1185	3852	2062	292	4220	2164	1476	10214	2605	19068	'84	South Dakota
	'83	477	745	706	618	2069	2371	112	924	3407	2013	292	3823	2282	1178	9588	2749	18290	'83	
Tennessee	'84	1952	5017	5769	3732	14518	21306	2666	8463	32435	16887	5516	27822	20247	16225	86697	42090	177692	'84	Tennessee
	'83	1742	3640	3867	2951	10458	17728	1963	6572	26263	15454	4993	24149	19788	13071	77455	38748	154666	'83	
Texas	'84	6004	21597	13080	10502	45179	79187	16267	32587	127961	59045	31567	88147	89360	40411	308530	151247	636921	'84	Texas
	'83	4827	16654	9322	7373	33349	64139	12434	27871	104414	60183	28725	78532	87526	35348	290314	144003	576907	'83	
Utah	'84	1137	1404	1767	1589	4760	4494	469	2338	7301	3228	765	6354	3049	1972	15368	14692	43258	'84	Utah
	'83	1299	1638	1699	1575	4912	3953	367	1804	6124	3105	664	6009	3110	1868	14776	16375	43486	'83	
Vermont	'84	951	614	1175	1215	3004	3098	149	1444	4691	1943	262	4527	1490	1430	9662	7633	25941	'84	Vermont
	'83	1001	548	1203	1331	3082	2635	87	1016	3638	1817	253	4180	1331	1140	8721	8058	24500	'83	
Virginia	'84	5232	8743	8831	8020	25594	37339	2858	12101	52298	17437	5283	41708	24449	17048	105925	72745	251794	'84	Virginia
	'83	4579	6797	7570	7487	21654	28256	1758	8431	38447	15267	4960	37280	22153	12824	92484	71476	226840	'83	
Washington	'84	1417	4047	4066	3064	11177	16764	1131	5063	22958	6548	2267	14609	7762	4373	35559	49281	120392	'84	Washington
	'83	1090	2792	3922	2392	9106	13953	700	4103	18756	6943	1974	14329	7459	3427	34132	49265	112349	'83	
West Virginia	'84	1863	1986	3034	1994	7014	9074	432	3283	12789	5667	1206	14445	6525	4428	32271	10737	64674	'84	West Virginia
	'83	2079	1677	2244	1704	5625	7600	378	2304	10282	4874	1209	12130	6717	3519	28449	11035	57470	'83	
Wisconsin	'84	8267	4856	7881	7390	20127	22303	1236	11991	35530	20813	3566	30966	23558	18700	97603	28103	179630	'84	Wisconsin
	'83	9238	4257	7573	6846	18676	18227	939	8703	27869	18464	3125	23180	22388	15727	82884	29669	158336	'83	
Wyoming	'84	455	595	497	304	1396	1658	120	920	2698	1275	269	1809	1260	794	5406	3942	13897	'84	Wyoming
	'83	595	533	390	312	1235	1376	132	860	2368	1208	307	1851	1253	813	5432	4335	13965	'83	
Federal Government	'84	9	56	714	700	1470	2075	4	15	2094	128	4	22208	207	116	22663	20	76256	'84	Federal Government
	'83	30	20	553	10177	10705	904		15	919	115	2	6850	290	71	7328	43	19070	'83	
United States Total	'84	188602	320523	359707	281465	961695	1285077	144278	519701	1949056	918321	309678	1544565	1038173	685347	4496084	2522794	10118211	'84	United States Total
	'83	190797	254175	307633	258684	820492	1034732	97206	395401	1526979	818256	291552	1310503	971229	536404	3927944	2457974	8894186	'83	

NOTES: Data for New York and Oklahoma compiled from manufacturers' sales records. All data property of R.L. Polk & Co. may not be copied, sold or reprinted without Polk permission.

SALES/REGISTRATIONS

RV SHIPMENTS BY TYPE, 1970-1984

1984**
(Total shipments—398,200)

Travel trailers	92,400
Truck campers	7,600
Folding camper trailers	40,900
Motor homes	802,000
Multi-use vehicles	175,300

1981**
(Total shipments—239,100)

Travel trailers	63,800
Truck campers	5,100
Fold-down camping trailers	35,000
Motor homes	35,400
Multi-use vehicles	99,800

1978**
(Total shipments—526,300)

Travel trailers	159,800
Truck campers	48,200
Fold-down camping trailers	48,200
Motor homes	157,200
Multi-use vehicles	136,400

1975
(Total Shipments—552,100)

Travel trailers	150,600
Truck Campers	44,300
Camping Trailers	48,100
Motor Homes	96,600
Pickup Covers	212,500

1972
(Total Shipments—747,500)

Travel Trailers	250,800
Truck Campers	195,100
Camping Trailers	110,200
Motor Homes*	116,800
Pickup Covers	164,600

**—Pickup covers no longer included in RVIA shipments.

1983**
(Total shipments—358,000)

Travel trailers	90,000
Truck campers	6,800
Folding campers	37,500
Motor homes	69,500
Multi-use vehicles	154,200

1980**
(Total shipments—181,400)

Travel trailers	51,900
Truck campers	5,000
Fold-down camping trailers	24,500
Motor homes	28,600
Multi-use vehicles	71,400

1977
(Total shipments—745,600)

Travel trailers	167,900
Truck campers	31,900
Fold-down camping trailers	53,900
Motor homes	280,200
Pickup covers	211,700

1974
(Total Shipments—529,200)

Travel Trailers	126,300
Truck Campers	45,400
Camping Trailers	55,200
Motor Homes*	68,900
Pickup Covers	233,400

1971
(Total Shipments—549,400)

Travel Trailers	190,800
Truck Campers	107,200
Camping Trailers	95,800
Motor Homes	57,200
Pickup Covers	98,400

1982**
(Total shipments—258,000)

Travel trailers	65,500
Truck campers	5,700
Folding camping trailers	34,300
Motor homes	41,200
Multi-use vehicles	111,300

1979**
(Total shipments—303,300)

Travel trailers	90,200
Truck campers	13,800
Fold-down camping trailers	31,100
Motor homes	64,100
Multi-use vehicles	104,100

1976
(Total shipments—656,300)

Travel trailers	189,700
Truck campers	42,000
Camping Trailers	53,300
Motor Homes	156,100
Pickup Covers	215,200

1973
(Total Shipments—752,500)

Travel Trailers	212,300
Truck Campers	89,800
Camping Trailers	97,700
Motor Homes*	129,000
Pickup Covers	223,700

1970
(Total Shipments—472,000)

Travel Trailers	138,000
Truck Campers	95,900
Camping Trailers	116,100
Motor Homes	30,300
Pickup Covers	91,700

*—Imports of Volkswagen Campmobile Motor Home included in 1972-1974 totals only.

Source: Recreation Vehicle Industry Assn.

IMPORT PENETRATION INTO U.S. TRUCK MARKET

(Units in Thousands)

U.S. Truck Retail Sales

	Domestic (lbs. GVW)			Imports			Share of U. S. Market		Domestic
Year	0-14,000	14,001-33,000	Over 33,000	From Japan	Total	Total	Japan	Total Import	Sponsored Imports
1971	1,679	234	99	82	85	2,096	3.9	4.1	—
1972	2,103	257	126	142	143	2,629	5.4	5.4	48
1973	2,470	291	155	232	233	3,148	7.4	7.4	93
1974	2,109	255	148	175	176	2,688	6.5	6.6	75
1975	1,974	192	83	228	229	2,478	9.2	9.3	102
1976	2,663	184	97	236	237	3,181	7.4	7.5	100
1977	3,012	200	141	321	323	3,675	8.7	8.8	133
1978	3,406	205	162	334	336	4,109	8.1	8.2	141
1979	2,636	201	173	466	470	3,480	13.4	13.5	226
1980	1,735	149	117	481	487	2,487	19.3	19.6	231
1981	1,587	122	100	444	451	2,260	19.6	20.0	163
1982	1,968	102	76	407	414	2,560	15.9	16.2	99
1983	2,477	99	82	464	471	3,129	14.8	15.1	60
1984	3,208	129	138	608	618	4,093	14.8	15.1	59

Domestic-sponsored imports are included with total imports and excluded from domestic sales.
Beginning January, 1980, passenger vans previously reported as passenger cars are included with trucks.
SOURCE: Motor Vehicle Manufacturers Association of the U.S., Inc.

U.S. truck retail sales in 1984 were the second highest ever and just 15,000 units shy of the 1978 record. Last year's total of 4,092,379 was 31 percent higher than the 1983 total.

Ford was the leader for the second year in a row and the for the seventh time in the last eight years. Its total: 1,166,715, up 18 percent from its 1983 sales.

U.S. compact-truck sales climbed 52 percent to a record 1,723,044 units. Sales in all weight segments topped '83 levels.

RV shipments climbed for the fourth straight year to their highest level since 1978: 398,200 units.

BIG FOUR TRUCK SALES BY MONTH, 1984; BY YEAR, 1984 vs. 1983

	January	February	March	April	May	June	July	August	September	October	November	December	1984	1983
Ford														
Vans	11,172	14,867	17,797	15,508	15,819	14,858	12,896	9,665	16,974	17,565	15,556	11,398	174,075	169,285
Club Wagon	2,474	3,000	2,877	2,570	3,045	2,977	2,245	1,178	3,110	3,325	2,983	2,319	32,103	30,446
Ranger	13,084	15,493	22,548	20,937	24,421	17,853	18,640	16,986	18,106	19,482	18,670	14,467	220,687	187,524
Bronco	3,373	3,652	4,457	3,887	4,308	4,277	3,846	2,709	3,461	4,657	4,585	4,377	47,589	42,631
Bronco II	6,329	6,823	7,995	8,057	10,426	8,823	10,061	8,319	8,231	8,321	8,266	6,389	98,049	63,178
Pickups	38,902	41,909	52,366	46,126	52,064	49,251	45,122	39,834	40,845	52,485	45,835	36,146	540,885	453,108
Mediums	1,999	3,161	3,746	3,212	4,110	3,841	4,393	3,358	2,962	3,610	3,225	4,092	40,954	32,353
Heavies	544	860	893	1,003	1,007	991	1,331	1,004	894	999	890	1,202	12,373	7,776
Chevrolet														
Vans	12,190	13,505	16,486	15,239	17,811	13,609	13,455	11,782	9,397	12,867	10,179	8,901	155,421	141,575
Sportvan	1,740	1,754	2,373	2,359	2,564	2,424	1,993	1,745	1,049	1,485	1,094	1,322	21,902	18,178
S-10	13,415	13,907	18,375	18,464	23,346	15,100	16,179	13,481	13,178	16,381	14,123	12,712	188,661	198,222
Astro	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	224	1,544	1,766	.....
S-10 Blazer	9,704	9,841	11,514	12,501	14,916	12,152	12,276	11,528	10,727	13,344	12,224	11,416	142,143	106,214
El Camino	1,823	1,898	2,342	2,470	2,809	2,082	1,886	1,637	1,344	1,746	1,533	1,427	22,997	24,010
Blazer	3,899	4,419	4,682	3,645	4,434	3,838	4,261	3,661	3,144	3,929	3,549	3,474	46,935	31,282
Suburban	3,147	4,002	4,851	4,609	5,454	4,902	4,470	3,564	3,694	4,377	4,095	3,678	50,843	37,222
Pickups	33,709	34,951	42,691	42,495	48,876	37,584	38,296	34,621	34,212	43,104	37,026	33,693	461,258	412,533
Mediums	1,056	1,101	1,424	1,331	2,357	1,370	2,277	2,019	2,111	1,570	1,856	1,439	19,911	15,351
Chrysler														
Van	5,426	5,780	7,603	6,854	6,522	7,150	6,526	4,470	5,132	5,648	5,019	4,374	70,504	71,732
Ram Wagon	2,868	3,601	4,545	4,514	4,320	4,083	3,276	1,861	2,327	2,733	2,904	3,251	40,283	36,626
Voyager	4,118	6,745	8,778	8,277	7,599	8,108	7,145	4,026	6,164	7,218	7,117	7,498	82,793	3,914
Caravan	4,072	7,071	9,444	8,691	8,011	8,165	7,173	4,213	6,417	7,551	7,577	7,544	85,929	4,260
Mini Ram Van	12	160	1,609	1,701	1,753	2,657	2,078	1,857	2,641	2,477	2,561	2,288	21,794	18
Ram 50	3,103	3,539	3,406	3,606	4,187	4,671	4,695	4,819	5,537	5,559	4,184	3,992	51,298	33,141
Other Plymouth Trucks	400	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	378	7,139
Ramcharger	2,017	2,316	3,227	2,435	2,653	2,515	2,174	1,586	1,936	2,382	2,607	2,703	28,551	21,415
Rampage	622	804	951	1,200	953	971	1,139	787	772	622	417	1,000	10,260	10,297
Pickups	9,250	11,556	14,970	11,265	11,398	12,561	10,000	9,030	10,209	11,556	10,986	11,483	134,264	85,636
GMC														
Vans	4,544	4,198	4,511	3,903	4,031	3,989	4,063	3,432	3,501	3,650	3,558	2,611	45,991	45,535
S-15	3,320	3,247	3,595	3,931	4,647	4,094	4,605	3,267	3,296	3,529	3,440	2,771	43,742	40,491
Safari	.....	.....	.....	.....	.....	.....	.....	.....	.....	.....	17	200	217	.....
S-15 Jimmy	2,769	2,371	2,586	2,728	3,094	3,440	3,069	2,427	2,869	3,219	3,164	2,783	34,519	21,760
Jimmy	905	721	802	688	768	773	820	531	574	592	736	578	8,488	7,361
Caballero	194	209	262	228	261	332	275	206	141	223	177	194	2,702	2,160
Suburbans	1,258	1,200	1,457	1,449	1,541	1,497	1,567	1,071	1,329	1,430	1,214	1,119	16,132	11,292
Pickups	10,512	9,404	10,890	10,363	10,802	11,518	11,701	7,615	9,622	10,622	10,019	8,636	121,704	105,741
P Models	521	378	306	470	423	566	778	436	499	632	567	1,460	7,036	4,071
Mediums	1,595	1,948	2,262	2,168	2,325	2,638	3,936	1,558	3,148	2,393	985	1,817	28,026	18,295
Heavies	948	1,078	844	1,128	1,535	1,410	1,330	1,524	1,638	1,208	.....	654	14,282	7,442
AMC/Jeep														
CJ7	2,559	2,868	3,419	3,277	3,920	3,891	3,411	3,348	3,227	3,428	3,467	2,732	39,547	36,308
Scrambler	256	274	240	282	366	262	218	174	169	185	188	212	2,826	4,678
Pickups	344	379	336	345	323	268	297	172	206	251	268	215	3,404	4,263
Cherokee	4,296	4,703	5,062	5,395	5,825	6,597	6,249	4,539	4,929	6,641	7,259	7,559	69,054	8,729
Wagoneer	1,816	1,757	1,633	1,717	1,770	1,771	1,478	1,209	1,399	1,960	1,802	1,577	19,889	4,842
Grand Wagoneer	1,598	1,555	1,453	1,441	1,285	1,483	1,361	1,517	1,694	1,917	1,886	1,891	19,081	*23,320

*—Includes 4,165 full-sized Cherokee models.

SALES/REGISTRATIONS

TRUCK REGISTRATIONS IN U.S. BY STATES, 1984 VS. 1983

Truck registrations as compiled by R. L. Polk & Co.		Chrysler Corp.	Ford	Daimler-Benz Corp.	Chevrolet	GMC	International	Jeep Truck	Mack Truck Corp.	Paccar Corp.	Volvo White Corp.	Misc. Domestic & Foreign	TOTAL		Truck registrations as compiled by R. L. Polk & Co.
Alabama	'84	8045	16783	810	20729	5059	978	1587	670	596	384	11607	67248	'84	Alabama
	'83	4183	14604	479	17978	3644	713	908	364	350	237	7448	50908	'83	
Alaska	'84	2382	4742	6	5049	1528	127	1148	16	58	22	2074	17152	'84	Alaska
	'83	1705	4981	13	5583	1116	104	329	15	43	15	1864	15768	'83	
Arizona	'84	4873	17759	134	19867	5678	383	2271	102	189	16	15465	66737	'84	Arizona
	'83	2688	13657	96	15358	3103	243	923	52	101	89	9080	45390	'83	
Arkansas	'84	5514	5995	153	16986	4097	766	1315	190	362	131	5111	50600	'84	Arkansas
	'83	3450	13908	260	15322	3865	876	915	144	267	74	3293	42374	'83	
California	'84	42382	92651	1492	89935	23216	3276	14444	904	1839	615	162928	433682	'84	California
	'83	26467	73313	1194	75132	19502	2552	6004	523	1238	338	104972	311235	'83	
Colorado	'84	6376	23379	156	18786	4738	986	9826	203	274	74	15504	80302	'84	Colorado
	'83	3768	19065	51	16393	4186	756	4230	97	220	63	10637	59436	'83	
Connecticut	'84	6163	9694	77	9845	2658	814	2616	307	118	67	7787	39946	'84	Connecticut
	'83	2469	7491	109	7886	2062	680	1222	250	81	48	5082	27380	'83	
Delaware	'84	2004	3922	149	3096	560	1206	666	176	195	29	1857	13860	'84	Delaware
	'83	888	3130	26	2730	442	556	395	112	102	19	1145	9545	'83	
District of Columbia	'84	620	598	3	480	93	32	215	6	3	4	446	2500	'84	District of Columbia
	'83	335	449	2	373	63	30	79	1	1	2	228	1563	'83	
Florida	'84	25130	66440	1030	48189	13782	2966	7372	2015	968	378	44206	212478	'84	Florida
	'83	14030	53503	1055	38899	10873	3055	4506	966	696	348	25662	153593	'83	
Georgia	'84	12293	34162	901	35427	6769	1895	3140	799	1410	590	20299	117685	'84	Georgia
	'83	6625	27564	520	29653	5522	1244	2040	420	685	203	12940	87616	'83	
Hawaii	'84	1374	3217		1817	598	90	1141	6	28	6	6557	14834	'84	Hawaii
	'83	731	2705	1	1479	519	84	286	3	12	6	4329	10155	'83	
Idaho	'84	2301	5754	29	4987	2258	227	818	13	251	16	3983	20637	'84	Idaho
	'83	1378	4237	22	4340	1928	138	316	26	119	25	2769	15298	'83	
Illinois	'84	20713	42423	1516	40039	13236	4723	4085	1301	1829	762	16682	147314	'84	Illinois
	'83	9774	36809	945	35999	11240	2932	2510	675	1067	205	9647	111803	'83	
Indiana	'84	10996	23881	1189	23435	8182	2522	1696	653	1287	257	7331	81429	'84	Indiana
	'83	5560	19764	547	19248	6988	1818	1001	304	818	132	4198	60378	'83	
Iowa	'84	5999	13413	256	12752	3177	1021	1117	238	272	26	3574	41847	'84	Iowa
	'83	3291	13963	159	14519	3230	535	723	162	189	13	2731	39515	'83	
Kansas	'84	5645	14818	450	14333	4171	693	1578	96	463	106	5397	47750	'84	Kansas
	'83	3315	13744	529	14310	4171	523	892	75	273	28	3901	41761	'83	
Kentucky	'84	6834	18411	81	15877	3005	707	1365	501	142	94	6284	53301	'84	Kentucky
	'83	3141	15828	90	13836	2503	490	956	312	100	59	4398	41713	'83	
Louisiana	'84	10261	27466	206	23317	6801	760	1535	596	336	254	15437	86969	'84	Louisiana
	'83	6673	25722	181	22708	6331	706	1195	343	232	67	10557	74755	'83	
Maine	'84	3875	5987	38	5439	2786	292	954	136	76	47	3262	22892	'84	Maine
	'83	2140	5619	32	4835	2457	313	500	64	42	40	2649	18691	'83	
Maryland	'84	11191	24789	327	18554	4304	1554	3021	829	211	244	13368	78392	'84	Maryland
	'83	5642	19680	180	16644	3297	1084	1304	340	156	132	8130	56589	'83	
Massachusetts	'84	12553	21981	318	17589	6213	1409	6550	755	203	297	11951	79819	'84	Massachusetts
	'83	5445	17527	320	13121	5006	1186	2929	429	54	109	8105	54231	'83	
Michigan	'84	29407	58364	278	51020	20374	2258	5492	376	453	216	7927	176155	'84	Michigan
	'83	13614	43759	206	42447	16471	1670	3416	173	258	132	4932	127078	'83	
Minnesota	'84	10896	30631	400	21385	5065	2016	3197	462	1221	142	7907	83282	'84	Minnesota
	'83	4924	24279	380	19128	4373	1358	1477	384	614	100	4752	61769	'83	
Mississippi	'84	3458	12804	297	11571	4261	552	534	390	286	63	7393	41609	'84	Mississippi
	'83	1854	11335	226	11280	3946	507	401	258	202	41	5158	35208	'83	
Missouri	'84	12653	27	297	24791	9195	1369	2395	188	374	195	10883	89569	'84	Missouri
	'83	6433	2	362	22151	7634	1063	1579	114	182	45	7120	69587	'83	
Montana	'84	1552	61	169	4927	1487	100	722	75	345	34	2440	17842	'84	Montana
	'83	1008	6	83	5358	1809	140	454	38	240	40	1766	17389	'83	
Nebraska	'84	3082	9	832	8334	2311	1255	1209	212	1788	310	2657	31573	'84	Nebraska
	'83	1722	8	413	8580	2384	1123	656	92	1152	133	1707	27239	'83	
Nevada	'84	2279	6	28	4088	1843	155	980	11	65	22	5147	20843	'84	Nevada
	'83	1543	443	14	3308	1540	71	503	12	23	9	3354	14812	'83	
New Hampshire	'84	4098	6468	39	6974	2558	487	1645	205	28	40	4880	27422	'84	New Hampshire
	'83	1947	5667	44	5671	2052	585	825	76	32	37	3613	20549	'83	
New Jersey	'84	16749	27583	972	20332	7578	2464	5127	1995	620	516	13367	97303	'84	New Jersey
	'83	8431	20642	531	15204	4666	1490	2249	1100	297	375	7433	62418	'83	
New Mexico	'84	2991	12230	68	9053	3723	406	1538	120	249	27	6105	36511	'84	New Mexico
	'83	1889	10235	46	8011	3493	338	804	41	174	11	4582	29624	'83	
New York	'84	29929	41323	52	36821	11198	3510	7795	925	247	227	20024	152051	'84	New York
	'83	14990	34229	473	31029	8685	3254	4075	1058	133	232	13001	111159	'83	
North Carolina	'84	9703	26585	686	26914	6977	2407	3448	771	1122	658	23779	107150	'84	North Carolina
	'83	5201	24819	711	25663	5617	1862	2066	421	711	317	16138	83526	'83	
North Dakota	'84	1845	4865	45	5013	1305	181	647	73	191	13	1499	15677	'84	North Dakota
	'83	1044	4313	50	4828	1361	134	278	64	85	9	1057	13223	'83	
Ohio	'84	21413	42829	547	43963	10407	3186	3386	1353	903	361	14531	142879	'84	Ohio
	'83	9537	31657	357	34003	7607	1959	1683	584	461	211	8265	96324	'83	
Oklahoma*	'84	6389	23516	1	22477	7333	932	2158	80	187	21	8031	71125	'84	Oklahoma
	'83													'83	
Oregon	'84	5531	14449	337	13695	3917	466	1689	165	620	197	15593	56659	'84	Oregon
	'83	2893	12255	342	13251	3377	440	572	84	366	92	11871	45583	'83	
Pennsylvania	'84	24349	48576	718	35087	9152	2880	7492	2255	592	364	17217	149482	'84	Pennsylvania
	'83	11101	38832	482	29795	6959	2748	4108	1333	429	225	10764	106776	'83	
Rhode Island	'84	1766	2450	31	1836	761	181	648	167	26	32	2277	10175	'84	Rhode Island
	'83	703	1900	20	1342	653	112	323	69	19	11	1592	6744	'83	
South Carolina	'84	6199	14322	169	14565	4523	639	1394	458	359	112	10902	53642	'84	South Carolina
	'83	2566	11137	108	10795	3364	504	667	238	284	83	6446	36192	'83	
South Dakota	'84	1393	3934	126	4042	811	250	680	38	204	31	1321	12830	'84	South Dakota
	'83	796	3626	77	4253	804	198	355	14	136	22	960	11241	'83	
Tennessee	'84	9190	23847	760	20105	7514	1422	1875	788	1003	1308	15831	83643	'84	Tennessee
	'83	4247	17949	490	17629	6156	934	1114	337	441	185	9362	58844	'83	
Texas	'84	42724	118259	1686	130081	35434	4804	11206	1744	2290	786	51492	400510	'84	Texas
	'83	25398	101838	1076	116435	31346	4312	6970	1328	1496	422	32861	323482	'83	
Utah	'84	3324	8637	145	7384	2610	283	1862	108	330	33	5335	30071	'84	Utah
	'83	1720	7027	124	6836	2477	134	960	62	197	26	3982	23545	'83	
Vermont	'84	1576	3390	5	3476	1236	179	950	86	11	27	2459	13395	'84	Vermont
	'83	781	2567	13	2909	988	169	453	68	17	15	1526	9506	'83	
Virginia	'84	12966	30538	286	22243	5655	1210	4961	922	346	311	19749	99187	'84	Virginia
	'83	7157	24421	175	18829	5181	948	2760	570	201	222	13169	71633	'83	
Washington	'84	6364	17753	186	16225	3844	615	1628	174	842	88	16907	64627	'84	Washington
	'83	2974	14938	144	15097	3442	460	618	131	422	61	11505	49792	'83	
West Virginia	'84	4261	11645	9	11923	1735	375	1332	198	92	44	3108	34722	'84	West Virginia
	'83	2316	9740	13	9431	1463	424	916	115	27	47	2241	26733	'83	
Wisconsin	'84	10358	22647	369	18178	6272	1610	2636	550	721	181	7150	70678	'84	Wisconsin
	'83	5310	18904	218	15859	5281	1213	1140	310	492	292	4353	53372	'83	
Wyoming	'84	1825	5847	14	4697	1852	82	930	11	133	8	1582	17021	'84	Wyoming
	'83	1132	5103	10	4447	1688	85	553	20	60	27	1303	14428	'83	
Federal Gov't	'84	8119	5493	1	29150	856	3007	24	199	3	11	26	46889	'84	Federal Govt.
	'83	6558	8552		7030	609	1673	315	267	1	523	20	25548	'83	
Motor Homes	'84		3435		10394	500						957	15286	'84	Motor Homes
	'83		2972		7427	296						840	11535	'83	
U.S. Total	'84	503967	1162001	16889	1089853	305196	66713	148040	25617	26731	10797	689388	4047192	'84	U.S. Total
	'83	263687	942568	13999	904672	247970	50526	76453	15038	15998	6197	439448	2976556	'83	

Notes: 1984 Data for New York and Oklahoma compiled from manufacturers' sales records. All data property of R. L. Polk & Co.; may not be copied, sold, or reprinted without Polk permission.
*Not available for 1983.

SALES/REGISTRATIONS

NEW TRUCK SALES BY MAKE AND GVW CLASS

1984 vs. 1983*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	'84	.....	.....	.....	.....	.....	.....	.....	1,260	1,260
	'83	.....	.....	.....	.....	.....	.....	.....	992	992
CHEVROLET	'84	552,603	486,258	33,370	.....	257	6,964	9,723	678	1,089,853
	'83	491,968	377,945	21,212	.....	282	5,735	7,079	451	904,672
(Memo Units)#	'84	379,122	192,981	.....	.....	.....	.....	.....	.....	572,103
	'83	330,583	151,345	.....	.....	.....	.....	.....	.....	481,928
DODGE	'84	286,160	137,898	.....	.....	.....	.....	.....	.....	424,058
	'83	153,088	100,412	.....	.....	.....	.....	.....	.....	253,500
(Memo Units)#	'84	268,746	84,092	.....	.....	.....	.....	.....	.....	280,255
	'83	98,029	72,352	.....	.....	.....	.....	.....	.....	170,381
FORD	'84	324,770	787,062	.....	.....	.....	12,298	25,551	12,320	1,162,001
	'83	329,925	575,921	.....	.....	.....	10,467	18,714	7,541	942,568
(Memo Units)#	'84	320,877	253,162	.....	.....	.....	.....	.....	.....	574,039
	'83	261,992	214,273	.....	.....	.....	.....	.....	.....	476,265
FREIGHTLINER	'84	.....	.....	.....	.....	.....	.....	.....	16,409	16,409
	'83	.....	.....	.....	.....	.....	.....	.....	11,111	11,111
GMC	'84	131,605	134,707	2,546	.....	4,108	6,615	13,071	12,544	305,196
	'83	109,321	114,677	720	.....	634	6,255	9,079	7,284	247,970
(Memo Units)#	'84	81,763	49,224	.....	.....	.....	.....	.....	.....	130,987
	'83	65,957	45,876	.....	.....	.....	.....	.....	.....	111,833
INTERNATIONAL	'84	.....	.....	.....	.....	22,304	15,100	29,309	66,713	
	'83	.....	.....	.....	.....	19,702	11,443	19,381	50,526	
JEEP	'84	126,129	21,871	.....	.....	.....	.....	.....	.....	148,040
	'83	50,702	25,751	.....	.....	.....	.....	.....	.....	76,453
(Memo Units)#	'84	126,169	18,572	.....	.....	.....	.....	.....	.....	144,741
	'83	50,702	21,770	.....	.....	.....	.....	.....	.....	72,472
KENWORTH	'84	.....	.....	.....	.....	.....	.....	.....	13,624	13,624
	'83	.....	.....	.....	.....	.....	.....	.....	7,972	7,972
MACK	'84	.....	.....	.....	.....	3,415	719	21,483	25,617	
	'83	.....	.....	.....	.....	2,119	901	12,018	15,038	
MERCEDES-BENZ	'84	.....	.....	.....	.....	1,582	928	.....	2,480	
	'83	.....	.....	.....	.....	1,921	967	.....	2,888	
PETERBILT	'84	.....	.....	.....	.....	.....	.....	.....	13,107	13,107
	'83	.....	.....	.....	.....	.....	.....	.....	8,026	8,026
PLYMOUTH	'84	79,784	125	.....	.....	.....	.....	.....	.....	79,909
	'83	6,797	3,390	.....	.....	.....	.....	.....	.....	10,187
VOLVO	'84	.....	.....	.....	.....	.....	1,350	603	1,953	
	'83	.....	.....	.....	.....	.....	1,010	631	1,641	
WESTERN STAR	'84	.....	.....	.....	.....	.....	.....	.....	713	713
	'83	.....	.....	.....	.....	.....	.....	.....	322	322
WHITE	'84	.....	.....	.....	.....	.....	.....	.....	6,871	6,871
	'83	.....	.....	.....	.....	.....	.....	.....	3,242	3,242
MISCELLANEOUS☆	'84	677,603	9,066	405	712	57	92	232	1,221	689,388
	'83	430,476	7,321	10	350	7	.....	233	1,041	438,406
TOTALS	'84	2,178,694	1,576,987	36,321	712	4,422	53,240	66,674	130,142	4,047,192
	'83	1,572,277	1,205,417	21,942	360	923	46,199	49,426	80,012	2,976,556

—New York and Oklahoma registrations for 1984 compiled from manufacturers' sales records; no registrations for Oklahoma, 1983; New York, November, 1983.
#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. ☆—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

REGISTRATION RECORDS

Best years for new trucks

1984	4,047,192	1970	1,790,177
1978	3,963,340	1968	1,775,601
1977	3,509,328	1966	1,610,450
1979	3,472,209	1965	1,518,426
1976	3,058,009	1967	1,510,289
1973	3,029,074	1964	1,361,772
1983	2,976,556	1963	1,244,224
1974	2,656,918	1950	1,142,307
1972	2,513,952	1962	1,068,725
1980	2,476,777	1948	1,035,174
1982	2,430,471	1951	1,003,850
1975	2,397,417	1949	961,961
1981	2,185,489	1955	957,001
1971	1,993,186	1960	943,485
1969	1,888,812	1959	942,133

Source: R. L. Polk & Co.

U.S. TRUCK REGISTRATIONS

Twelve months, 1984 vs. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
Ford	1,162,001	28.71	942,568	31.67	−2.96
Chevrolet	1,089,853	26.93	904,672	30.39	−3.46
Dodge	424,058	10.48	253,500	8.52	+1.96
GMC	305,196	7.54	247,970	8.33	−0.79
Jeep	148,040	3.66	76,453	2.57	+1.09
Plymouth+	79,909	1.97	10,187	0.34	+1.63
International	66,713	1.65	50,526	1.70	−0.05
Mack	25,617	0.63	15,038	0.50	+0.13
Freightliner	16,409	0.41	11,111	0.37	+0.04
Kenworth	13,624	0.34	7,972	0.27	+0.07
Peterbilt	13,107	0.32	8,026	0.27	+0.05
White	6,871	0.17	3,242	0.11	+0.06
Mercedes	2,480	0.06	2,888	0.10	−0.04
Volvo	1,953	0.05	1,641	0.06	−0.01
Autocar	1,260	0.03	992	0.03	.....
Western Star	713	0.02	322	0.01	+0.01
Miscellaneous☆☆	689,388	17.03	439,448	14.76	+2.27
TOTALS	4,047,192	100.00	2,976,556	100.00	.....

★—New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
+—Plymouth trucks are Trail Duster, Voyager, Scamp and Arrow.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.
Compiled from R. L. Polk & Co. data. Reuse or republication prohibited without permission from Polk.

U.S. HEAVY-DUTY REGISTRATIONS

Twelve months, 1984 vs. 1983★

Make	12 mos., 1984	Percent Share of '84 market	12 mos., 1983	Percent Share of '83 market	Pct. pt. Change, '84-83
International	44,409	22.56	30,824	23.81	−1.25
Ford	37,871	19.24	26,255	20.28	−1.04
GMC	25,615	13.02	16,363	12.64	+0.38
Mack	22,202	11.28	12,919	9.98	+1.30
Freightliner	16,409	8.34	11,111	8.58	−0.24
Kenworth	13,624	6.92	7,972	6.16	+0.76
Peterbilt	13,107	6.66	8,026	6.20	+0.46
Chevrolet	10,401	5.29	7,530	5.82	−0.53
White	6,871	3.49	3,242	2.51	+ .98
Volvo	1,953	0.99	1,641	1.27	−0.28
Autocar	1,260	0.64	992	0.77	−0.13
Mercedes-Benz	928	0.47	967	0.75	−0.28
Western Star	713	0.36	322	0.75	+0.11
Miscellaneous	1,453	0.74	1,274	0.98	−0.24
TOTALS	196,816	100.00	129,438	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma for 1984 compiled from manufacturers' sales records; No registrations for Oklahoma, 1983.
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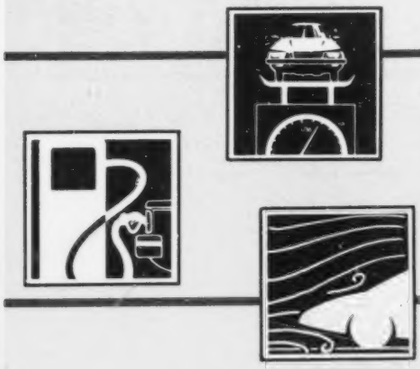
U.S. TRUCK REGISTRATIONS SINCE 1956

	BROCKWAY	CHEVROLET	CHRYSLER CORP.	DAIMLER-BENZ	DIAMOND REO	DODGE①	FORD	FREIGHTLINER②	GMC	INTERNATIONAL	JEEP	KENWORTH③	MACK	PACCAR CORP.	PETERBILT	VOLVO-WHITE	WHITE④	TOTAL
1956	884	302,145	.....	.....	4,037	57,651	263,753	.....	82,266	108,014	23,488	1,239	13,190	.....	609	.....	15,137	894,366
1957	738	290,960	.....	.....	3,472	49,431	277,301	.....	62,165	95,956	22,005	980	13,312	.....	486	.....	12,491	858,085
1958	959	247,470	.....	.....	2,929	37,037	206,787	.....	55,950	89,745	22,523	813	11,865	.....	393	.....	12,142	726,704
1959	1,196	306,237	.....	.....	3,008	52,278	292,931	.....	69,509	109,053	30,864	715	13,473	.....	595	.....	15,497	942,133
1960	1,103	316,962	.....	.....	2,421	43,606	280,501	.....	62,546	110,349	31,385	1,400	10,876	.....	810	.....	14,179	943,485
1961	979	305,175	.....	.....	1,795	40,147	284,214	.....	69,596	116,538	32,644	1,135	8,618	.....	714	.....	13,199	918,608
1962	1,074	366,506	.....	.....	1,820	55,593	332,328	.....	80,590	130,959	30,426	1,316	10,353	.....	1,158	.....	15,151	1,068,725
1963	1,206	425,406	.....	.....	2,072	75,025	382,099	.....	87,814	145,105	44,339	1,997	12,099	.....	1,482	.....	16,438	1,244,224
1964	1,100	483,853	.....	.....	1,992	98,030	404,999	.....	99,148	148,008	44,385	2,347	12,064	.....	1,812	.....	16,609	1,361,772
1965	1,047	567,473	.....	.....	2,486	116,639	477,068	.....	118,273	148,195	42,415	2,876	13,127	.....	2,023	.....	18,954	1,528,859
1966	1,288	585,561	.....	.....	2,874	120,082	522,307	.....	115,122	155,566	42,860	3,472	15,014	.....	2,374	.....	20,683	1,610,450
1967	1,248	551,923	.....	.....	3,913	101,458	494,921	.....	113,982	150,946	39,757	2,912	13,434	.....	2,230	.....	17,458	1,518,426
1968	1,298	626,858	.....	.....	3,539	138,205	624,894	.....	133,308	140,948	38,486	4,008	14,932	.....	3,023	.....	19,905	1,775,601
1969	1,507	670,890	.....	.....	4,151	130,446	679,237	.....	139,449	137,888	36,017	5,592	15,655	.....	3,630	.....	21,321	1,888,612
1970	1,655	557,997	.....	.....	3,964	137,509	666,613	5,867	125,657	143,195	33,984	5,320	17,740	.....	3,457	.....	12,139	1,790,177
1971	1,685	647,256	.....	.....	4,107	159,778	700,635	6,495	144,112	158,194	36,354	6,739	15,582	.....	4,296	.....	10,622	1,993,186
1972	2,061	802,755	.....	.....	4,332	209,333	858,630	9,244	174,794	189,210	50,926	9,232	20,005	.....	5,698	.....	11,312	2,513,952
1973	2,267	991,099	.....	.....	4,757	325,051	995,156	12,483	213,797	199,875	68,227	11,601	24,075	.....	6,869	.....	13,906	3,029,074
1974	2,508	860,358	.....	.....	4,032	292,213	865,000	11,713	183,755	161,375	96,805	10,489	22,710	.....	8,428	.....	13,582	2,656,918
1975	1,451	815,595	.....	.....	1,589	282,271	747,807	6,237	170,186	111,352	85,111	5,633	13,718	.....	4,801	.....	7,137	2,397,417
1976	1,264	1,052,438	.....	.....	387	399,644	950,933	7,075	255,360	100,657	107,487	8,024	14,696	.....	5,839	.....	7,348	3,058,009
1977	802	1,133,201	.....	.....	5	460,623	1,139,224	9,928	280,776	108,753	124,843	12,330	22,994	.....	9,453	.....	10,844	3,509,328
1978	37	1,275,787	.....	.....	.....	464,470	1,314,251	11,725	329,185	116,574	163,548	14,345	27,390	.....	9,454	.....	13,292	3,963,340
1979	2	1,085,855	.....	.....	.....	371,970	1,123,605	14,308	283,329	116,739	145,583	14,893	29,265	.....	8,693	.....	12,512	3,472,209
1980	.....	737,788	.....	.....	95	256,829	784,132	11,473	181,252	74,484	81,923	11,163	21,743	.....	7,008	.....	7,664	2,476,777
1981	.....	650,460	.....	.....	.....	166,363	697,213	9,095	160,703	61,792	58,257	10,379	19,698	.....	6,654	.....	2,857	2,185,489
1982	.....	758,107	.....	.....	.....	218,178	733,120	7,292	212,908	45,902	62,097	7,344	15,590	.....	5,781	.....	2,669	2,430,471
1983	.....	904,672	263,687	13,999	.....	253,360	942,568	11,111	247,970	50,526	76,453	7,972	15,038	15,998	8,026	6,197	3,242	2,976,556
1984	.....	1,089,853	503,967	18,889	.....	.....	1,162,001	.....	305,196	66,713	148,040	.....	25,617	26,731	.....	10,797	.....	4,047,192

①Dodge included in Chrysler Corp. totals beginning in 1963. ②Freightliner included in White totals until 1970; included in Daimler-Benz beginning in 1983. ③Kenworth, Peterbilt included in Paccar totals beginning in 1983.
④White totals include Autocar and Western Star; White included in Volvo-White beginning in 1963.

Source: R. L. Polk & Co.



PRODUCTS/ SPECIFICATIONS

U. S. 1985-model passenger-car specifications

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
AMERICAN MOTORS—Eagle Sedan 4	109.3	180.9	72.3	54.4	3280	38.1	40.8	59.6	57.6	L4	3.88 x 3.19	2.5/150	2V	9.2	NA	NA	22.0	6.5	4.0	3.54	4	15	37.2
Eagle Wagon 6	109.3	180.9	72.3	54.6	3433	38.1	40.8	59.6	57.6	L6	3.75 x 3.90	4.2/258	2V	9.2	NA	NA	22.0	14.0	5.0	2.73	4	15	37.2
BUICK — Skyhawk 2-dr. (Turbo OHC)	101.2	175.3	62.0	54.0	2400	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.0	150 @ 5600	150 @ 2800	13.6	8.0	4.0	3.65	F	13	34.7
Skyhawk 4-dr.	101.2	175.3	62.0	54.0	2436	38.5	42.2	55.4	55.2	L4	35 x 3.15	2.0/121	F.I.	9.3	86 @ 4900	100 @ 3000	13.6	9.6	5.0	4.10	F	13	34.7
Skyhawk Wagon (OHC)	101.2	175.3	62.0	54.0	2507	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9.0	84 @ 5200	102 @ 2800	13.6	7.9	5.0	3.45	F	13	34.7
Skylark 4-dr. V-6	104.9	181.1	68.9	53.7	2580	38.2	42.2	58.7	57.0	L4	4 x 3	2.5/151	F.I.	8.2	90 @ 4000	132 @ 2800	15.1	10.6	5.0	3.32	F	13	39.4
Somerset Regal	103.4	180.0	67.7	52.1	2471	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	13.6	4.62	5.0	2.84	F	13	35.4
Regal 2-dr. V-6	108.1	200.6	71.6	54.5	3172	37.8	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	13.0	5.0	2.41	R	14	38.6
Regal Wagon (diesel)	108.1	196.7	71.2	56.5	3500	38.8	42.8	58.5	57.7	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	18.2	NA	5.0	2.29	R	14	38.6
Century 2-dr. 4	104.9	189.1	67.7	53.6	2690	38.6	42.1	58.7	56.8	L-4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	15.7	8.9	4.0	2.39	F	14	38.5
Century 4-dr. V-6	104.9	189.1	67.7	53.6	2619	38.6	42.1	58.7	56.8	V-6	3.8 x 2.66	3.0/181	2V	8.4	112 @ 4800	145 @ 2400	15.7	12.1	5.0	2.53	F	13	38.5
Century Wagon (diesel)	104.9	191.0	69.4	54.2	2940	38.6	42.1	59.7	56.8	V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	13.2	NA	3.06	F	14	38.5
Riviera V-6	114	206.6	71.5	53.7	3679	37.9	42.8	59.3	60.0	V-8	3.8 x 3.39	50/307	4V	8.0	140 @ 3600	240 @ 1600	21.1	13.0	5.0	3.15	F	15	39.9
LeSabre 2-dr.V-6	115.9	218.4	76.2	56.0	3635	38.5	42.2	61.8	60.7	V-6	3.8 x 3.4	3.8/231	2V.	8.0	110 @ 3800	190 @ 1600	250	13.5	5.0	2.73	R	15	40.3
LeSabre 4-dr.V-8	115.9	218.4	76.2	56.7	3700	39.5	42.2	61.8	60.7	V-8	3.8 x 3.39	5.0/305	4V	8.0	140 @ 3600	240 @ 1600	25.0	13.0	5.0	2.73	R	15	40.3
Electra Sedan FWD	110.8	197.4	72.1	54.2	3243	39.3	42.4	60.3	59.7	V-6	3.8 x 3.4	3.8/231	F.I.	8.20	125 @ 4400	195 @ 2000	8.0	12.4	5.0	2.84	F	14	39.4
Electra Wagon (diesel)	115.9	220.5	79.3	59.6	4300	39.6	42.2	62.2	64.0	V-8	4.05 x 3.39	5.7/350	F.I.	21.6	105 @ 3200	200 @ 1600	22.0	15.6	8.0	2.93	R	15	40.5
OPTIONAL ENGINES: Skylark, Century										V-6	3.5 x 2.99	2.8/173	2V	8.4	112 @ 5100	148 @ 2400							
Skylark										V-6	3.5 x 2.99	2.8/173	F.I.	8.9	135 @ 5100	165 @ 3600							
Somerset Regal										V-6	3.8 x 2.66	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400							
Century										V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000							
Riviera (turbo)										V-6	3.8 x 3.4	3.8/231	F.I.	8.0	190 @ 4000	300 @ 2400							
Regal (turbo)										V-6	3.8 x 3.4	3.8/231	4V	8.0	200 @ 4000	300 @ 2400							
LeSabre										V-6	3.97 x 3.4	4.1/252	4V	8.0	125 @ 4000	205 @ 2000							
Regal (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	21.6	85 @ 3600	165 @ 1600							
LeSabre, Riviera (diesel)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
CADILLAC—Cimarron	101.2	173.1	65.0	52.0	2583	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	85 @ 4800	110 @ 2400	13.6	8.3	5.0	3.83	F	13	38.2
Seville	114.0	204.8	70.9	54.3	3804	38.1	42.8	59.3	55.2	L4	3.5 x 3.15	2.0/121	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12.0	6.0	3.15	F	15	42.2
Eldorado	114.0	204.5	70.6	54.3	3734	37.9	42.8	59.3	60.6	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	20.3	12.0	6.0	3.15	F	15	42.2
'85 Coupe deVille/Fleetwood	110.8	195.0	71.7	55.0	3324	39.3	42.4	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	9.0	125 @ 4200	190 @ 2200	18.0	12.4	5.0	3.15	F	14	39.4
Fleetwood Sedan	121.5	221.0	75.3	56.7	4029	39.0	42.0	61.7	60.7	V-8	3.47 x 3.31	4.1/249	F.I.	8.5	135 @ 4400	200 @ 2200	24.5	10.8	5.0	3.42	R	15	44.1
Limousine	134.4	218.6	71.7	55.0	3583	38.9	40.9	60.3	59.8	V-8	3.47 x 3.31	4.1/249	F.I.	9.0	125 @ 4200	190 @ 2200	18.0	12.4	5.0	2.97	F	14	48.6
OPTIONAL ENGINES:Cimarron										V-6	3.5 x 2.99	2.8/173	F.I.	8.9	125 @4800	155 @3600							
Eldo deville, Bram,**Set and strip** (diesels)										V-8	4.06 x 3.39	5.7/350	F.I.	22.7	105 @ 3200	200 @ 1600							
DeVille and Fleetwood (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
CHEVROLET—Chevette 2-dr.	94.3	161.9	61.8	52.8	2090	37.8	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.0	65 @ 5200	80 @ 3200	12.5	9.0	5.0	3.36	R	13	30.2
Chevette 4-dr.(diesel)	97.3	164.9	61.8	52.8	2321	37.9	41.7	51.2	51.2	L4	3.31 x 3.23	1.8/111	F.I.	22	51 @ 5000	72 @ 2000	12.5	9.0	6.	3.36	R	13	30.8
Cavalier 2-dr.	101.2	172.4	66.0	51.9	2369	37.7	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Cavalier 4-dr.	101.2	174.3	66.3	53.8	2389	38.5	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	93.0	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Cavalier Hatchback	101.2	172.4	66.0	51.7	2418	37.6	42.1	55.4	55.2	L4	3.5 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Cavalier Wagon	101.2	174.5	66.3	54.3	2461	38.4	42.2	55.4	55.2	L4	35 x 3.15	2.0/121	F.I.	9.3	88 @ 4800	110 @ 2400	13.6	9.6	5.0	3.32	F	13	34.7
Citation II 2-dr.4	104..	176.7	68.3	53.9	2456	38.1	42.2	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4000	134 @ 2800	14.6	8.8	4.0	3.32	F	13	36.1
Citation II 4-dr. V-6	104.9	176.7	68.3	53.9	2570	38.1	42.2	58.7	57.0	V-6	3.5 x 2.99	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	15.1	10.7	5.0	3.32	F	13	36.1
Camaro 4	101.0	187.8	72.8	50.0	2892	37.0	43.0	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4800	134 @ 2800	15.8	9.3	4.0	3.42	R	14	36.9
Camaro V-6	101.0	187.8	72.8	50.0	2958	37.0	43.0	60.7	61.6	V-6	3.5 x 2.99	2.8/173	2V	8.5	107 @ 4800	145 @ 2100	16.2	12.9	5.0	3.42	R	14	36.9
Monte Carlo V-6	108.0	200.4	71.8	54.4	3177	37.6	42.8	58.5	57.8	V-6	4.0 x 3.43	4.3/262	F.I.	9.3	130 @ 3600	210 @ 2000	18.1	15.1	5.0	2.41	R	14	37.1
Monte Carlo V-8	108.0	200.4	71.8	54.4	3292	37.6	42.8	58.5	57.8	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	18.1	16.4	6.0	2.29	R	14	37.1
Celebrity 2-dr. 4	104.9	188.3	69.3	54.3	2668	38.8	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4000	134 @ 2800	15.7	9.8	4.0	3.65	F	13	36.9
Celebrity 4-dr. V-6	104.9	188.3	69.3	53.9	2775	38.6	42.1	58.7	57.0	V-6	3.5 x 2.99	2.8/173	F.I.	8.9	135 @ 5100	165 @ 3600	16.4	12.5	5.0	2.84	F	13	36.9
Celebrity Wagon (diesel)	104.9	188.3	69.3	54.3	3116	38.6	42.1	58.7	57.0	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	13.0	6.0	2.66	F	14	37.0
Chevrolet 4-dr.V-6	116.0	212.2	75.4	56.4	3486	39.5	42.2	61.7	60.7	V-6	4.0 x 3.43	4.3/262	F.I.	9.3	130 @ 3600	210 @ 2000	25.0	14.2	5.0	2.73	R	15	38.7
Chevrolet Wagon V-8	116.0	215.1	79.3	58.1	4069	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400	22.0	15.5	6.0	2.73	R	15	39.7
Corvette	96.2	176.5	71.0	46.6	3192	36.4	42.6	59.6	60.4	V-8	4 x 3.48	5.7/350	F.I.	9.0	230 @ 4000	333 @ 3200	20.0	14.7	5.0	3.07	R	16	40.1
OPTIONAL ENGINES: Citation II, Celebrity										V-6	3.5 x 2.99	2.8/173	F.I.	8.9	130 @ 4800	155 @ 3600							
Camaro										V-8	3.74 x 3.48	5.0/305	4V	9.5	155 @ 4200	245 @ 2000							

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PRODUCTS/SPECIFICATIONS

U. S. 1985-model passenger-car specifications *Continued from Page 37*

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater(qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. ft.)
Monte Carlo (SS)										V-8	3.74 x 3.48	5.0/305	4V	9.5	180 @ 4800	235 @ 3200							
Camaro (Z—28)										V-8	3.74 x 3.48	5.0/305	4V	9.5	190 @ 4800	240 @ 3200							
Chevrolet, Monte Carlo (diesels)										V-8	4 x 3.39	5.7/350	F.I.	22.1	105 @ 3200	200 @ 1600							
Camaro										V-8	3.74 x 3.48	5.0/305	F.I.	9.5	215 @ 4400	275 @ 3200							
Cavalier										V-6	3.50 x 2.99	2.8/173	F.I.	8.9	125 @ 4800	155 @ 3600							
CHRYSLER—Laser	97.0	175.0	69.3	50.3	2550	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7	5.0	2.57	F	14	33.5
LeBaron 4-dr.	100.3	179.8	68.5	53.0	2560	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	14.0	8.7	5.0	2.57	F	14	34.8
LeBaron Wagon 4	100.1	179.6	68.5	52.7	2730	38.5	42.2	57.6	57.0	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14.0	8.7	5.5	3.02	F	14	34.8
LeBaron Exec. Wagon	124.0	203.4	68.5	53.0	3007	38.1	42.3	57.6	57.2	L4	3.59@3.86	2.6@156	2V	8.7	101@4800	140@2800	14	8.7	5.5	3.02	F	14	34.8
LeBaron GTS	103.1	180.4	68.3	53.0	2535	38.3	42.2	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	9.0	5.0	2.57	F	14	36.2
New Yorker (turbo)	103.3	185.7	68.3	52.9	2793	38.5	42.5	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	8.1	140 @ 5200	160 @ 3600	14.0	8.7	5.0	3.02	F	14	35.6
E-Class	103.3	187.2	68.3	52.9	2595	38.7	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7	5.0	3.02	F	14	35.6
Fifth Avenue	112.7	206.7	74.2	55.3	3747	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18.0	15.0	5.0	2.26	R	15	40.7
OPTIONAL ENGINES:																							
LeBaron, Laser, LeBaron GTS turbos										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	168 @ 3600							
E-Class, New Yorker										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
DODGE—Charger 1.6-liter	96.6	174.8	66.7	50.8	2224	37.2	42.5	56.1	55.9	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13.0	7.0	4.5	2.69	F	13	37.3
Charger 2.2	96.6	174.8	66.7	50.8	2271	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	2V	9.0	101 @ 5200	124 @ 3200	13.0	8.7	5.0	2.57	F	14	37.3
Shelby Charger Turbo	96.6	174.7	66.7	50.2	2410	37.2	42.5	56.1	55.9	L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @5200	168 @3600	13.0	8.7	5.0	2.57	F	14	37.3
Omni 4-dr. 2.2-liter	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	13.0	8.7	5.0	2.20	F	13	38.1
Omni 4-dr. GLH	99.1	164.8	65.8	53.1	2211	38.1	42.1	56.1	55.9	L4	3.4 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600	13.0	8.7	5.0	2.78	F	15	38.1
Omni GLH Turbo	99.1	164.8	65.8	53.1	2400	38.1	42.1	56.1	55.9	L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @5200	168 @3600	13.0	8.7	5.0	2.57	F	15	38.1
Aries 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2382	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	14.0	8.7	5.0	2.69	F	13	34.8
Aries Wagon 2.6 liter	100.3	176.2	68.6	52.4	2540	38.5	42.2	57.6	57.0	L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800	14.0	8.7	5.5	3.02	F	13	34.8
Daytona	97.0	175.0	69.3	50.3	2567	37.1	42.4	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7	5.0	2.57	F	14	33.5
Lancer	103.1	180.4	68.3	53.0	2535	38.3	42.2	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	9.0	5.0	2.57	F	14	36.2
600 2-dr.	100.3	181.3	68.5	52.6	2506	38.2	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	14.0	8.7	5.0	2.57	F	14	34.8
600 4-dr.	103.3	187.4	68.3	52.9	2553	38.7	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7.	5.0	3.02	F	14	35.6
Diplomat Sedan 6	112.7	205.7	74.2	55.3	3556	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @1600	18.0	15.0	5.0	2.26	R	15	40.7
OPTIONAL ENGINES: 600										L4	3.59 x 3.86	2.6/156	2V	8.7	101 @ 4800	140 @ 2800							
600, Daytona, Lancer (turbos)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	168 @ 3600							
FORD—EXP (H.O.)	94.2	170.3	65.9	50.5	2212	36.6	41.7	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	2V	9.0	80 @ 5400	88 @ 3000	13.0	6.7	4.5	3.73	F	13	35.7
Escort 2-dr.	94.2	163.9	65.9	53.3	2080	38.1	41.5	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	2V	9.0	70 @ 4600	88 @ 2600	13.0	6.7	4.0	3.04	F	13	35.7
Escort 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2146	38.1	41.5	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	2V	9.0	80 @ 5400	88 @ 3000	13.0	6.7	4.5	3.73	F	13	35.7
Escort Wagon (EFI)	94.2	165.0	65.9	53.3	2177	38.1	41.5	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	F.I.	9.0	84 @ 5200	90 @ 2800	13.0	6.7	4.5	3.73	F	13	35.7
Mustang 2-dr. 4	100.5	179.1	69.1	51.9	2664	37.2	41.7	56.6	57.0	L4	3.78 x 3.13	2.3/140	1V	9.0	88 @ 4000	122 @ 2400	15.4	10.2	5.0	3.08	R	14	37.4
Mustang 3-dr. V-6	100.5	179.1	69.1	51.9	2854	37.2	41.7	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	12.2	5.0	2.73	R	14	37.4
Tempo 2-dr.	99.9	176.2	66.2	52.5	2373	3.76	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	14.0	N.A.	N.A.	3.04	F	13	38.5
Tempo 4-dr.	99.9	176.2	66.2	52.7	2443	3.76	41.5	54.7	57.6	L4	3.7 x 3.3.	2.3/140	F.I.	9.0	86 @ 4400	124 @ 2800	14.0	N.A.	N.A.	3.04	F	13	38.5
Thunderbird	104.0	197.6	71.1	53.2	3069	37.7	42.0	58.1	58.5	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21.0	12.2	5.0	3.45	R	14	38.6
LTD Sedan	105.6	196.5	71.0	53.8	3001	38.7	41.9	56.6	57.0	L4	3.78 x 3.13	2.3/140	1V	9.0	88 @ 4000	122 @ 2400	16.0	8.6	5.0	3.27	R	14	39.1
LTD Wagon V-6	105.6	196.5	71.0	54.4	3152	39.1	41.9	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16.0	12.2	5.0	3.27	R	14	39.1
Taurus 4-dr. Sedan	106.0	188.4	70.7	54.4	2849	38.3	41.6	61.5	60.5	V-6	3.5 x 3.10	3.0/182	F.I.	9.2	140 @4800	160 @3000	16.0	10.0	5.0	3.37	F	14	39.8
Taurus Wagon	106.0	191.9	70.7	55.2	3052	38.3	41.6	61.5	60.5	V-6	3.5 x 3.10	3.0/182	F.I.	9.2	140 @4800	160 @3000	16.0	10.0	5.0	3.37	F	14	39.8
Ford 4-dr. V-8	114.3	211.1	77.5	55.3	3730	37.9	42.1	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18.0	13.3	5.0	3.08	R	14	39.1
Ford Wagon V-8 (dual exhaust)	114.3	215.0	79.3	56.8	3936	38.8	42.1	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5.0	3.08	R	14	39.1
OPTIONAL ENGINES: EXP, Escort (turbos)										L4	3.15 x 3.13	1.6/97.6	F.I.	8.0	120 @ 5200	120 @ 3400							
Escort, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
LTD (propane)										L4	3.78 x 3.13	2.3/140	1V	10.0	88 @ 4000	122 @ 2400							
Mustang, Thunderbird (turbos)										L4	3.78 x 3.13	2.3/140	F.I	8.0	155 @ 4600	190 @ 2800							
Mustang, (SVO turbos)										L4	3.78 x 3.13	2.3/140	F.I.	8.0	200 @ 5000	240 @ 3000							
Mustang, LTD (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Mustang (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	210 @ 4400	270 @ 3200							
Tempo (H.S.O.)										L4	3.7 x 3.3	2.3/140	F.I.	9.0	100 @ 4600	125 @ 3200							
Thunderbird										V-8	4 x 3	5.0/302	F.I	8.4	140 @ 3200	250 @ 1600							
HONDA—Accord 4dr.	96.5	175.4	65.2	54.1	2271	38.7	41.3	56.9	55.9	L4	3.15 x 3.58	1.8/107	3V	9.0	86 @ 5800	98 @ 3500	15.8	6.3	4.0	3.00	F	13	34.1
LINCOLN—Mark VII	108.5	202.8	70.9	54.0	3625	37.8	42.0	58.4	59.0	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5.0	3.08	R	15	40.0
Lincoln 4dr. (dual exhaust)	117.3	219.0	78.1	55.9	4062	39.0	43.5	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.0	13.3	5.0	3.08	R	15	40
Continental	108.5	200.7	73.6	55.5	3750	38.5	42.0	58.4	59.0	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	22.3	13.3	5.0	3.08	R	15	40.1
OPTIONAL ENGINES: Strip indiesels)										L6	3.15 x 3.19	2.4/146	F.I.	23.0	115 @ 4800	155 @ 2400							
Lincoln 4dr. (dual exhaust)										V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000							
MERCURY—Lynx 2-dr.	94.2	163.9	65.9	53.3	2087	38.1	41.5	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	2V	9.0	70 @ 4600	88 @ 2600	13.0	6.7	4.5	3.04	F	13	35.7
Lynx 4-dr. (H.O.)	94.2	163.9	65.9	53.4	2149	38.1	41.5	54.7	56.0	L4	3.15 x 3.13	1.6/97.6	2V	9.0	80 @ 5400	88 @ 3000	13.0	6.7	4.5	3.73	F	13	35.7
Lynx Wagon (EFI)	94.2	165.0	65.9	53.3	2182	38.0	41.5	54.7	56.0	L6	3.15 x 3.13	1.6/97.6	F.I.	9.0	84 @ 5200	90 @ 2800	13.0	6.7	4.5	3.73	F	13	35.7
Capri 4	100.5	179.1	69.1	51.9	2743	37.2	41.7	56.6	57.0	L4	3.78 x 3.12	2.3/140	1V	9.0	88 @ 4000	122 @ 2400	15.4	10.2	5.0	3.08	R	14	37.4
Capri 6	100.5	179.1	69.1	51.9	2887	37.2	41.7	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	15.4	12.2	5.0	2.73	R	14	37.4
Topaz 2-dr.	99.9	176.5	66.2	52.5	2379	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	86 @ 4000	124 @ 2800	14.0	N.A.	N.A.	3.04	F	13	38.5
Topaz 4-dr. (H.S.O.)	99.9	176.5	66.2	52.7	2447	37.6	41.5	54.7	57.6	L4	3.7 x 3.3	2.3/140	F.I.	9.0	100 @ 4600	125 @ 3200	14.0	N.A.	N.A.	3.04	F	13	38.5
Cougar V-6	104.0	197.6	71.1	53.4	3065	37.8	42.0	58.1	58.5	V6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	21.0	12.2	5.0	2.73	R	14	39.4
Sable 4-dr. Sedan	106.0	188.4	70.7	54.4	2918	38.3	41.6	61.5	60.5	V-6	3.5 x 3.10	3.0/182	F.I.	9.3	140 @4800	160 @3000	16.0	10.0	5.0	3.37	F	14	39.8

PRODUCTS/SPECIFICATIONS

U. S. 1985-model passenger-car specifications

Make and Model	Dimensions									Engines							Capacities			Miscellaneous			
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Type	Bore and Stroke (in.)	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net HP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Drive System	Wheel Diameter (in.)	Curb-to-Curb Turning Circle (dia. in ft.)
Sable Wagon	106.0	191.9	70.7	55.2	3097	38.3	41.6	61.5	60.5	V-6	3.5 x 3.10	3.0/182	F.I.	9.3	140 @4800	160 @3000	16.0	10.0	5.0	3.37	F	14	39.8
Marquis Sedan 4	105.6	196.5	71.0	53.8	2928	38.7	41.9	56.6	57.0	L4	3.78 x 3.12	2.3/140	1V	9.0	88 @ 4000	122 @ 2400	16.0	8.6	5.0	3.27	R	14	39.1
Marquis Wagon V-6	105.6	196.5	71.0	54.4	3128	39.1	41.9	56.6	57.0	V-6	3.8 x 3.4	3.8/232	F.I.	8.7	120 @ 3600	205 @ 1600	16.0	12.2	5.0	3.27	R	14	39.1
Mercury 4-dr. V-8	114.3	214.0	77.5	55.2	3780	37.9	42.1	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600	18.0	13.3	5.0	3.08	R	14	39.1
Mercury Wagon V-8 (dual exhaust)	114.3	218.0	79.3	56.8	3981	38.8	42.1	62.2	62.0	V-8	4 x 3	5.0/302	F.I.	8.4	155 @ 3600	265 @ 2000	18.5	13.3	5.0	3.08	R	14	39.1
OPTIONAL ENGINES: Lynx (turbo)										L4	3.15 x 3.13	1.6/97.6	F.I.	8.0	120 @ 5200	120 @ 3400							
Lynx, Topaz (diesels)										L4	3.39 x 3.39	2.0/121	F.I.	22.5	52 @ 3600	82 @ 2400							
Marquis (propane)										L4	3.78 x 3.13	2.3/140	1V	10.0	88 @ 4000	122 @ 2400							
Capri, Cougar (turbos)										L4	3.78 x 3.12	2.3/140	F.I.	8.0	145 @ 4600	180 @ 3600							
Capri, Marquis (H.O.)										V-8	4 x 3	5.0/302	F.I.	8.3	165 @ 3800	245 @ 2000							
Capri (H.O.)										V-8	4 x 3	5.0/302	4V	8.3	175 @ 4000	245 @ 2200							
Capri										V-8	4 x 3	5.0/302	4V	8.3	205 @ 4400	265 @ 3200							
Cougar										V-8	4 x 3	5.0/302	F.I.	8.4	140 @ 3200	250 @ 1600							
OLDSMOBILE—Firenza 2-dr. (OHC)	101.2	174.3	65.0	51.7	2412	37.2	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/112	F.I.	9.0	84 @ 5200	102 @ 2800	14.0	8.0	4.5	3.83	F	13	34.4
Firenza 4-dr.	101.2	176.2	65.0	53.7	2418	38.2	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/122	F.I.	9.3	88 @ 4800	110 @ 2400	14.0	9.6	5.0	4.10	F	13	34.4
Firenza Wagon	101.2	176.2	65.0	55.2	2496	38.1	42.2	55.4	55.2	L4	3.5 x 3.15	2.0/112	F.I.	9.3	88 @ 4800	110 @ 2400	14.0	9.6	5.0	4.10	F	13	34.4
Calais	103.4	177.5	66.9	52.5	2512	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	13.6	4.62	5.0	2.84	F	13	35.4
Cutlass Supreme 2-dr. V-6	108.1	200.0	71.6	54.9	3204	37.9	42.8	58.5	57.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	19.8	13.0	5.0	2.41	R	14	38.2
Cutlass 4-dr. V-8	108.1	200.4	71.9	55.9	3451	38.7	42.8	58.5	57.8	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	18.2	14.9	5.0	2.14	R	14	38.2
Cutlass Ciera 2-dr.4	104.9	188.4	69.5	54.1	2691	38.6	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	8.2	92 @ 4000	134 @ 2800	15.7	9.1	4.0	2.39	F	14	38.1
Cutlass Ciera 4-dr.V-6	104.9	188.4	69.5	54.1	2814	38.6	42.1	58.7	57.0	V-6	3.8 x 2.66	3.0/181	2V	8.4	110 @ 4800	145 @ 2600	15.7	13.6	5.0	2.53	F	14	38.1
Ciera Wagon (diesel)	104.9	191.0	69.5	54.5	3069	38.6	42.1	58.7	57.0	V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600	16.6	12.6	6.0	2.53	F	14	38.1
Toronado V-8	114.0	206.0	71.4	54.6	3887	37.9	42.8	59.3	60.0	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	21.1	16.4	5.0	2.73	F	15	40.4
Delta 88 Sedan V-6	115.9	218.1	76.3	56.7	3531	39.5	42.0	61.7	60.7	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	25.0	13.0	5.0	2.73	R	15	39.1
98 Regency Brougham FWD	110.8	196.4	71.4	55.1	3167	39.3	42.4	60.3	59.8	V-6	4.06 x 3.39	3.8/231	F.I.	8.0	125 @ 4400	195 @ 2000	18.0	13.7	6.0	2.33	F	14	39.4
Custom Cruiser V-8	115.9	220.3	79.8	58.5	4128	39.6	42.2	62.1	64.1	V-8	3.8 x 3.39	5.0/307	4V	8.0	140 @ 3600	240 @ 1600	22.0	15.6	5.0	2.73	R	15	39.2
OPTIONAL ENGINES: Firenza										V-6	3.5 x 2.99	2.6/173	F.I.	8.9	135 @ 5100	165 @ 3600							
Cutlass, 98 (diesel)										V-6	4.06 x 3.39	4.3/263	F.I.	22.8	85 @ 3600	165 @ 1600							
Ciera										V-6	3.8 x 3.4	3.8/231	F.I.	8.0	125 @ 4000	205 @ 2000							
Toronado, 88, Cus Cr, Cut (**Stripin**)										V-8	4.06 x 3.39	5.7/350	F.I	22.7	105 @ 3200	200 @ 1600							
Omega (H.O.)										V-6	3.5 x 3	2.8/173	2V	8.9	130 @ 5400	145 @ 2400							
Calais										V-6	3.8 x 2.66	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400							
PLYMOUTH—Horizon 4-dr. 1.6	99.1	164.8	65.8	53.1	2151	38.1	42.1	56.1	55.6	L4	3.17 x 3.07	1.6/97.1	2V	8.8	64 @ 4800	87 @ 2800	13.0	7.0	4.5	2.69	F	13	37.3
Horizon 4-dr. 2.2	99.1	164.8	65.8	53.1	2197	38.1	42.1	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	13.0	8.7	5.0	2.20	F	13	38.1
Turismo 2.2	96.6	174.8	66.7	50.8	2332	37.2	42.5	56.1	55.6	L4	3.44 x 3.62	2.2/135	2V	9.0	101 @ 5200	124 @ 3200	13.0	8.7	5.0	2.57	F	14	37.3
Reliant 4-dr. 2.2 liter	100.3	176.1	68.6	52.7	2361	38.6	42.2	57.6	57.0	L4	3.44 x 3.62	2.2/135	2V	9.0	96 @ 5200	119 @ 3200	14.0	8.7	5.0	2.69	F	13	34.8
Reliant Wagon 2.6 liter	100.3	176.2	68.6	52.4	2454	38.5	42.2	57.6	57.0	L4	3.59 x 3.86	2.6/156	2V	8.2	101 @ 4800	140 @ 2800	14.0	8.7	5.6	3.02	F	13	34.8
Caravelle	103.3	186.6	68.0	53.1	2527	38.7	42.2	57.6	57.2	L4	3.44 x 3.62	2.2/135	F.I.	9.0	99 @ 5600	121 @ 3200	14.0	8.7	5.0	3.02	F	14	35.6
Gran Fury	112.7	205.7	74.2	55.3	3558	39.3	42.5	60.0	59.5	V-8	3.91 x 3.31	5.2/318	2V	8.7	130 @ 4000	235 @ 1600	18.0	16.5	5.0	2.94	R	15	40.7
OPTIONAL ENGINES: Horizon, Turismo										L4	3.44 x 3.62	2.2/135	2V	9.6	110 @ 5600	129 @ 3600							
Caravelle (turbo)										L4	3.44 x 3.62	2.2/135	F.I.	8.1	146 @ 5200	168 @ 3600							
PONTIAC—T1000 4-dr.	97.3	164.8	61.8	52.8	2138	37.9	41.7	51.2	51.2	L4	3.23 x 2.98	1.6/98	2V	9.0	65 @ 5200	80 @ 3200	12.5	9.0	5.0	3.36	R	13	30.2
Fiero	93.4	160.7	68.9	46.9	2459	37.0	43.5	57.8	58.7	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	134 @ 2800	10.2	13.7	4.0	41	R	13	38.4
Sunbird Coupe (OHC)	101.2	173.6	68.6	53.5	2347	37.7	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9.0	84 @ 5200	102 @ 2800	13.6	8.0	5.0	3.45	F	13	34.7
Sunbird Sedan (OHC turbo)	101.2	175.9	68.6	54.8	2431	38.5	42.2	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	8.0	150 @ 5600	150 @ 2800	13.6	7.8	5.0	3.65	F	13	34.7
Sunbird Wagon	101.2	175.8	65.0	51.9	2480	38.3	42.1	55.4	55.2	L4	3.34 x 3.13	1.8/110	F.I.	9.0	84 @ 5200	102 @ 2800	13.6	9.6	5.0	4.1	F	13	34.7
Gran Am	103.4	177.5	66.9	52.5	2488	37.7	42.9	55.5	55.2	L4	4 x 3	2.5/151	F.I	9.0	92 @ 4400	134 @ 2800	13.6	7.9	4.0	3.35	F	13	35.1
Firebird 4	101.0	189.9	72.4	49.7	2859	37.0	43.0	60.7	61.6	L4	4 x 3	2.5/151	F.I.	9.0	88 @ 4400	132 @ 2800	15.9	9.3	4.0	3.42	R	14	36.9
Firebird S/E	101.0	189.9	72.4	49.8	2891	37.0	43.0	60.7	61.6	V-6	3.5 x 3	2.8/173	2V	8.9	135 @ 5100	145 @ 2400	16.1	12.9	5.0	3.23	R	14	36.9
Bonneville Sedan V-6	108.1	200.2	71.6	55.8	3155	38.5	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5.0	2.41	R	14	37.1
Grand Prix V-6	108.1	201.9	72.3	54.7	3207	37.6	42.8	58.5	57.8	V-6	3.8 x 3.4	3.8/231	2V	8.0	110 @ 3800	190 @ 1600	18.1	12.4	5.0	2.41	A	14	37.1
6000 2-dr. 4	104.9	188.8	72.0	53.3	2707	38.6	42.1	58.7	57.0	L4	4 x 3	2.5/151	F.I.	9.0	92 @ 4400	132 @ 2800	15.7	9.7	4.0	2.39	F	14	40.0
6000 4-dr. V-6	104.9	188.8	72.0	53.7	2791	38.6	42.1	58.7	57.0	V-6	3.5 x 3	2.8/173	2V	8.5	112 @ 4800	145 @ 2100	16.4	12.5	5.0	2.84	F	14	40.0
6000 Wagon (diesel)	104.9	192.9	72.0	60.0	3159	38.6	42.1	58.7	57.0	V-6	4.06 x 3.39	4.3/262	F.I.	21.6	85 @ 3600	165 @ 1600	16.6	12.9	6.0	2.39	F	14	40.0
Parisienne Sedan	116.0	212.2	75.3	56.4	3484	39.5	42.2	61.8	60.8	V-6	4.0 x 3.43	4.3/263	F.I.	9.3	130 @ 3600	210 @ 2000	25.0	12.4	5.0	2.73	R	15	38.7
Parisienne Wagon	116.0	215.1	79.3	58.1	4080	39.6	42.2	62.2	64.1	V-8	3.74 x 3.48	5.0/305	4V	8.6	165 @ 4200	240 @ 2400	22.0	16.4	6.0	2.73	R	15	39.7
OPTIONAL ENGINES: 1000 (diesel)										L4	3.31 x 3.23	1.8/111	F.I	22.0	51 @ 5000	72 @ 2000							
6000 STE, Fiero										V-6	3.50 x 2.99	2.8/173	F.I.	8.5	140 @ 5200	170 @ 3600							
Grand Am										V-6	3.8 x 2.66	3.0/181	F.I.	9.0	125 @ 4900	150 @ 2400							
Firebird										V-6	3.5 x 3	2.8/173	2V	8.5	107 @ 4800	145 @ 2100							
Firebird, Grand Prix, Parisienne										V-8	3.74 x 3.48	5.0/305	4V	8.6	150 @ 4000	240 @ 2400							
Trans Am (H.O.)										V-8	3.74 x 3.48	5.0/305	4	9.5	190 @ 4800	240 @ 3200							
Firebird										V-8	3.74 x 3.48	5.0/305	F.I.	9.0	205 @ 4400	270 @ 3200							
Grand Prix, Bonn, Parise (di**Strip-in**)										V-8	4.06 x 3.39	5.7/350	F.I.	22.5	105 @ 3200	200 @ 1600							
RENAULT/AMC—Alliance	97.8	163.8	65.0	51.3	1957	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9.0	NA	NA	12.5	4.7	5.0	3.3	F	13	30.3
Alliance Convertible	97.8	163.8	65.0	53.0	2184	38.6	40.8	55.2	52.8	L4	3.19 x 3.29	1.7/103	F.I.	9.5	77.5 @ 5000	96 @ 3000	12.5	4.7	5.0	3.3	F	13	30.3
Encore 3-dr.	97.8	160.6	65.0	51.3	2006	37.1	40.8	55.2	52.8	L4	2.99 x 3.03	1.4/85.2	F.I.	9.0	NA	NA	12.5	4.7	5.0	3.3	F	13	30.3
VOLKSWAGEN GOLF (diesel)	97.3	158.0	65.5	55.7	2150	N.A.	N.A.	56.3	56.0	L4	3.01 x 3.40	1.6/97	F.I.	23.0	52 @ 4800	71 @ 2000	14.5	7.3	4.7	3.94	F	13	34.3
Golf Sedan	97.3	158.0	65.5	55.7	2194	N.A.	N.A.	56.3	56.0	L4	3.19 x 3.40	1.8/109	F.I.	8.5	85 @ 5250	98 @ 3000	14.5	7.3	4.7	3.67	F	13	34.4
GTI	97.3	158.0	65.5	55.7	2200	N.A.	N.A.	56.3	56.0	L4	3.19 x 3.40	1.8/109	F.I.	10.0	100 @ 5500	105 @ 3000	14.5	7.3	4.7	3.67	F	14	34.3

PRODUCTS/SPECIFICATIONS

1985 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

The family trees of domestic cars are listed on this page and on Page 44, along with photos depicting each family line. Of the domestics, only the Big Three group and name their automobiles by families; Volkswagen of America, Honda and American Motors do not.

For the 1985 model year, Chrysler Corp. added one family: Its H-body Lancer and LeBaron GTS. That brought its family count to nine. Within those nine were 52 different models of automobiles, up from 45 at the close of the 1984 model year.

Ford Motor Co.'s domestic family members stayed unchanged at seven, and, in accordance with its new policy of deproliferation, its lineup was trimmed from 82 models to 74.

General Motors added its N-car line: Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal, bringing its number of domestic-car family lines to 14 for '85. It, too, trimmed its model count: From 157 to 140. Details on domestic model numbers can be found on Page 49.

Ford Motor Co.

	ERIKA	TOPAZ	FOX	L	LS*	S	PANTHER
FORD	Escort EXP	Tempo	Mustang	LTD		Thunderbird	LTD Crown Victoria
MERCURY	Lynx	Topaz	Capri	Marquis		Cougar	Grand Marquis
LINCOLN					Continental/ Continental Mark VII		Town Car

*Air suspension models.

Erika: Ford Escort

Topaz: Mercury Topaz

Fox: Mercury Capri

L-Body: Ford LTD

LS-Body: Lincoln Continental Mark VII

S-Body: Ford Thunderbird

Panther: Ford Crown Victoria

Chrysler Corp.

	CV	E	G	H	K	KC	L	M	S
PLYMOUTH		Caravelle			Reliant		Horizon Turismo	Gran Fury	Voyager
DODGE	600 Convertible	600	Daytona	Lancer	Aries		Omni Charger	Diplomat	Caravan
CHRYSLER	LeBaron	New Yorker	Laser	LeBaron GTS		Limo		Fifth Avenue	

CV-Body: Chrysler LeBaron

E-Body: Chrysler New Yorker

G-Body: Dodge Daytona

H-Body: Dodge Lancer

K-Body: Dodge Aries

KC-Body: Chrysler Limousine

L-Body: Plymouth Horizon

M-Body: Chrysler Fifth Avenue

S-Body: Plymouth Voyager

PRODUCTS/SPECIFICATIONS

A-Body: Pontiac 6000 STE

B-body: Chevrolet Caprice.

B-Body: Oldsmobile Delta 88

C-Body: Cadillac Sedan deVille

D-Body: Cadillac Fleetwood Limousine

E-Body: Buick Riviera

1985 MODEL DOMESTIC CAR BODY FAMILY DESIGNATIONS

General Motors

	A	B	C	D	E	F	G
CHEVROLET	Celebrity*	Impala* Caprice Classic*				Camaro	Monte Carlo
PONTIAC	6000*	Parisienne*				Firebird	Bonneville Grand Prix
OLDSMOBILE	Ciera*	Delta 88*	Ninety-Eight		Toronado		Cutlass Supreme
BUICK	Century	LeSabre*	Electra		Riviera		Regal
CADILLAC			Fleetwood Brougham DeVille	Fleetwood Limousine	Eldorado		

	J	K	N	P	T	X	Y
CHEVROLET	Cavalier*				Chevette	Citation	Corvette
PONTIAC	2000*		Grand Am	Fiero	1000		
OLDSMOBILE	Firenza*		Calais				
BUICK	Skyhawk*		Somerset Regal			Skylark	
CADILLAC	Cimarron	Seville					

*Station wagon also available under this body code in car line.

F-Body: Chevrolet Camaro

K-Body: Cadillac Seville

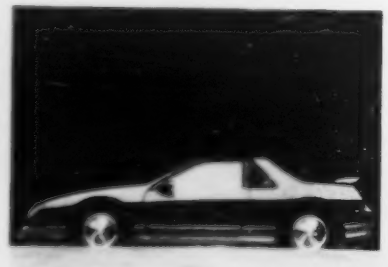
T-Body: Pontiac 1000

G-Body: Oldsmobile Cutlass Supreme

N-Body: Buick Somerset Regal

X-Body: Buick Skylark

J-Body: Chevrolet Cavalier



P-Body: Pontiac Fiero

Y-Body: Chevrolet Corvette

PRODUCTS/SPECIFICATIONS

1985-model import-car specifications

MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with Heater (qts.)	Crankcase w/Filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning Circle (dia. in ft.)
ALFA ROMEO Graduate	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9.0	115@5,500	119@2,750	12.2	8.0	7.0	4.10	M5	R	14	34.5
Spider Veloce	88.6	168.8	64.1	48.8	2,548	33.9	29.5	52.1	50.1	4	2.0/119.7	F.I.	9.0	115@5,500	119@2,750	12.2	8.0	7.0	4.10	M5	R	14	34.5
GTV-6	94.5	171.2	65.5	52.4	2,823	N.A.	N.A.	54.0	53.2	V-6	2.5/152	F.I.	9.0	154@5,500	152@3,200	17.0	9.0	8.0	4.10	M5	R	365mm	32.8
ASTON MARTIN V-8 Coupe	102.8	189.5	72.0	52.3	4,100	N.A.	N.A.	59.0	59.0	V-8	5.3/325	4-2V	8.3	N.A.	N.A.	25.2	19.2	12.0	3.54	M5	R	15	38.0
Volante Convertible	102.8	189.5	72.0	54.0	4,100	N.A.	N.A.	59.0	59.0	V-8	5.3/325	4-2V	8.3	N.A.	N.A.	25.8	19.2	12.0	3.54	M5	R	15	38.0
Lagonda	115.0	207.9	70.5	51.2	4,400	N.A.	N.A.	59.0	59.0	V-8	5.3/326	N.A.	N.A.	N.A.	N.A.	33.3	N.A.	N.A.	N.A.	A3	R	15	N.A.
AUDI 4000 S	99.8	176.6	66.2	54.3	2,337	N.A.	N.A.	55.1	55.9	4	1.8/109	F.I.	10.0	102@5,500	105@3,250	15.8	6.9	3.7	4.11	M5	F	14	34.0
4000 S Quattro	99.4	176.6	66.4	54.3	2,824	N.A.	N.A.	55.4	55.8	5	2.2/136	F.I.	8.5	115@5,500	126@3,000	18.5	8.5	4.0	4.11	M5	4	14	34.8
Quattro Turbo	99.5	178.2	67.9	52.0	3,035	N.A.	N.A.	56.0	57.4	5	2.1/131	F.I.	7.0	160@5,500	170@3,000	23.8	9.8	4.5	3.89	M5	4	15	34.0
5000 S	105.8	192.7	71.4	55.7	2,844	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	8.5	110@5,500	122@2,500	21.1	8.5	5.3	4.11	M5	F	14	34.2
5000 S Turbo	105.8	192.7	71.4	55.9	3,086	N.A.	N.A.	57.8	57.8	5	2.1/131	F.I.	8.3	140@5,500	149@2,500	21.1	8.5	5.3	3.25	A3	F	15	34.2
5000 S Wagon	105.8	192.7	71.4	55.7	2,954	N.A.	N.A.	57.8	57.8	5	2.2/136	F.I.	8.5	110@5,500	122@2,500	21.1	8.5	5.3	4.11	M5	F	14	34.2
Coupe GT	99.8	177.3	66.3	53.1	2,507	N.A.	N.A.	55.2	55.9	5	2.2/136	F.I.	8.5	110@5,500	110.6@2,500	15.8	7.4	4.0	4.90	M5	F	14	32.5
BERTONE X 1/9	86.7	156.2	61.8	46.4	2,130	N.A.	N.A.	53.3	53.6	4	1.5/91.4	F.I.	8.5	75@5,500	79@3,000	12.2	11.6	4.6	4.08	M5	R	13	32.8
BMW 318i 2 or 4-door Sedan	101.2	176.8	64.8	54.3	2,395	37.7	N.A.	55.4	55.7	4	1.8/108	F.I.	8.8	101@5,800	103@4,500	14.5	N.A.	N.A.	3.91	M5	R	14	32.2
325e 2 or 4-door Sedan	101.2	176.8	64.8	54.3	2,710	37.7	N.A.	55.4	55.7	6	2.7/164	F.I.	9.0	121@4,250	170@3,250	14.5	N.A.	N.A.	2.79	M5	R	14	32.2
528e Sedan	103.3	189.0	66.9	55.7	3,055	37.0	41.7	56.3	57.5	6	2.7/164	F.I.	9.0	121@4,250	170@3,250	16.6	12.7	4.5	2.93	M5	R	14	32.8
535i Sedan	103.3	189.0	66.9	55.7	3,230	37.0	41.7	56.3	57.9	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	16.6	N.A.	N.A.	3.25	M5	R	390mm	32.8
635CSi	103.5	193.8	67.9	53.7	3,380	35.0	41.7	56.3	57.9	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	16.6	12.7	6.1	3.45	M5	R	14	33.1
735i Sedan	110.0	197.4	70.9	56.3	3,505	36.0	42.1	59.1	59.7	6	3.4/209	F.I.	8.0	182@5,400	214@4,000	22.5	12.7	6.1	3.45	M5	R	14	34.8
CHEVROLET Spectrum Hatchback	94.5	155.9	63.6	52.0	1,808	37.8	41.7	54.7	54.3	4	1.5/90	2V	9.6	70@5,400	87@3,400	11.1	6.8	4.0	3.58	M5	F	13	32.8
CHEVROLET Sprint	88.4	141.1	60.3	53.2	1,488	37.0	42.1	52.4	51.2	3	1.0/60.6	2V	9.5	48@5,100	57@3,200	8.3	4.5	3.7	4.10	M5	F	14	31.6
COLT (Plymouth and Dodge) 2-door 1.5 L	90.6	156.9	62.4	50.0	1,865	36.8	40.6	54.1	52.8	4	1.5/90.0	2V	9.4	68@5,500	82@3,500	10.6	4.8	3.6	3.15	M4	F	13	32.8
5 door Turbo	93.7	161.0	62.6	50.0	1,951	36.8	40.6	54.1	52.8	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	10.6	4.8	4.1	3.47	M5	F	13	32.8
Colt 4-door Sedan	93.7	167.3	63.8	50.8	1,989	37.7	40.6	54.7	52.7	4	1.5/97.5	F.I.	9.4	68@5,500	82@3,500	11.9	4.8	3.6	3.47	M5	F	13	32.5
Colt sedan Turbo	93.7	167.3	63.8	50.8	2,218	37.7	40.6	54.7	52.7	4	1.6/97.5	F.I.	7.6	102@5,500	122@3,000	11.9	4.8	4.1	3.47	M5	F	14	35.1
Colt Vista	103.3	174.6	64.6	60.0	2,497	38.3	39.4	55.5	54.1	4	2.0/122.0	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M4x2	F	13	34.8
Colt Vista 4WD	103.3	174.6	64.6	60.0	2,497	38.3	39.4	55.5	54.1	4	2.0/122.0	2V	8.5	88@5,000	108@3,500	13.2	7.4	4.1	3.47	M5	F	13	34.8
Conquest Intercooled Turbo	95.9	173.2	66.3	51.8	2,994	36.7	41.1	54.9	55.0	4	2.6/155.9	F.I.	7.0	170@5,000	220@2,500	19.8	8.7	4.3	3.55	M5	R	15	31.5
Conquest Turbo	95.9	173.2	66.3	51.8	2,802	36.7	41.1	54.9	55.0	4	2.6/155.9	F.I.	7.0	145@1,000	185@2,500	19.8	8.7	4.3	3.55	M5	R	15	31.5
FERRARI 308 GTBi, 308 GTSi	92.1	174.2	67.7	44.1	3,311	N.A.	N.A.	57.8	57.8	V-8	2.9/178.6	F.I.	8.8	205@6,600	180@5,000	18.5	19.0	9.6	3.71	M5	R	15	39.3
Mondial 8	104.3	182.7	70.5	49.6	3,500	N.A.	N.A.	59.6	60.4	V-8	2.9/178.6	F.I.	8.8	205@6,600	180@5,000	18.5	19.0	9.6	3.71	M5	R	15	41.0
HONDA CRX	86.6	144.6	63.9	50.8	1,713	37.6	42.7	51.5	55.7	4	1.3/82.0	3V	9.3	60@5,500	73@3,500	10.8	4.7	4.0	3.72	M5	F	13	28.2
CRX 1.5	86.6	144.6	63.9	50.8	1,803	37.6	42.7	51.5	55.7	4	1.5/90.8	3V	9.3	76@6,000	84@3,500	10.8	5.8	4.0	N.A.	M5	F	13	28.2
Civic S	93.7	150.0	64.0	52.6	1,907	37.6	43.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	84@3,500	11.9	5.8	4.0	N.A.	M5	F	13	29.5
Civic Sedan	96.5	163.4	64.0	54.5	1,940	38.1	40.3	55.1	55.7	4	1.5/90.8	3V	9.3	76@6,000	84@3,500	12.1	5.8	4.0	N.A.	M5	F	13	30.2
Civic Wagon	96.5	157.1	63.9	58.3	2,015	N.A.	N.A.	55.1	57.7	4	1.5/90.8	3V	9.3	76@6,000	84@3,500	12.1	5.8	4.0	N.A.	M5	F	13	30.2
Accord Hatchback	96.5	167.5	65.2	53.3	2,187	37.9	42.4	56.9	55.9	4	1.8/112.0	3V	8.8	85@5,800	99@3,500	15.8	6.3	4.0	3.87	M5	F	13	34.1
Accord SE-i Sedan	96.5	175.4	65.2	53.3	2,271	38.7	41.3	56.9	55.9	4	1.8/112.0	F.I.	8.8	101@5,800	109@2,500	15.8	6.3	4.0	3.87	M5	F	13	34.1
Prelude	96.5	169.1	66.9	51.0	2,266	37.3	33.9	57.9	57.9	4	1.8/112.0	2/3V	9.4	100@5,500	104@4,000	15.8	6.3	4.0	4.07	M5	F	13	32.5
ISUZU I-Mark Coupe	94.3	170.7	61.8	52.6	2,189	37.0	42.0	51.4	51.4	4	1.8/110.9	2V	8.5	78@4,800	95@3,000	13.7	7.1	5.7	3.31	M5	R	13	30.1
I-Mark Sedan (diesel)	94.3	170.7	61.8	53.5	2,335	37.9	42.0	51.4	51.4	4	1.8/110.9	F.I.	22.0	51@5,000	72@3,000	13.7	7.4	6.0	3.15	M4	R	13	30.1
Impulse	96.0	172.6	65.2	51.4	2,734	36.9	41.9	53.3	53.7	4	2.0/118.9	F.I.	9.2	90@5,000	108@3,000	15.1	6.7	5.3	3.91	M5	R	14	31.5
JAGUAR XJ6 Series III Sedan	113.0	199.6	69.8	54.2	4,066	38.1	39.3	58.3	58.9	6	4.2/258.0	F.I.	8.1	176@4,750	219@2,500	23.6	9.0	8.7	2.88	A3	R	15	40.0
XJ-S Coupe	102.0	191.7	70.6	47.8	3,950	37.0	43.5	58.6	59.2	V-12	5.3/326.0	F.I.	11.5	262@5,000	290@3,000	24.0	21.0	11.0	2.88	A3	R	13	38.4
LOTUS Esprit	96.0	165.0	73.0	43.8	2,450	35.8	40.5	59.5	59.5	4	2.2/132.6	2-2V	8.4	140@5,800	160@5,000	17.7	12.0	5.5	4.38	M5	R	14	38.0
Turbo Esprit	96.0	165.0	73.0	44.0	2,690	N.A.	N.A.	60.5	61.2	4	2.2/132.6	2-2V	7.5	210@6,000	200@4,000	22.8	12.0	N.A.	4.38	M5	R	15	38.0
MASERATI Quattroporte	110.2	199.6	70.5	53.1	4,650	36.0	N.A.	60.0	60.0	V-8	4.9/301	4-2V	8.6	288@5,200	308@3,000	28.4	17.5	11.0	3.54	A3	R	15	40.0
Biturbo	99.0	163.5	67.5	51.4	2,394	35.4	N.A.	55.9	56.3	V-6	2.0/121.8	2V	7.8	180@6,000	188@3,500	N.A.	N.A.	N.A.	3.73	M5	R	14	N.A.
MAZDA GLC 3-door Hatchback	93.1	159.1	64.2	54.1	1,890	37.9	41.5	54.7	54.9	4	1.5/90.1	2V	9.0	68@5,000	82@3,000	11.1	6.0	4.0	3.85	M4	F	13	30.2
GLC Sedan	93.1	166.8	64.2	54.1	1,935	37.9	41.5	54.7	54.9	4	1.5/90.1	2V	9.0	68@5,000	82@3,000	11.1	6.0	4.0	3.85	M4	F	13	30.2
RX-Z	95.3	170.1	65.7	49.6	2,360	37.2	41.5	55.9	55.1	Rotary	1.1/70.0	4V	9.4	100@6,000	105@4,000	16.6	9.5	5.5	3.91	M5	R	13	31.5
RX-7 GLS-SE	95.3	170.1	65.7	49.6	2,500	37.2	41.5	55.9	55.1	Rotary	1.3/80.0	F.I.	9.4	135@6,000	133@2,750	16.6	9.5	6.1	3.91	M5	R	13	31.5
626 Coupe	98.8	177.8	66.5	53.7	2,385	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Sedan	98.8	177.8	66.5	55.5	2,410	38.4	41.4	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
626 Touring Sedan (5-dr.)	98.8	177.8	66.5	53.7	2,480	37.6	41.9	56.3	56.1	4	2.0/121.9	2V	8.6	84@4,800	110@2,500	15.8	7.4	4.8	3.85	M5	F	14	33.5
MERCEDES-BENZ 190 E	104.9	175.0	66.1	54.4	2,655	36.9	41.9	56.2	55.7	4	2.3/140.3	F.I.	8.0	120@5,000	136@3,500	14.5	9.0	4.8	3.23	M5	R	14	35.0
190 D	104.9	175.0	66.1	54.4	2,645	36.9	41.9	56.2	55.7	4	2.2/134.1	F.I.	22.0	72@4,200	96@2,800	14.5	9.0	6.3	3.42	M5	R	14	35.0
300 D. Sedan (Turbo)	110.0	190.9	70.3	56.6	3,585	38.3	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	123@ 4,350	184@2,400	21.1	11.6	6.8	2.88	A4	R	14	37.0
300 CD Coupe (turbo)	106.7	187.5	70.3	54.9	3,585	37.8	41.9	58.6	56.9	5	3.0/183	F.I.	21.5	123@4,350	184@2,400	21.1	11.6	6.8	2.88	A4	R	14	36.1
300 SD Sedan (turbo)	115.6	202.6	71.7	56.3	3,780	37.2	41.9	60.8	59.7	5	3.0/183	F.I.	21.5	123@4,350	184@2,400	20.3	13.2	7.9	2.88	A4	R	14	39.0
300 TD Wagon (turbo)	110.0	190.9	70.3	58.7	3,780	38.4	41.9	58.6	57.2	5	3.0/183	F.I.	21.5	123@4,350	184@2,400	18.5	13.2	7.9	2.88	A4	R	14	37.0
380 SE	115.6	202.6	71.7	56.5	3,685	37.2	41.9	60.8	59.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	39.0
380 SL Coupe/Roadster	96.9	182.3	70.5	50.8	3,640	36.5	42.2	57.2	56.7	V-8	3.8/234.3	F.I.	8.3	155@4,750	196@2,750	23.8	13.2	8.5	2.47	A4	R	14	40.6
500 SEL Sedan	121.1	208.1	71.7	56.7	3,780	38.6	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8.0	184@4,500	247@2,000	23.8	13.2	8.5	2.47	A4	R	14	34.4
500 SEC Coupe	112.2	199.2	72.0	55.4	3,760	37.8	41.9	60.8	59.7	V-8	5.0/303.5	F.I.	8.0	184@4,500	247@2,000	22.4	13.2	8.5	2.47	A4	R	14	38.1
MERCURY Merkur XR4Ti (turbo)	102.7	178.4	68.0	54.8	2,853	38.5	41.0	57.2	57.8	4	2.3/140.0	F.I.	8.0	175@5,000	200@3,000	15.0	9.5	5.0	3.64	M5	F	14	32.8
MITSUBISHI Tredia	96.3	172.4	63.4	51.6	2,365	37.6	40.9	55.5	54.1	4	2.0/122	2V	8.5	88@5,000	108@3,500	12.8	7.7	3.1	3.19	M5	F	13	32.2
Tredia Turbo	96.3	172.4	65.4	51.6	2,403	37.6	40.9	55.5	54.1	4	1.8/109	F.I.	7.5	116@5,500	129@3,000	12.8	7.7	3.1	3.47	M5	F	13	32.2
Cordia L	96.3	173.0	65.4	49.4	2,328	36.8	41.3	55.5	54.1	4	2.0/122	2V	7.5	88@5,000	108@3,500	12.8	7.7	3.1	3.19	M5	F	13	32.2
Cordia Turbo	96.3	173.0	65.4	49.4	2,396	36.8	41.3	55.5	54.1	4	1.8/109	F.I.	7.5	116@5,500	129@3,000	12.8	7.7	3.1	3.47	M5	F	13	32.2
Starion LS	95.9	173.2	66.3	50.2	2,833	36.6	40.8	54.9	55.1	4	2.6/156	F.I.	7.0	145@5,000	185@2,500	19.8	9.5	3.3	3.55	M5	R	14	31.5
Starion ESI Turbo	95.9	173.2	66.3	50.2	2,994	36.6	40.8	54.9	55.1	4	2.6/156	F.I.	7.0	145@5,000	185@2,500	19.8	9.5	3.3	3.55	M5	R	15	31.5
Mirage	93.7	157.3	64.4	50.8	1,918	37.7	40.6	54.7	52.8	4	1.5/89.6	2V	9.4	68@5,500	82@3,500	11.9	5.3	2.6	3.15	M4	F	13	30.5
Mirage Turbo	93.7	157.3	64.4	50.8	2,145	37.7	40.6	54.7	52.8	4	1.6/89.6	F.I.	7.6	102@5,500	122@3,000	11.9	5.3	3.1	3.47	M5	F	14	30.5
Galant	102.4	183.1	66.7	51.6	2,778	38.3	40.3	56.9	55.3	4	2.4/143.4	F.I.	8.5	101@5,000	131@2,500	15.9	7.4	3.1	3.19	M4	F	15	34.8

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MAKE AND MODEL	DIMENSIONS									ENGINE						CAPACITY			MISCELLANEOUS				
	Wheelbase (in.)	Overall Length (in.)	Overall Width (in.)	Overall Height (in.)	Curb Weight (lbs.)	Front-seat Headroom (in.)	Front-seat Legroom (in.)	Front Tread (in.)	Rear Tread (in.)	Number of Cylinders	Displacement (liters/cu. in.)	Carburetion	Compression Ratio	Net BHP at RPM	Net Torque (ft. lbs.) at RPM	Fuel Tank (U.S. gals.)	Cooling System with heater (qts.)	Crankcase w/filter (qts.)	Axle Ratio (standard)	Standard Transmission	Drive System	Wheel Diameter (in.)	Turning Circle (dia. in ft.)
NISSAN—Sentra 2-dr. (diesel)	94.5	165.3	63.8	54.5	1,870	N.A.	N.A.	54.9	54.1	4	1.7/102.6	F.I.	21.4	55@2,800	75@2,800	10.5	10.5	5.5	3.55	M4	F	13	29.5
Sentra 4-dr. Sedan	94.5	165.3	63.8	54.5	1,855	38.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Hatchback	94.5	167.3	63.8	53.5	1,915	37.3	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Sentra Wagon	94.5	172.8	63.8	53.5	1,955	37.6	43.1	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.2	3.79	M5	F	13	29.5
Pulsar NX	95.0	162.4	63.8	54.1	1,907	N.A.	N.A.	54.9	54.1	4	1.6/97.5	2V	9.4	69@5,200	92@3,200	13.2	6.3	4.1	3.79	M5	F	13	30.2
Stanza 2-door Hatchback	97.2	170.9	65.2	53.9	2,190	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza 4-door Hatchback	97.2	173.4	65.6	54.7	2,215	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Stanza Sedan	97.2	173.4	65.6	54.7	2,325	N.A.	N.A.	56.5	55.5	4	2.0/120.4	2V	8.5	97@5,200	114@3,200	14.3	7.8	4.1	3.55	M5	F	13	32.1
Maxima Sedan	100.4	181.7	66.5	55.1	3,060	N.A.	N.A.	57.5	53.9	6	2.6/151	F.I.	9.0	152@5,200	167@3,600	16.4	11.6	5.3	3.55	M5	R	15	37.7
200-SX Notchback	95.5	174.4	65.4	52.4	2,370	38.1	45.7	54.3	53.5	4	2.0/120.4	F.I.	8.5	102@5,200	116@3,200	14.5	7.8	4.1	3.70	M5	R	14	32.2
200 SX Hatchback Turbo	95.5	174.4	65.4	52.4	2,680	38.1	45.7	54.3	56.1	4	1.8/109.5	F.I.	8.0	120@5,200	134@3,200	14.5	9.1	4.0	3.90	M5	R	15	32.2
300 ZX	91.3	170.7	67.9	51.0	2,888	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	9.0	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	32.2
300 ZX 2+2	99.2	178.5	67.9	51.6	2,974	37.1	43.6	55.7	56.5	6	3.0/180.6	F.I.	9.0	160@5,200	173@4,000	18.5	11.1	4.3	3.70	M5	R	15	34.8
380 ZX Turbo	91.3	170.7	67.9	51.0	2,992	36.5	43.6	55.7	56.5	6	3.0/180.6	F.I.	7.8	200@5,200	227@3,600	18.5	11.1	4.3	3.55	M5	R	15	32.2
PEUGEOT 505 Sedan	107.9	186.7	68.4	56.4	3,020	N.A.	N.A.	57.5	56.5	4	2.0/120	F.I.	8.3	97@5,000	116@3,500	18.0	10.0	4.2	3.58	M5	R	14	35.0
505 Sedan Turbo	108.0	186.7	68.3	56.0	3,130	N.A.	N.A.	58.7	57.4	4	2.2/134	F.I.	7.0	142@5,600	163@3,800	18.0	10.0	5.3	3.70	M4	R	14	35.0
505 Station WagonTurbo Diesel	114.2	198.9	68.4	60.9	3,430	34.8	41.0	58.3	57.1	4	2.5/152.4	F.I.	21.0	95@4,150	133.4@2,000	18.0	10.6	5.3	3.46	A3	R	14	37.4
PININFARINA Azzurra	89.7	163.0	63.5	48.2	2,360	N.A.	N.A.	53.2	52.0	4	2.0/121.7	F.I.	8.1	102@5,500	110@3,000	11.4	8.0	5.2	3.90	M5	R	14	34.0
PORSCHE 944	94.5	170.0	68.3	50.2	2,778	N.A.	N.A.	58.2	57.1	4	2.5/151.0	F.I.	9.5	143@5,500	137@3,000	16.4	9.0	5.3	3.89	M5	R	15	31.2
944 Turbo	94.5	170.0	68.3	50.2	2,816	N.A.	N.A.	58.2	57.1	4	2.5/151.0	F.I.	8.0	220@5,800	243@3,500	16.4	9.0	5.3	3.38	M5	R	16	31.2
928S	98.4	175.7	72.3	50.5	3,366	N.A.	N.A.	61.1	61.8	V-8	5.0/302.0	F.I.	10.0	288@5,750	302@2,700	22.7	16.0	7.9	2.27	M5	R	16	31.5
911 Carrera Coupe	89.5	168.9	65.0	51.6	2,756	N.A.	N.A.	53.9	54.3	HO6	3.2/193.2	F.I.	9.5	207@5,900	185@4,800	21.0	—	13.7	3.88	M5	R	15	34.0
RENAULT 18i Wagon	96.1	181.5	66.5	55.2	2,405	37.4	41.3	55.7	53.5	4	2.2/132.0	F.I.	8.7	91@4,000	123@2,500	15.0	N.A.	4.5	3.10	M5	F	13	33.8
Fuego Turbo	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53.0	4	1.6/101.0	F.I.	8.0	107@5,500	120@2,500	14.8	N.A.	4.6	3.78	M5	F	13	33.8
Fuego	96.1	176.8	66.6	50.5	2,379	36.4	41.6	56.4	53.0	4	2.2/132.0	F.I.	8.7	91@4,000	123@2,500	15.0	N.A.	4.5	3.10	M5	F	13	33.8
ROLLS—ROYCE Silver Spirit	120.5	207.8	74.3	58.5	4,980	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	37.4
Silver Spur	124.0	211.8	74.0	58.5	5,040	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	38.3
Mulsanne	120.5	209.2	74.3	58.5	4,980	36.0	41.0	60.5	60.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.5	16.9	10.0	3.07	A3	R	15	37.4
Corniche Convertible	119.5	207.5	72.7	59.8	5,305	36.0	37.0	57.5	57.5	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	26.0	17.3	8.8	3.07	A3	R	15	37.0
Camargue	120.1	207.5	75.5	58.2	5,194	36.0	39.5	60.0	59.6	V-8	6.8/412	F.I.	8.0	N.A.	N.A.	28.0	17.3	8.8	3.07	A3	R	15	37.0
SAAB 900 Sedan	99.1	187.6	66.5	55.9	2,640	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.2	110@5,250	119@3,500	16.6	10.5	4.0	3.67	M5	F	15	34.8
900 Turbo 3-dr.	99.1	187.6	66.5	55.9	2,880	36.8	41.7	56.3	56.7	4	2.0/121.1	F.I.	9.0	160@5,500	188@3,000	16.6	10.5	4.5	3.67	M5	F	15	34.8
Saab 9000 (European)	105.1	181.9	69.4	56.3	2,800	38.6	41.5	59.9	58.7	4	2.0/121.1	F.I.	9.0	175@5,300	201@3,000	18.0	9.5	4.7	4.21	M5	F	15	35.8
SUBARU Sedan 4WD Turbo	97.0	172.0	65.4	54.3	2,5e5	37.6	41.7	55.5	56.1	HO4	1.8/109.0	F.I.	7.7	111@4,800	134@2,800	15.8	5.8	4.2	3.70	M-5	4	13	35.4
Sedan GL-10	97.2	172.0	65.4	52.5	2,340	37.6	41.7	56.1	56.1	HO4	1.8/109.0	F.I.	9.0	94@5,200	101@2,800	15.8	5.8	4.2	3.90	M-5	F	13	35.4
Sedan GL	97.2	172.0	65.4	52.5	2,190	37.6	41.7	56.1	56.1	HO4	1.8/109.0	2V	9.0	82@4,800	101@2,800	15.8	5.8	4.2	3.70	M-5	F	13	35.4
Wagon Turbo	96.9	173.6	65.4	54.9	2,650	37.6	41.7	55.5	56.1	HO4	1.8/109.0	F.I.	7.7	111@4,800	134@2,800	15.8	5.8	4.2	3.70	M-5	F	13	35.4
Wagon 4WD DL	96.9	173.6	65.4	54.9	2,420	37.6	41.7	55.5	56.1	HO4	1.8/109.0	2V	9.0	82@4,800	101@2,800	15.8	5.8	4.2	3.70	M-5	4	13	35.4
Wagon GL-10	97.0	173.5	65.4	53.0	2,455	37.6	41.7	55.9	56.1	HO4	1.8/109.0	F.I.	9.0	94@5,200	101@2,800	15.8	5.8	4.2	3.90	M-5	F	13	35.4
Hatchback 4WD GL	93.3	157.3	63.8	55.7	2,240	38.2	39.3	53.0	53.9	HO4	1.8@109.0	2V	8.7	73@4,400	94@2,400	11.9	5.8	4.2	3.89	M-4	4	13	30.8
Hatchback STD	93.7	156.9	63.4	53.7	2,050	38.2	39.3	52.8	53.0	HO4	1.6/97.0	2V	9.0	69@4,800	86@2,800	13.2	5.6	3.7	3.45	M-4	F	13	30.8
Brat 4WD GL	96.3	174.2	64.4	56.9	2,245	38.2	39.3	53.0	53.7	HO4	1.8/109.0	2V	8.7	73@4,400	94@2,400	14.5	5.8	4.2	3.89	M-4	4	13	31.4
TOYOTA Tercel 3-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9.0	62@4,800	76@2,800	11.9	5.6	3.9	3.15	M4	F	13	31.8
Tercel 5-dr. Liftback	95.7	158.7	63.6	54.5	1,985	38.1	42.1	54.5	53.9	4	1.5/88.6	2V	9.0	62@4,800	76@2,800	11.9	5.6	3.9	3.58	M5	F	13	31.8
Tercel Wagon 4WD	95.7	169.7	63.6	59.0	2,280	40.2	42.1	54.3	53.1	4	1.5/88.6	2V	9.0	62@4,800	76@2,800	13.2	5.6	3.9	3.91	M6	4	13	31.8
Corolla Sedan Diesel	95.7	166.3	64.4	53.0	2,112	38.3	42.4	56.1	55.3	4	1.8/112.2	F.I.	27.5	56@4,500	76@3,000	13.2	7.5	3.7	3.72	M5	F	13	33.5
Corolla 5-dr. Liftback	95.7	166.3	64.4	52.8	2,110	37.9	42.4	56.1	55.3	4	1.6/96.8	2V	9.0	70@4,800	85@2,800	13.2	5.6	3.9	3.74	M5	F	13	33.5
Corolla 2-dr. S/C	94.5	168.7	64.0	52.6	2,169	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9.0	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Corolla 3-dr. S/L/B	94.5	168.7	64.0	52.6	2,205	37.6	43.5	52.6	53.0	4	1.6/96.8	2V	9.0	70@4,800	85@2,800	13.2	5.6	3.9	3.91	M5	R	13	33.5
Camry 4-dr. Sedan	102.4	175.6	66.5	54.9	2,326	38.8	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.7	92@4,200	113@2,400	13.8	N.A.	N.A.	3.40	M5	F	13	N.A.
Camry 5-dr. Liftback	102.4	175.6	66.5	54.9	2,458	37.6	42.4	57.7	55.9	4	2.0/121.7	F.I.	8.7	92@4,200	113@2,400	13.8	N.A.	N.A.	3.40	M5	F	13	N.A.
Celica ST Sport Coupe	98.4	176.2	65.5	52.0	2,496	37.4	43.0	54.9	53.7	4	2.4/144.4	2V	9.0	105@4,800	137@2,800	16.1	8.9	4.0	3.42	M5	R	14	32.8
Celcia Gt Liftback	98.4	176.6	65.5	52.0	2,566	37.4	43.0	54.9	53.7	4	2.4/144.4	2V	9.0	105@4,800	137@2,800	16.1	8.9	4.0	3.42	M5	R	14	32.8
Celcia Supra	103.0	183.5	67.7	52.0	2,970	37.4	43.0	57.9	56.7	6	2.8/168.4	F.I.	8.8	161@5,200	159@4,400	16.1	8.5	6.0	4.10	M5	R	14	35.4
Cressida Sedan	104.1	186.2	66.5	54.3	3,020	38.3	42.7	54.7	54.9	6	2.8/168.4	F.I.	9.2	156@5,200	165@4,400	17.2	9.5	6.0	4.10	A4	R	14	34.8
Cressida Wagon	104.1	186.6	66.5	55.5	3,007	37.9	42.7	54.7	54.5	6	2.8/168.4	F.I.	9.2	156@5,200	165@4,400	17.2	9.5	6.0	4.10	A4	R	14	34.8
MR-2	91.3	154.5	65.6	49.2	2,459	37.2	42.9	56.7	56.7	4	1.6/96.8	F.I.	9.4	112@6,600	97@4,800	15.2	N.A.	N.A.	4.30	M5	R	15	32.8
VOLKSWAGEN Cabriolet	94.5	159.3	64.2	55.6	2,214	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.67	M5	F	13	31.2
Scirocco	94.5	165.7	64	51.4	2,181	N.A.	N.A.	54.7	53.5	4	1.8/109	F.I.	8.5	90@5,500	100@3,000	10.6	7.3	4.7	3.67	M5	F	13	36.7
Jetta	97.3	171.7	65.5	55.7	2,275	N.A.	N.A.	56.3	56.0	4	1.8/109	F.I.	8.5	85@5,250	98@3,000	14.5	7.3	4.7	3.67	M5	F	13	34.4
Jetta (diesel)	97.3	171.7	65.5	55.7	2,264	N.A.	N.A.	56.3	56.0	4	1.6/97	F.I.	23.0	52@4,800	71@2,000	14.5	7.3	4.7	3.94	M5	F	13	34.4
Jetta (turbo diesel)	97.3	171.7	65.5	55.7	2,264	N.A.	N.A.	56.3	56.0	4	1.6/97	F.I.	23.0	68@4,500	98@2,500	14.5	7.3	4.7	3.94	M5	F	13	34.4
Quantum Sedan GL5	100.4	180.2	66.9	55.1	2,665	N.A.	N.A.	55.7	56.0	5	2.2/136	F.I.	8.5	110@5,500	122@2,400	15.8	7.5	5.3	4.9	A3	F	13	31.5
Quantum Wagon	100.4	180.2	66.9	55.1	2,665	N.A.	N.A.	55.7	56.0	4	1.8/109	F.I.	9.0	88@5,500	96@3,250	15.8	7.5	5.3	4.11	A3	F	13	31.5
Quantum Wagon (turbo-diesel)	100.4	180.2	66.9	55.1	2,665	N.A.	N.A.	55.7	56.0	4	1.6/97	F.I.	23.0	68@4,500	98@2,800	15.8	7.5	5.3	4.11	M5	F	13	31.5
VOLVO DLSedan	104.3	188.8	67.2	56.2	2,919	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.5	111@5,400	136@2,750	15.8	11.5	4.7	3.31	M5	R	14	32.2
DL Wagon	104.3	188.8	67.2	57.5	3,188	37.4	39.8	56.3	53.5	4	2.3/141	F.I.	9.5	114@5,400	136@2,750	15.8	10.0	4.7	3.31	M5	R	14	32.2
Turbo 4-door	104.3	188.8	67.2	57.5	2,999	37.4	39.8	56.3	53.5	4	2.1/130	F.I.	7.5	162@5,100	181@3,900	15.8	11.5	4.7	3.73	M5	R	15	32.2
740 GLE	109.1	188.4	68.9	55.5	2,952	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	9.5	114@5,400	136@2,750	15.8	10.5	6.8	3.91	A4	R	15	32.2
740 GT (turbo)	109.1	188.4	68.9	55.5	3,049	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.7	160@5,300	187@2,900	15.8	10.5	6.8	3.73	A4	R	15	32.2
740 Wagon (turbo-diesel)	109.1	188.4	69.3	56.5	3,245	38.6	40.9	57.9	57.5	6	2.4/145	F.I.	23.0	106@4,800	140@2,400	15.8	11.5	7.4	3.54	M5	R	14	32.2
760 GLE Turbo	109.1	188.4	68.9	55.5	3,038	38.2	40.5	57.5	57.5	4	2.3/141	F.I.	8.3	157@5,300	184@2,900	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan	109.1	188.4	68.9	55.5	2,979	38.2	40.5	57.5	57.5	V-6	2.8/173	F.I.	8.8	134@5,500	159@2,750	15.8	10.5	6.8	3.54	A4	R	15	32.2
760 GLE Sedan (turbo-diesel)	109.1	188.4	68.9	55.5	3,221	38.2	40.5	57.5	57.5	6	2.4/145	F.I.	23.0	106@4,800	140@2,400	21.6	11.5	7.4	3.54	M5	R	15	32.2
760 GLE Turbo Wagon	109.1	188.4	69.3	56.5	3,185	38.6	40.9	57.9	57.5	4	2.3/141	F.I.	8.7	160@5,300	187@2,900	15.8	10.5	4.7	3.73	M5	R	15	32.2

NOTE: This table has been compiled from information supplied by factories, distributors and other direct sources. Every reasonable precaution has been taken to insure accuracy, but Automotive News cannot assume any liability by reason of inaccuracies or omissions. Specifications are subject to change without notice.

List of Abbreviations
N.A.—Information not available
F.I.—Fuel Injection
H.O.—Horizontally opposed

PRODUCTS/SPECIFICATIONS

EPA mileage ratings for '85 models

	Est. MPG City	Hwy.	Engine CID	†Trans.
TWO SEATERS				
Alfa Romeo Spider Veloce 2000	21	27	120	M5
Bertone X1/9	23	28	91	M5
Chevrolet Corvette	16	23	350	L4
Chevrolet Corvette	16	22	350	M4
Ford EXP	25	30	98	A3
Ford EXP	25	35	98	M5
Ford EXP Turbo	23	34	98	M5
Honda Civic Coupe	28	31	91	L3
Honda Civic Coupe	31	38	91	M5
Honda Civic Coupe HF	49	54	91	M5
Mazda RX-7	17	22	70	L4
Mazda RX-7	17	23	70	M5
Mazda RX-7	16	23	80	M5
Mercedes-Benz 380-SL	16	19	234	A4
Nissan 300-ZX Turbo	16	19	191	A4
Nissan 300-ZX	17	21	181	L4
Nissan 300-ZX Turbo	17	23	181	M5
Nissan 300-ZX	19	25	181	M5
Pininfarina Spider	20	23	122	A3
Pininfarina Spider	23	28	122	M5
Pontiac Fiero	25	31	151	L3
Subaru XT-DL	26	32	109	M5
MINICOMPACTS				
Alfa Romeo GTV6 2.5	19	26	152	M5
Chevrolet Sprint	47	53	61	M5
*Pontiac Firefly	47	53	61	M5
*Suzuki SA310	47	53	61	M5
Volkswagen Cabriolet	23	25	109	A3
Volkswagen Cabriolet	24	29	109	M5
SUBCOMPACTS				
Audi Coupe GT	18	23	136	A3
Audi Coupe GT	19	25	136	M5
Audi Quattro Turbo	16	22	131	M5
Audi 4000S	24	27	109	A3
Audi 4000S	24	30	109	M5
Audi 4000S Quattro	18	22	136	M5
BMW 3-Series	22	27	108	L4
BMW 3-Series	23	29	108	M5
BMW 3-Series	21	27	164	L4
BMW 3-Series	21	28	164	M5
Chevrolet Camaro	22	32	151	L4
Chevrolet Camaro	21	28	151	M4
Chevrolet Camaro	22	33	151	M5
Chevrolet Camaro	18	26	173	L4
Chevrolet Camaro	18	27	173	M5
Chevrolet Camaro	16	22	305	L4
Chevrolet Camaro	15	24	305	M5
Chevrolet Camaro	16	22	305	L4
Chevrolet Cavalier Conv.	20	26	173	L3
Chevrolet Cavalier Conv.	18	23	173	M4
Chevrolet Chevette	27	33	98	L3
Chevrolet Chevette	28	34	98	M4
Chevrolet Chevette	28	36	98	M5
Chevrolet Chevette Diesel	39	46	111	M5
Chrysler Laser Turbo	20	23	135	A3
Chrysler Laser	23	26	135	A3
Chrysler Laser Turbo	19	29	135	M5
Chrysler Laser Turbo	23	33	135	M5
Chrysler LeBaron Conv.	23	26	135	A3
Chrysler LeBaron Conv. Turbo	20	23	135	A3
Chrysler LeBaron Conv.	20	23	156	A3
Dodge Charger	28	33	97	M4
Dodge Charger	31	40	97	M4
Dodge Charger	24	29	135	A3
Dodge Charger	21	30	135	M5
Dodge Charger	26	37	135	M5
Dodge Charger Turbo	19	29	135	M5
Dodge Colt	30	32	90	L3
Dodge Colt	37	41	90	M4
Dodge Colt	31	38	90	M5
Dodge Colt Turbo	24	26	98	L3
Dodge Colt Turbo	24	30	98	M5
Dodge Conquest Turbo	19	24	156	L4
Dodge Conquest Turbo	19	24	156	M5
Dodge Daytona Turbo	20	23	135	A3
Dodge Daytona	23	26	135	A3
Dodge Daytona Turbo	19	29	135	M5
Dodge Daytona	23	34	135	M5
Dodge 600 Conv. Turbo	20	23	135	A3
Dodge 600 Conv.	23	26	135	A3
Dodge 600 Conv.	20	23	156	A3
*Ford Laser	28	31	91	A3
*Ford Laser	30	31	91	M4
*Ford Laser	31	38	91	M5
Ford Mustang	21	25	140	A3
Ford Mustang	23	29	140	M4
Ford Mustang	19	22	231	L3
Ford Mustang	18	24	302	L4
Honda Accord	24	30	112	L4
Honda Accord	27	33	112	M5
Honda Civic	38	42	82	M4
Honda Civic	26	28	91	L3
Honda Civic	30	34	91	M5
Honda Prelude	23	30	112	L4
Honda Prelude	25	31	112	M5
Isuzu I-Mark	24	29	111	M5
Isuzu I-Mark	24	29	111	M5
Isuzu Impulse	22	25	119	A4
Isuzu Impulse	22	28	119	M5
Jaguar XJ-S	13	17	326	A3
Jaguar XJ	15	19	258	A3
Mercury Capri	21	25	140	A3
Mercury Capri	23	29	140	M4
Mercury Capri	19	22	231	L3
Mercury Capri	18	24	302	L4
Mazda GLC	28	31	91	A3
Mazda GLC	30	31	91	M4
Mazda GLC	31	38	91	M5
Mercedes-Benz 190 Diesel	30	33	134	A4
Mercedes-Benz 190 Diesel	31	39	134	M5
Mercedes-Benz 190	19	22	140	A4
Mercedes-Benz 190	19	27	140	M5
Mitsubishi Cordia Turbo	23	30	110	M5
Mitsubishi Cordia	24	26	122	L3
Mitsubishi Cordia	25	32	122	M5
Mitsubishi Mirage	30	32	90	L3
Mitsubishi Mirage	37	41	90	M4
Mitsubishi Mirage	31	38	90	M5
Mitsubishi Mirage Turbo	24	26	98	L3
Mitsubishi Mirage Turbo	24	30	98	M5
Mitsubishi Starion Turbo	19	24	156	L4
Mitsubishi Starion Turbo	19	24	156	M5
Mitsubishi Tredia Turbo	23	30	110	M5
Mitsubishi Tredia	24	26	122	L3
Mitsubishi Tredia	25	32	122	M5
Nissan Pulsar/Pulsar-NX	26	30	98	L3
Nissan Pulsar/Pulsar-NX	31	37	98	M5
Nissan Sentra	26	30	98	L3
Nissan Sentra	31	37	98	M5
Nissan Sentra Diesel	45	50	103	M4
Nissan 300-ZX 2+2	17	21	181	L4
Nissan 300-ZX 2+2	19	25	181	M5
Plymouth Colt	30	32	90	L3
Plymouth Colt	37	41	90	M4
Plymouth Colt	31	38	90	M5
Plymouth Colt Turbo	24	26	98	L3
Plymouth Colt Turbo	24	30	98	M5
Plymouth Conquest Turbo	19	24	156	L4
Plymouth Conquest Turbo	19	24	156	M5
Plymouth Turismo	28	33	97	M4
Plymouth Turismo	31	40	97	M4
Plymouth Turismo	24	29	135	A3
Plymouth Turismo	21	30	135	M5
Plymouth Turismo	26	37	135	M5
Pontiac Firebird	22	32	151	L4
Pontiac Firebird	22	28	151	M4
Pontiac Firebird	24	34	151	M5
Pontiac Firebird	18	26	173	L4
Pontiac Firebird	18	27	173	M5
Pontiac Firebird	16	22	305	L4
Pontiac Firebird	15	24	305	M5
Pontiac Firebird	16	22	305	L4
Pontiac Sunbird Conv.	23	28	110	L3
Pontiac Sunbird Conv.	26	35	110	M5
Pontiac 1000	27	33	98	L3
Pontiac 1000	28	34	98	M4
Pontiac 1000	28	36	98	M5
Pontiac 1000 Diesel	39	46	111	M5
Renault Fuego Turbo	23	31	95	M5
Renault Fuego	20	24	132	A3
Renault Fuego	23	31	132	M5
Rolls-Royce Corniche/ Continental	8	11	412	A3
Subaru Hatchback	31	36	97	M4
Subaru Hatchback	23	25	109	L3
Subaru Hatchback	26	31	109	M5
Subaru XT	23	28	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT Turbo	25	30	109	M5
Subaru XT	25	32	109	M5
Toyota Celica	23	27	144	A4
Toyota Celica	24	30	144	M5
Toyota Celica Supra	19	24	168	L4
Toyota Celica Supra	20	24	168	M5
Toyota Corolla Sport	27	34	97	L4
Toyota Corolla Sport	29	34	97	M5
Toyota Corolla Sport	26	29	97	M5
Toyota Tercel	30	32	89	A3
Toyota Tercel	35	39	89	M4
Toyota Tercel	31	38	89	M5
Volkswagen Scirocco	23	25	109	A3
Volkswagen Scirocco	24	29	109	M5
COMPACTS				
BMW 5-Series	20	26	164	L4
BMW 5-Series	20	25	164	M5
Buick Riviera Conv. Turbo	18	24	231	L4
Buick Riviera Conv.	17	22	307	L4
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	26	35	110	M5
Buick Skylark	23	32	151	L3
Buick Skylark	24	34	151	M4
Buick Skylark	20	27	173	L3
Buick Skylark	19	26	173	M4
Buick Skylark	20	26	173	L3
Buick Skylark	18	23	173	M4
Buick Somerset Regal	24	32	151	L3
Buick Somerset Regal	20	26	181	L3
Cadillac Cimarron	20	26	173	L3
Cadillac Cimarron	18	23	173	M4
Cadillac Eldorado Conv.	16	22	249	L4
Chevrolet Cavalier	18	23	173	M4
Dodge Omni	28	33	97	M4
Dodge Omni	31	40	97	M4
Dodge Omni	24	28	135	A3
Dodge Omni	21	30	135	M5
Dodge Omni	26	37	135	M5
Dodge Omni Turbo	19	29	135	M5
Ford Escort	25	30	98	A3
Ford Escort	25	34	98	M4
Ford Escort	25	35	98	M5
Ford Escort	24	29	98	A3
Ford Escort Turbo	23	34	98	M5
Ford Escort	25	33	98	M5
Ford Escort Diesel	43	52	122	M5
Ford Tempo	25	29	140	A3
Ford Tempo	25	34	140	M5
Ford Thunderbird Turbo	18	21	140	A3
Ford Thunderbird	19	22	231	L3
Ford Thunderbird	16	24	302	L4
Mercury Cougar Turbo	18	21	140	A3
Mercury Cougar	19	22	231	L3
Mercury Cougar	16	24	302	L4
Mercury Lynx	25	30	98	A3
Mercury Lynx	34	44	98	M4
Mercury Lynx	25	35	98	M5
Mercury Lynx Diesel	43	52	122	M5
Mercury Topaz	24	28	140	A3
Mercury Topaz	25	34	140	M5
Mazda 626	24	28	122	A3
Mazda 626	26	32	122	M5
Mazda 626 Diesel	36	42	122	M5
Mercedes-Benz 300-D/ 300-CD Turbo Diesel	22	25	183	A4
Mercedes-Benz 300-SD Turbo Diesel	22	25	183	A4
Mercedes-Benz 380-SE	16	18	234	A4
Mercedes-Benz 500-SEC	14	16	303	A4
Merkur XR4Ti Turbo	19	24	140	M5
Mitsubishi Galant	21	26	143	L4
Nissan Maxima	17	22	181	L4
Nissan Maxima	19	25	181	M5
Nissan Stanza	23	27	120	L3
Nissan Stanza	23	26	120	L3
Oldsmobile Calais	24	32	151	L3
Oldsmobile Calais	20	26	181	L3
Oldsmobile Firenza	18	23	173	M4
Peugeot 505	20	20	120	A3
Peugeot 505	19	24	120	M5
Peubeot 505 Turbo Diesel	18	24	131	M5
Peugeot 505 Turbo Diesel	25	25	152	A3
Peugeot 505 Turbo Diesel	28	33	152	M5
Plymouth Horizon	28	33	97	M4
Plymouth Horizon	31	40	97	M4
Plymouth Horizon	24	28	135	A3
Plymouth Horizon	26	37	135	M5
Pontiac Grand Am	24	32	151	L3
Pontiac Grand Am	20	26	181	L3
Pontiac Sunbird	28	40	110	M5
Renault Alliance/Encore	25	28	85	A3
Renault Alliance/Encore	31	35	85	M4
Renault Alliance/Encore	34	40	85	M4
Renault Alliance/Encore	31	38	85	M5
Renault Alliance/Encore	22	26	105	A3
Renault Alliance/Encore	29	36	105	M5
Rolls-Royce Camargue	8	11	412	A3
Saab 900 Turbo	18	21	121	A3
Saab 900	18	23	121	A3
Saab 900 Turbo	19	25	121	M5
Saab 900	21	26	121	M5
Subaru Sedan	25	28	109	L3
Subaru Sedan	32	37	109	M4
Subaru Sedan	28	33	109	M5
Subaru Sedan	23	26	109	L3
Subaru Sedan	26	32	109	M5
Toyota Camry Turbo Diesel	30	33	112	L4
Toyota Camry	27	32	122	L4
Toyota Camry	29	34	122	M5
Toyota Corolla	28	32	97	L3
Toyota Corolla	28	34	97	L4
Tcyota Corolla	30	37	97	M5
Toyota Corolla Diesel	34	36	112	L3
Toyota Corolla Diesel	38	47	112	M5
Toyota Cressida	19	24	168	L4
Toyota Cressida	20	24	168	M5
Volkswagen Golf/GTI Diesel	37	46	97	M5
Volkswagen Golf/GTI	24	27	109	A3
Volkswagen Golf/GTI	27	34	109	M5
Volkswagen Golf/GTI	26	32	109	M5
Volkswagen Jetta Diesel	37	46	97	M5
Volkswagen Jetta Turbo Diesel	37	42	97	M5
Volkswagen Jetta	23	27	109	A3
Volkswagen Jetta	24	27	109	A3
Volkswagen Jetta	26	32	109	M5
Volkswagen Jetta	27	34	109	M5
Volkswagen Quantum Turbo Diesel	33	38	97	M5
Volkswagen Quantum	18	22	136	A3
Volkswagen Quantum	19	24	136	M5
Volvo DL/GL/Turbo	17	21	130	A4
Volvo DL/GL/Turbo	17	22	130	M4
Volvo DL/GL	23	28	141	M4
MID-SIZE CARS				
Audi 5000S	17	22	131	A3
Audi 5000S	17	22	136	A3
Audi 5000S	19	25	136	M5
Buick Century	23	32	151	L3
Buick Century	18	25	181	L3
Buick Century	18	25	181	L4
Buick Century	18	25	231	L4
Buick Century Diesel	26	35	263	L3
Buick Regal	19	24	231	L3
Buick Regal Turbo	17	24	231	L4
Buick Regal	18	23	262	L3
Buick Regal	18	27	262	L4
Buick Regal Diesel	23	31	263	L3
Buick Riviera Turbo	16	24	231	L4
Buick Riviera	17	22	307	L4
Buick Riviera Diesel	20	28	350	L4
Cadillac Eldorado	16	22	249	L4
Cadillac Eldorado Diesel	19	28	350	L4
Cadillac Seville	16	22	249	L4
Cadillac Seville Diesel	19	28	350	L4
Chevrolet Celebrity	23	32	151	L3
Chevrolet Celebrity	24	31	151	M4
Chevrolet Celebrity	20	27	173	L3
Chevrolet Celebrity	19	27	173	L4
Chevrolet Celebrity	20	26	173	L3
Chevrolet Celebrity	19	28	173	L4
Chevrolet Celebrity Diesel	26	35	263	L3
Chevrolet Citation II	23	32	151	L3
Chevrolet Citation II	24	34	151	M4
Chevrolet Citation II	20	27	173	L3
Chevrolet Citation II	19	26	173	M4
Chevrolet Citation II	20	26	173	L3
Chevrolet Citation II	18	23	173	M4
Chevrolet Monte Carlo	18	23	262	L3
Chevrolet Monte Carlo	18	27	262	L4
Chevrolet Monte Carlo	16	22	305	L3
Chevrolet Monte Carlo	17	24	305	L4
Chrysler Executive Sedan/Limousine	20	23	156	A3
Chrysler LeBaron Turbo	20	23	135	A3
Chrysler LeBaron	23	26	135	A3
Chrysler LeBaron	20	23	156	A3
Chrysler LeBaron GTS	23	26	135	A3
Chrysler LeBaron GTS Turbo	20	23	135	A3
Chrysler LeBaron GTS Turbo	19	29	135	M5
Chrysler LeBaron GTS	23	33	135	M5
Chrysler New Yorker Turbo	20	23	135	A3
Chrysler New Yorker	20	23	156	A3
Chrysler Newport/ Fifth Avenue	16	22	318	L3
Dodge Aries	24	29	135	A3
Dodge Aries	26	33	135	M4
Dodge Aries	25	33	135	M5
Dodge Aries	23	26	135	A3
Dodge Ariss	20	24	156	A3
Dodge Diplomat	16	22	318	L3
Dodge Lancer	23	26	135	A3
Dodge Lancer Turbo	20	23	135	A3
Dodge Lancer Turbo	19	29	135	M5
Dodge Lancer	23	34	135	M5
Dodge 600	23	26	135	A3
Dodge 600 Turbo	20	23	135	A3
Dodge 600	20	23	158	A3
Ford LTD	21	25	140	A3
Ford LTD	19	22	231	L3
Ford LTD	16	24	302	L4
Lincoln Continental Turbo Diesel	23	29	149	L4
Lincoln Continental	16	23	302	L4
Lincoln Mark VII Turbo Diesel	23	29	149	L4
Lincoln Mark VII	16	23	302	L4
Mercury Marquis	21	25	140	A3
Mercury Marquis	19	22	231	L3
Mercury Marquis	16	24	302	L4
Mercedes-Benz 500-SEL	14	16	303	A4
Oldsmobile Cutlass Ciera	23	32	151	L3
Oldsmobile Cutlass Ciera	18	25	181	L3
Oldsmobile Cutlass Ciera	18	25	231	L4
Oldsmobile Cutlass Ciera Diesel	26	35	263	L3
Oldsmobile Cutlass Supreme	19	24	231	L3
Oldsmobile Cutlass Supreme Diesel	23	31	263	L3
Oldsmobile Cutlass Supreme	17	22	307	L3
Oldsmobile Cutlass Supreme	17	24	307	L4
Oldsmobile Cutlass Supreme Diesel	21	29	350	L3
Oldsmobile Toronado	17	22	307	L4
Oldsmobile Toronado Diesel	20	28	350	L4
Plymouth Caravelle Turbo	20	23	135	A3
Plymouth Caravelle	23	26	135	A3
Plymouth Caravelle	20	23	156	A3
Plymouth Gran Fury	16	22	318	L3
Plymouth Reliant	24	29	135	A3
Plymouth Reliant	26	33	135	M4
Plymouth Reliant	25	33	135	M5
Plymouth Reliant	23	26	135	A3
Plymouth Reliant	20	24	156	A3
Pontiac Bonneville	19	24	231	L3
Pontiac Bonneville	16	22	305	L3
Pontiac Bonneville	16	22	305	L4
Pontiac Grand Prix	19	24	231	L3
Pontiac Grand Prix	16	22	305	L3
Pontiac Grand Prix	17	24	305	L4
Pontiac 6000	23	32	151	L3
Pontiac 6000	20	27	173	L3
Pontiac 6000	19	27	173	L4
Pontiac 6000	15	26	173	L3
Pontiac 6000	19	28	173	L4
Pontiac 6000 Diesel	26	35	263	L3
Rolls-Royce Silver Spirit/ Spur/Mulsan	9	10	412	A3
Volvo 740/760 Turbo	19	22	141	A4
Volvo 740/760	22	25	141	L4
Volvo 740/760	23	28	141	M4
Volvo 740/760 Turbo	19	25	141	M4
Volvo 740/760	18	23	174	A4
STANDARDS				
Buick Electra	18	25	181	L4
Buick Electra	19	26	231	L4
Buick Electra Diesel	22	32	263	L4
Buick LeSabre	17	21	231	L3
Buick LeSabre	17	24	307	L4
Buick LeSabre Diesel	20	28	350	L4
Cadillac Fleetwood Brougham (RWD)	16	22	249	L4
Cadillac Fleetwood Brougham (RWD) Diesel	20	28	350	L4
Cadillac Fleetwood/ DeVille (FWD)	17	24	249	L4
Cadillac Fleetwood/ DeVille (FWD) Diesel	22	32	263	L4
Cadillac Limousine	16	22	249	L4
Chevrolet Impala/Caprice	18	24	262	L3
Chevrolet Impala/Caprice	18	27	262	L4
Chevrolet Impala/Caprice	17	24	305	L4
Chevrolet Impala/Caprice Diesel	21	29	350	L3
Chevrolet Impala/Caprice Diesel	21	30	350	L4
Ford LTD Crown Victoria	16	23	302	L4
Mercury Grand Marquis	16	23	302	L4
Mercury Town Car	16	23	302	L4
Oldsmobile Delta 88 Royale	17	21	231	L3
Oldsmobile Delta 88 Royale	17	24	307	L4
Oldsmobile Delta 88 Royale Diesel	21	29	350	L3
Oldsmobile Delta 88 Royale Diesel	21	30	350	L4
Oldsmobile Ninety-Eight Regency	18	25	181	L4
Oldsmobile Ninety-Eight Regency	19	26	231	L4
Oldsmobile Ninety-Eight Regency Diesel	22	32	263	L4
Pontiac Parisienne	18	24	262	L3
Pontiac Parisienne	18	27	262	L4
Pontiac Parisienne	17	24	305	L4
Pontiac Parisienne Diesel	21	29	350	L3
Pontiac Parisienne Diesel	21	30	350	L4
SMALL STATION WAGONS				
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	26	35	110	M5
Chevrolet Cavalier	18	23	173	M4
Dodge Colt Vista	23	26	122	L3
Dodge Colt Vista	24	30	122	M5
Ford Escort	25	30	98	A3
Ford Escort	25	35	98	M5
Ford Escort	24	29	98	A3
Ford Escort	25	33	98	M5
Honda Civic	28	28	91	L3
Honda Civic	30	34	91	M5
Mercury Lynx	25	30	98	A3
Mercury Lynx	25	35	98	M5
Mazda GLC	22	23	91	A3
Mazda GLC	25	29	91	M4
Mazda GLC	25	30	91	M5
*Mitsubishi Space	23	25	122	L3
Nissan Maxima	17	22	181	L4
Nissan Sentra	26	30	98	L3
Nissan Sentra	31	37	98	M5
Oldsmobile Firenza Cruiser	24	31	110	L3
Oldsmobile Firenza Cruiser	26	35	110	M5
Oldsmobile Firenza Cruiser	18	23	173	M4
Plymouth Colt Vista	23	25	122	L3
Plymouth Colt Vista	24	30	122	M5
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird	26	35	110	M5
Renault 18i	20	24	132	A3
Renault 18i	23	31	132	M5
Subaru	24	28	109	L3
Subaru	28	32	109	M5
Subaru	23	26	109	L3
Subaru	25	31	109	M5
Toyota Tercel 2WD	29	31	89	A3
Toyota Tercel 2WD	31	37	89	M5
Toyota Tercel 4WD	24	25	89	A3
Toyota Tercel 4WD	27	32	89	M5
Volkswagen Quantum Turbo Diesel	33	38	97	M5
Volkswagen Quantum	22	25	109	A3
Volkswagen Quantum	25	31	109	M5
MID-SIZE STATION WAGONS				
Audi 5000S	17	22	136	A3
Audi 5000S	19	25	136	M5
Buick Century	17	23	181	L3
Buick Century	18	25	181	L4
Buick Century	18	26	231	L4
Buick Century Diesel	26	35	263	L3
Chevrolet Celebrity	23	32	151	L3
Chevrolet Celebrity	24	31	151	M4
Chevrolet Celebrity	18	24	173	L3
Chevrolet Celebrity	18	25	173	L4
Chevrolet Celebrity	19	25	173	L3
Chevrolet Celebrity	19	27	173	L4
Chevrolet Celebrity Diesel	26	35	263	L3
Chrysler Town and Country Turbo	20	23	135	A3
Chrysler Town and Country	20	23	156	A3
Dodge Aries	21	26	135	A3
Dodge Aries	26	33	135	M4
Dodge Aries	25	33	135	M5
Dodge Aries	23	26	135	A3
Dodge Aries	20	23	156	A3
Ford LTD	19	22	231	L3
Mercury Marquis	19	22	231	L3
Mercedes-Benz 300-TD Turbo Diesel	22	25	183	A4
Oldsmobile Cutlass Cruiser	17	23	181	L3
Oldsmobile Cutlass Cruiser	18	26	231	L4
Oldsmobile Cutlass Cruiser	26	35	263	L3
Peugeot 505	20	20	120	A3
Peugeot 505	19	24	120	M5
Peugeot 505 Turbo Diesel	25	25	141	A3
Plymouth Reliant	21	26	135	A3
Plymouth Reliant	26	33	135	M4
Plymouth Reliant	25	33	135	M5
Plymouth Reliant	23	26	135	A3
Plymouth Reliant	20	23	156	A3
Pontiac 6000	18	24	173	L4
Pontiac 6000	18	25	173	L3
Pontiac 6000	19	25	173	L5
Pontiac 6000	18	27	173	L4
Pontiac 6000 Diesel	26	35	263	L3
Toyota Cressida	19	24	168	L4
Volvo DL/GL/Turbo	17	21	130	A4
Volvo DL/GL/Turbo	17	22	130	M4
Volvo DL/GL	23	28	141	M4
LARGE STATION WAGONS				
Buick LeSabre/Electra	18	23	307	L4
Buick LeSabre/Electra Diesel	20	28	350	L4
Chevrolet Caprice	15	22	305	L4
Chevrolet Caprice Diesel	20	28	350	L4
Ford LTD Crown Victoria	16	23	302	L4
Mercury Grand Marquis	16	23	302	L4
Oldsmobile Custom Cruiser	16	23	307	L4
Oldsmobile Custom Cruiser Diesel	20	28	350	L4
Pontiac Parisienne	15	22	305	L4
Pontiac Parisienne Diesel	20	28	350	L4
SMALL PICKUPS/2WD				
Chevrolet S-10	24	30	119	M4
Chevrolet S-10 Diesel	24	34	137	M4
Chevrolet S-10 Di

PRODUCTS/SPECIFICATIONS

EPA mileage ratings for '85 models

	Est MPG City	Hwy.	Engine CID	†Trans.
Ford Ranger Turbo Diesel	29	33	140	M5
GMC S-15	24	30	119	M4
GMC S-15 Diesel	30	34	137	M4
GMC S-15 Diesel	30	36	137	M5
GMC S-15	21	27	151	L4
GMC S-15	22	26	151	M4
GMC S-15	23	29	151	M5
GMC S-15	17	24	173	L4
GMC S-15	18	25	173	M4
GMC S-15	17	25	173	M5
Isuzu P'UP	20	22	119	A3
Isuzu P'UP	25	31	119	M4
Isuzu P'UP	23	29	119	M5
Isuzu P'UP Diesel	27	27	137	A3
Isuzu P'UP Diesel	35	38	137	M4
Isuzu P'UP Diesel	32	36	137	M5
Mitsubishi	23	26	122	M4
Mitsubishi Turbo Diesel	30	34	143	M5
Mitsubishi	21	21	156	A3
Mitsubishi	20	26	156	M5
Nissan	26	31	119	M5
Nissan	20	22	146	L3
Nissan	22	26	146	M5
Nissan Diesel	30	33	152	M5
Toyota	22	24	144	A4
Toyota	27	31	144	M4
Toyota	23	27	144	M5
Toyota	23	25	144	A4
Toyota	23	27	144	M5
Toyota Diesel	33	35	149	M4
Toyota Diesel	31	34	149	M5
SMALL PICKUPS/4WD				
Dodge Power Ram 50 Turbo Diesel	23	30	143	M5
Dodge Power Ram 50	19	19	156	A3
Dodge Power Ram 50	20	23	156	M5
Ford Ranger	24	29	140	M5
Ford Ranger	19	23	171	M5
Isuzu P'UP	21	23	119	M4
Isuzu P'UP Diesel	27	27	137	M4
Jeep Scrambler	16	18	258	A3
Jeep Scrambler	17	19	258	M4
Jeep Scrambler	17	21	258	M5
Mitsubishi Turbo Diesel	28	30	143	M5
Mitsubishi	20	23	156	M5
STANDARD PICKUPS/2WD				
Chevrolet C-10	18	19	262	A3
Chevrolet C-10	17	21	262	L4
Chevrolet C-10	18	20	262	M3/M4C
Chevrolet C-10	17	21	262	M4
Chevrolet C-10	14	16	305	L3
Chevrolet C-10	15	20	305	L4
Chevrolet C-10	14	18	305	M3/M4C
Chevrolet C-10	14	18	305	M4
Chevrolet C-10 Diesel	19	23	379	M4
Chevrolet C-10 Diesel	20	23	379	M4
Chevrolet C-10 Diesel	20	22	379	M4C
Chevrolet C-20	16	19	262	L4
Chevrolet C-20	15	18	262	M4C
Chevrolet C-20	15	18	305	L4
Chevrolet C-20	12	15	305	M4C
Chevrolet C-20 Diesel	19	23	379	L4
Chevrolet C-20 Diesel	18	20	379	M4C
Chevrolet El Camino	17	21	262	L3
Chevrolet El Camino	17	23	262	L4
Chevrolet El Camino	15	19	305	L3
Chevrolet El Camino	15	21	305	L4
Dodge D-100/D-150	16	18	225	L3
Dodge D-100/D-150	17	20	225	M4
Dodge D-100/D-150	18	22	225	M4
Dodge D-100/D-150	15	19	225	M4C
Dodge D-100/D-150	12	14	318	A3
Dodge D-100/D-150	13	15	318	A3
Dodge D-100/D-150	14	16	318	L3
Dodge D-100/D-150	14	19	318	M4
Dodge D-100/D-150	12	15	318	M4C
Dodge D-100/D-150	11	14	318	M4C
Dodge D-100/D-150	11	12	360	A3
Dodge D-250	16	18	225	L3
Dodge D-250	14	15	225	M4C
Dodge D-250	12	13	318	A3
Dodge D-250	12	14	318	A3
Dodge D-250	11	14	318	M4C
Dodge D-250	11	14	318	M4C
Dodge D-250	11	13	360	A3
Ford F-150	15	16	300	A3
Ford F-150	16	21	300	L4
Ford F-150	17	19	300	M3/M4C
Ford F-150	19	24	300	M4
Ford F-150	13	14	302	A3
Ford F-150	13	16	302	L4
Ford F-150	12	14	351	A3
Ford F-250	15	16	300	A3
Ford F-250	17	19	300	M3/M4C
Ford F-250	12	16	302	L4
Ford F-250	12	13	351	M3/M4C
Ford F-250	11	13	351	A3
GMC Caballero	17	21	262	L3
GMC Caballero	17	23	262	L4
GMC Caballero	15	19	305	L3
GMC Caballero	15	21	305	L4
Chevrolet C-15	18	19	262	A3
Chevrolet C-15	17	21	262	L4
Chevrolet C-15	18	20	262	M3/M4C
Chevrolet C-15	17	21	262	M4
Chevrolet C-15	14	16	305	L3
Chevrolet C-15	15	20	305	L4
Chevrolet C-15	14	18	305	M3/M4C
Chevrolet C-15	14	18	305	M4
Chevrolet C-15 Diesel	19	23	379	L4
Chevrolet C-15 Diesel	20	23	379	M4
Chevrolet C-15 Diesel	20	22	379	M4C
Chevrolet C-25	16	19	262	L4
Chevrolet C-25	15	18	262	M4C
Chevrolet C-25	15	18	305	L4
Chevrolet C-25	12	15	305	M4C
Chevrolet C-25 Diesel	19	23	379	L4
Chevrolet C-25 Diesel	18	20	379	M4C
Toyota 1-Ton	22	27	144	M5
STANDARD PICKUPS/4WD				
Chevrolet K-10	16	19	262	L4
Chevrolet K-10	15	18	262	M4
Chevrolet K-10	15	17	262	M4C
Chevrolet K-10	14	16	305	L4
Chevrolet K-10	12	16	305	M4
Chevrolet K-10	14	17	305	M4C
Chevrolet K-10 Diesel	17	21	379	L4
Chevrolet K-10 Diesel	18	21	379	M4
Chevrolet K-10 Diesel	19	20	379	M4C
Chevrolet K-20	12	16	350	L4
Chevrolet K-20	10	15	350	M4C
Chevrolet K-20 Diesel	17	21	379	L4
Chevrolet K-20 Diesel	16	18	379	M4C
Chevrolet T-10	20	23	151	L4
Chevrolet T-10	21	25	151	M4
Chevrolet T-10	17	24	173	L4
Chevrolet T-10	16	23	173	M4
Chevrolet T-10	16	23	173	M5
Dodge W-100/W-150	15	16	225	M4C
Dodge W-100/W-150	12	14	318	A3
Dodge W-100/W-150	12	14	318	A3
Dodge W-100/W-150	11	14	318	M4C
Dodge W-100/W-150	11	15	318	M4C
Dodge W-100/W-150	11	12	360	A3
Dodge W-250	12	14	318	A3
Dodge W-250	12	14	318	A3
Dodge W-250	11	13	318	M4C
Dodge W-250	11	12	360	A3
Ford F-150	14	14	300	A3
Ford F-150	16	19	300	M4
Ford F-150	17	18	300	M4C
Ford F-150	12	15	351	M4
Ford F-150	12	13	351	M4C
Ford F-150	11	13	351	A3
Ford F-250	14	14	300	A3
Ford F-250	17	18	300	M4C
Ford F-250	11	12	351	M4C
Ford F-250	11	12	351	A3
GMC K-15	16	19	262	L4
GMC K-15	15	18	262	M4
GMC K-15	15	17	262	M4C
GMC K-15	14	16	305	L4
GMC K-15	12	16	305	L4
GMC K-15	14	17	305	M4C
GMC K-15 Diesel	17	21	379	L4
GMC K-15 Diesel	18	21	379	M4
GMC K-15 Diesel	19	20	379	M4C
GMC K-25	12	16	350	L4
GMC K-25	10	15	350	M4C
GMC K-25 Diesel	17	21	379	L4
GMC K-25 Diesel	16	18	379	M4C
Chevrolet T-15	20	23	151	L4
Chevrolet T-15	21	25	151	M4
Chevrolet T-15	17	24	173	L4
Chevrolet T-15	16	23	173	M4
Chevrolet T-15	16	23	173	M5
Jeep J-10	16	19	258	A3
Jeep J-10	14	19	258	M4
Jeep J-10	11	13	360	A3
Jeep J-20	11	13	360	A3
Nissan	19	21	146	M5
Toyota	20	23	144	M5
Toyota	22	25	144	M5
Toyota Turbo Diesel	26	26	149	M5
PASSENGER VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	22	26	151	M4
Chevrolet Astro	22	28	151	M5
Chevrolet Astro	17	21	262	L4
Chevrolet Astro	16	21	262	M4
Chevrolet Astro	17	22	262	M5
Chevrolet G-10/20 Sportvan	16	17	262	A3
Chevrolet G-10/20 Sportvan	16	19	262	L4
Chevrolet G-10/20 Sportvan	15	18	262	M3
Chevrolet G-10/20 Sportvan	13	13	305	L3
Chevrolet G-10/20 Sportvan	14	17	305	L4
Chevrolet G-10/20 Sportvan	13	17	350	L4
Chevrolet G-10/20 Sportvan Diesel	17	23	379	L4
Chevrolet G-10/20 Sportvan Diesel	18	21	379	M4
Chevrolet G-30 Sportvan	11	13	350	L4
Dodge B-150/B-250	15	18	225	L3
Dodge B-150/B-250	16	18	225	M4
Dodge B-150/B-250	12	14	318	A3
Dodge B-150/B-250	11	13	318	A3
Dodge B-150/B-250	13	16	318	L3
Dodge B-150/B-250	13	18	318	M4
Dodge B-150/B-250	10	12	360	A3
Dodge B-350	11	12	318	A3
Dodge B-350	11	12	318	A3
Dodge B-350	10	11	360	A3
Ford E-150 Club Wagon	13	14	300	A3
Ford E-150 Club Wagon	14	18	300	L4
Ford E-150 Club Wagon	16	19	300	M4
Ford E-150 Club Wagon	12	15	302	L4
Ford E-150 Club Wagon	11	13	351	A3
GMC G-15/25 Rally	16	17	262	A3
GMC G-15/25 Rally	16	19	262	L4
GMC G-15/25 Rally	15	18	262	M3
GMC G-15/25 Rally	13	13	305	L3
GMC G-15/25 Rally	14	17	305	L4
GMC G-15/25 Rally	13	17	350	L4
GMC G-15/25 Rally Diesel	17	23	379	L4
GMC G-15/25 Rally Diesel	18	21	379	M4
GMC G-35 Rally	11	13	350	L4
GMC Safari	21	26	151	L4
GMC Safari	22	26	151	L4
GMC Safari	22	28	151	M4
GMC Safari	17	21	262	L4
GMC Safari	15	21	262	M4
GMC Safari	17	22	262	M5
Toyota	21	23	122	L4
Toyota	23	25	122	M5
Volkswagen Vanagon	16	19	117	A3
Volkswagen Vanagon	18	20	117	M4
SPECIAL PURPOSE VEHICLES/2WD				
Chevrolet C-10 Suburban	14	17	305	L4
Chevrolet C-10 Suburban	13	17	350	L4
Chevrolet C-10 Suburban Diesel	17	23	379	L4
Chevrolet S-10 Blazer	21	26	151	L4
Chevrolet S-10 Blazer	22	26	151	M4
Chevrolet S-10 Blazer	22	28	151	M5
Chevrolet S-10 Blazer	17	25	173	L4
Chevrolet S-10 Blazer	18	25	173	M4
Chevrolet S-10 Blazer	17	24	173	M5
Dodge AD-150 Ramcharger	12	13	318	A3
Dodge AD-150 Ramcharger	12	14	318	A3
Dodge AD-150 Ramcharger	13	16	318	L3
Dodge AD-150 Ramcharger	11	13	360	A3
Dodge Caravan/Ram Van	18	20	135	A3
Dodge Caravan/Ram Van	19	22	135	A3
Dodge Caravan/Ram Van	24	29	135	M4
Dodge Caravan/Ram Van	21	27	135	M5
Dodge Caravan/Ram Van	20	27	135	M5
Dodge Caravan/Ram Van	18	21	156	A3
Chevrolet C-15 Suburban	14	17	305	L4
Chevrolet C-15 Suburban	13	17	350	L4
Chevrolet C-15 Suburban	17	23	379	L4
GMC S-15 Jimmy	21	26	151	L4
GMC S-15 Jimmy	22	26	151	M4
GMC S-15 Jimmy	22	28	151	M5
GMC S-15 Jimmy	17	25	173	L4
GMC S-15 Jimmy	18	25	173	M4
GMC S-15 Jimmy	17	24	173	M5
Grumman Olson Kubvan Diesel	30	30	97	A3
Grumman Olson Kubvan Diesel	35	35	97	M5
Plymouth Voyager	19	22	135	A3
Plymouth Voyager	18	20	135	A3
Plymouth Voyager	20	27	135	M5
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	18	21	156	A3
SPECIAL PURPOSE VEHICLES/4WD				
American Motors Eagle	16	19	258	A3
American Motors Eagle	17	21	258	M5
Chevrolet K-10 Blazer	14	16	305	L4
Chevrolet K-10 Blazer	14	17	305	M4C
Chevrolet K-10 Blazer Diesel	17	21	379	L4
Chevrolet K-10 Suburban	12	16	350	L4
Chevrolet K-10 Suburban	11	14	350	M4C
Chevrolet K-10 Suburban Diesel	16	21	379	L4
Chevrolet T-10 Blazer	20	23	151	L4
Chevrolet T-10 Blazer	21	25	151	M4
Chevrolet T-10 Blazer	17	23	172	L4
Chevrolet T-10 Blazer	16	23	173	M4
Chevrolet T-10 Blazer	14	23	173	M5
Dodge AW-150 Ramcharger	12	14	318	A3
Dodge AW-150 Ramcharger	12	14	318	A3
Dodge AW-150 Ramcharger	11	13	318	M4C
Dodge AW-150 Ramcharger	11	12	360	A3
Ford Bronco II	18	22	171	M5
Ford Bronco	14	14	300	A3
Ford Bronco	16	21	300	M4
Ford Bronco	17	18	300	M4C
Ford Bronco	11	12	351	A3
GMC K-15 Jimmy	14	16	305	L4
GMC K-15 Jimmy	14	17	305	M4C
GMC K-15 Jimmy Diesel	17	21	379	L4
GMC K-15 Suburban	12	16	350	L4
GMC K-15 Suburban	11	14	350	M4C
GMC K-15 Suburban Diesel	16	21	379	L4
GMC T-15 Jimmy	20	23	151	L4
GMC T-15 Jimmy	21	25	151	M4
GMC T-15 Jimmy	17	23	173	L4
GMC T-15 Jimmy	16	23	173	M4
GMC T-15 Jimmy	15	23	173	M5
Isuzu Trooper	19	21	119	M4
Jeep Cherokee/Wagoneer Turbo Diesel	23	23	126	A3
Jeep Cherokee/Wagoneer Turbo Diesel	29	29	126	M5
Jeep Cherokee/Wagoneer	16	18	173	L3
Jeep Cherokee/Wagoneer	16	20	173	M5
Jeep CJ-7	16	18	258	A3
Jeep CJ-7	17	19	258	M4
Jeep CJ-7	17	21	258	M5
Jeep Grand Wagoneer	15	16	258	A3
Jeep Grand Wagoneer	11	13	360	A3
Mitsubishi Montero	17	17	156	A3
Mitsubishi Montero	18	20	156	M5
Subaru Brat	21	23	109	L3
Subaru Brat	24	28	109	M4
Subaru Hatchback	24	28	109	M4
Subaru Sedan	22	25	109	L3
Subaru Sedan Turbo	23	25	109	L3
Subaru Sedan Turbo	25	30	109	M5
Subaru Wagon	22	25	109	L3
Subaru Wagon	22	28	109	M5
Subaru Wagon Turbo	23	25	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT Turbo	25	30	109	M5
Suzuki SJ-410	23	23	59	M4
Suzuki SJ-410V	23	23	59	M4
Toyota 4-Runner	22	25	144	M5
SPECIAL PURPOSE VEHICLES/CAB CHASSIS				
Chevrolet S-10	19	19	151	M4
Chevrolet S-10	14	15	173	L4
Chevrolet S-10	14	16	173	M4
Dodge D-250	10	12	360	A3
Ford Ranger	16	18	171	M5
GMC S-15	19	19	151	M4
GMC S-15	14	15	173	L4
GMC S-15	14	16	173	M4
Nissan	15	15	146	M5
Toyota	15	15	144	A4
Toyota	17	17	144	M4

†—Transmissions: A—Automatic; C—Creeper; L—Lockup; M—Manual.
*—Available in Puerto Rico only.

MODELS: 1942-1985

Number of models offered by U.S. auto makers, 1942 to 1985:

1942	276	1965	348
1946	160	1966	368
1947	182	1967	370
1948	201	1968	368
1949	205	1969	365
1950	243	1970	375
1951	243	1971	341
1952	224	1972	297
1953	210	1973	304
1954	240	1974	302
1955	216	1975	325
1956	232	1976	294
1957	245	1977	275
1958	263	1978	259
1959	239	1979	268
1960	244	1980	252
1961	260	1981	278
1962	296	1982	307
1963	336	1983	298
1964	336	1984	305
		1985	291

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1985 U.S. MODELS BY MAKE

	4-Door Models	2-Door Models*	Convertibles	4-Door Wagons	1985 Totals	(Final 1984 Totals
AMERICAN MOTORS—						
RENAULT**	6	7	2	2	17	(15)
AMC Eagle	1	0	0	2	3	(3)
Renault Alliance	3	3	2	0	8	(6)
Renault Encore	2	4	0	0	6	(6)
CHRYSLER CORP.	24	18	5	5	52	(45)
Chrysler 5th Avenue	1	0	0	0	1	(1)
New Yorker/E-Class	1	0	0	0	1	(2)
Limousine/Exec. Sedan	1	0	0	0	1	(2)
Laser	0	2	0	0	2	(2)
LeBaron	1	1	3	1	6	(6)
LeBaron GTS	2	0	0	0	2	(0)
Dodge Diplomat	2	0	0	0	2	(2)
Aries	3	3	0	2	8	(6)
Charger	0	3	0	0	3	(3)
Daytona	0	3	0	0	3	(2)
Dodge 600	1	1	2	0	4	(5)
Lancer	2	0	0	0	2	(0)
Omni	3	0	0	0	3	(3)
Plymouth Gran Fury	1	0	0	0	1	(1)
Caravelle	1	0	0	0	1	(0)
Horizon	2	0	0	0	2	(2)
Reliant	3	3	0	2	8	(6)
Turismo	0	2	0	0	2	(2)
FORD MOTOR CO.	25	36	2	11	74	(82)
Ford LTD Crown Victoria	1	1	0	2	4	(4)
Escort	4	5	0	3	12	(12)
EXP	0	3	0	0	3	(3)
LTD	3	0	0	1	4	(3)
Mustang	0	4	2	0	6	(10)
Tempo	3	3	0	0	6	(6)
Thunderbird	0	4	0	0	4	(4)
Lincoln	3	0	0	0	3	(3)
Continental	3	0	0	0	3	(3)
Mark VII	0	4	0	0	4	(4)
Mercury Grd. Marquis	2	2	0	1	5	(5)
Capri	0	2	0	0	2	(3)
Cougar	0	3	0	0	3	(3)
Lynx	2	3	0	2	7	(11)
Marquis	2	0	0	2	4	(4)
Topaz	2	2	0	0	4	(4)
HONDA**	3	2	0	0	5	(2)
Accord	3	2	0	0	5	(2)
GENERAL MOTORS	48	68	4	20	140	(157)
Buick LeSabre	2	2	0	2	6	(4)
Electra(RWD)	0	0	0	0	0	(5)
Electra (FWD drive)	3	3	0	0	6	(6)
Century	3	3	0	2	8	(8)
Regal	0	3	0	0	3	(5)
Riviera	0	2	1	0	3	(3)
Skyhawk	2	3	0	2	7	(7)
Skylark	2	0	0	0	2	(5)
Somerset Regal	0	2	0	0	2	(0)
Cadillac (RWD)	1	1	0	0	2	(4)
Cadillac (FWD)	2	2	0	0	4	(3)
Cimarron	1	0	0	0	1	(1)
Eldorado	0	1	1	0	2	(2)
Limousine	1	0	0	0	1	(2)
Seville	1	0	0	0	1	(1)
Chevrolet Impala-Caprice	2	1	0	1	4	(4)
Camaro	0	3	0	0	3	(3)
Cavalier	2	2	1	2	7	(7)
Celebrity	1	1	0	2	4	(4)
Chevette	1	1	0	0	2	(4)
Citation	1	1	0	0	2	(3)
Corvette	0	1	0	0	1	(1)
Monte Carlo	0	2	0	0	2	(2)
Oldsmobile Delta 88	3	2	0	1	6	(5)
Olds 98 (RWD)	0	0	0	0	0	(3)
Olds 98 (FWD)	2	2	0	0	4	(4)
Calais	0	2	0	0	2	(0)
Cutlass Ciera	2	2	0	1	5	(5)
Cutlass Supreme	2	3	0	0	5	(5)
Firenza	2	2	0	2	6	(6)
Omega	0	0	0	0	0	(4)
Toronado	0	1	0	0	1	(1)
Pontiac Parisienne	2	0	0	1	3	(3)
Bonneville	3	0	0	0	3	(3)
Fiero	0	4	0	0	4	(3)
Firebird	0	3	0	0	3	(3)
Grand Am	0	2	0	0	2	(0)
Grand Prix	0	3	0	0	3	(3)
Phoenix	0	0	0	0	0	(5)
Pontiac 1000	1	1	0	0	2	(2)
Pontiac 6000	3	2	0	2	7	(7)
Sunbird	3	5	1	2	11	(11)
VOLKSWAGEN**	1	2	0	0	3	(4)
Golf/GTI	1	2	0	0	3	(0)
Rabbit/GTI	0	0	0	0	0	(4)
1985 TOTALS	107	133	13	38	291	
1984 TOTALS (end of year)	116	140	12	37		(350)

*—Two-door total includes hatchbacks, which some makers list as three-door models.
**—Renault, Honda and Volkswagen totals include only U.S.-built models.

PRODUCTS/SPECIFICATIONS

U. S. 1985-model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engines
AMC/JEEP—CJ7	93.4	—	153.2	—	65.3	70.9	4,150-	—	15.0	15.0	L4	2.5/150	1V	—	*	4.2/258, 2V, L6
Scrambler	103.4	—	166.2	—	63.5	70.8	4,150-	—	15.0	15.0	L4	2.5/150	1V	—	*	4.2/258,2VJ-10
J-10 Pickup	130.7	—	206.0	—	78.9	69.0	6,200-	—	15.0	18.2	L6	4.2/258	2V	—	*	5.9/360, 2V, V-8
J-20 Pickup	130.8	—	206.0	—	78.9	70	6,200-	—	16.5	18.2	V-8	5.9/360	2V	—		
Cherokee/Wagoneer	101.4	—	165.3	—	70.5	64.1	4,677- 4,754	—	15.0	13.5	L4	2.5/150	1V	—	*	2.8/173, 2V, V-6; 1/126 L4 turbo diesel
Grand Wagoneer	108.7	—	186.4	—	74.8	66.4	5,975- 6,200	—	15.0	20.3	L6	4.2/258	2V	—	*	5.9/360, 2V, V-8
All Jeeps are 4WD, *Selec-Trac (2WD/4WD) system is optional.																
NISSAN—Pickup	101.4	110.8	172.8	187.0	63.4	62.0	4,420-	1,460-	14.0	13.2	L4	2.4/146	2V	103	X	
King Cab Pickup	110.8	—	187.0	—	63.4	61.2	4,420-	1,460-	14.0	13.2	L4	2.4/146	2V	103	X	
DODGE—D100 Pickup	115.0	131.0	190.8	210.8	79.5	69.0	4,800-	1,290-1,395	15.0	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D150 Pickup	115.0	131.0	190.8	210.8	79.5	60.0	4,800- 5,850	2,265-2,360	15.0	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D250 Pickup	131.0	—	210.8	—	79.5	73.0	6,400- 7,500	3,500-	16.5	20.0	L6	3.7/225	1V	90	X	5.2/318, 2V, V-8; 5.9/360, 4V, V-8
D350 Pickup	131.0	—	210.8	—	79.5	72.0	8,510-	5,740-	16.5	20.0	V-8	5.9/360	4V	180	X	
Caravan/Mini Ram V./Plym. Voyager	112.0	—	175.9	—	69.6	64.2	3,980- 4,520	1,205-1,710	14.0	15.0	L4	2.2/135	2V	101.0		2.6/156, 2V, L4
Ramcharger (4WD)	106.0	—	184.6	—	79.5	69.7	5,300- 5,850	1,390-1,465	15.0	35.0	V-8	5.2/318	2V	145.0		5.9/360, 4V, V-8
B150 Van	109.6	127.6	178.9	196.9	79.8	79.6	4,700- 5,300	1,135-1,835	15.0	22.0	L6	3.7/325	1V	90		5.2/318, 2V, V-8
FORD—Ranger Pickup	107.9	113.9	175.6	187.6	66.9	64.0	3,800- 4,420	1,215-1,910	14.0	15.2	L4	2.3/140	EFI	90	X	20/121, L4; 2.3/140 turbo diesel L4
Bronco II (4WD)	94.0	—	158.4	—	68.0	68.2	—	—	15.0	23.0	V-6	2.8/171	2V	115		2.3/140 turbo diesel L4
F-150 Pickup	116.8	133.0	192.1	208.3	77.2	70.1	4,800- 6,100	1,385-2,505	15.0	16.5	L6	4.9/300	1V	120	X	5.0/302 (2V, EFI) V-8; 5.8/351 (2V, HO4V) V-8
F—250 Pickup	133.0	—	208.3	—	77.2	73.4	6,300- 8,600	2,515-4,630	16.0	19.0	L6	4.9/300	1V	125	X	5.0/302 (2V, EFI) V-8; 5.8/351 (2V, HO4V) V-8; 6.9/421 diesel, V-8; 7.5/460, 4V, V-8
F-350 Pickup	133.0	—	208.3	—	77.2	74.0	8,700-10,000	4,695-5,730	16.0	19.0	V-8	5.8/351	2V	165	X	5.8/351, HO4V, V-8; 6.9/421, diesel, V-8; 7.5/460, 4V, V-8
Bronco (4WD)	104.7	—	177.6	—	78.5	72.9	—	—	15.0	32.0	L6	4.9/300	1V	120		5.0/302, EFI, V-8; 5.8/351 (2, HO4V) V-8
E-150 Van	124.0	138.0	186.6	206.6	79.9	79.2	5,250- 6,300	1,495-2,350	15.0	18.0	L6	4.9/300	1V	120		5.0/302, 2V, V-8; 5.8/351 (2V, HO4V) V-8
Aerostar (prod. starts this spring)	118.9	—	174.9	—	71.8	72.9	4,900-	2,000-	14.0	17.0	L-4	2.3/140	EFI	91		1.8/171, 2V, V-6
GENERAL MOTORS: CHEVROLET/GMC																
El Camino/Caballero	117.1	—	201.6	—	71.9	53.8	4,568- 4,791	1,250-	14.0	17.7	V-6	4.3/262	EFI	140		5.0/305, 4V, V-8
S-10/15 Pickup	108.3	117.9	178.2	194.2	64.7	61.3	3,535- 4,981	1,000-1,625	14.0	13.2	L4	1.9/119	2V	82	X	2.5/151, EFI, L4; 2.8/173, 2V, V-6; 2.2/136.6, diesel, L4
S-10/15 Extended Cab	122.9	—	192.8	—	64.7	61.3	3,535- 4,928	1,000-1,500	14.0	13.2	L4	1.9/119	2V	82	X	
S-10/15 Blazer/Jimmy (2 and 4WD)	100.5	—	170.3	—	65.4	64.7	3,880- 4,880	1,000-	15.0	13.2	L4	2.5/151	EFI	92	X	2.8/173, 2V, V-6
S-10/15 Blazer/Jimmy (2 and 4WD)	100.5	—	170.3	—	65.4	64.7	3,880- 4,880	1,000-	15.0	13.2	L4	2.5/151	EFI	92	X	2.8/173, 2V, V-6
C-10/1500 Pickup	117.5	131.5	193.5	213.4	79.6	69.2	4,900- 6,100	1,040- 2,522	15.0	16.0	V-6	4.3/262	4V	150	X	5.0/305, 4V, V-8; 6.2/379, diesel, V-8
C-20/2500 Pickup	131.5	—	213.4	—	79.6	72.2	6,400- 8,600	1,913-4,468	16.0	20.0	V-6	4.3/262	4V	150	X	4.8/292, 2V, L6; 5.0/305, 4V, V-8; 5.7/350, 4V, V-8; 7.4/454, 4V, V-8; 6.2/379, diesel, V-8
C-30/3500 Pickup	131.5	—	213.4	—	79.6	73.6	9,000-10,000	3,452-5,256	16.0	20.0	L6	4.8/292	1V	115	X	5.7/350, 4V, V-8; 7.4/454, 4V, V-8; 6.2/379, diesel, V-8
Blazer/Jimmy (4WD)	106.5	—	184.8	—	79.6	73.8	6,100- 6,250	1,331-1,688	15.0	25.0	V-8	5.0/305	4V	160		6.2/379, diesel, V-8
C-10/1500 Suburban	129.5	—	219.1	—	79.6	72.0	6,100- 7,000	1,756-2,478	15.0	25.0	V-8	5.0/305	4V	160	X	5.7/350, 4V, V-8; 6.2/379, diesel, V-8
G-10/1500 Van	110.0	125.0	178.2	202.2	79.5	79.4	4,900- 6,000	1,101-2,376	15.0	22.0	V-6	4.3/262	4V	150		5.0/305, 4V, V-8
Astro/Safari Van (cargo & passenger)	111.0	—	176.2	—	77.0	71.7	4,074- 5,535	1,000-1,700	15.0	17.0	L4	2.5/151	EFI	92		4.3/262, 4V, V-6

Note: All pickup trucks are standard cab versions unless otherwise specified.

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Import 1985 model light-duty truck specifications

Make and Model	Dimensions and Capacities										Standard Engine					
	Wheelbase (in.) Standard	Wheelbase (in.) Maximum	Overall Length (in.) Standard	Overall Length (in.) Maximum	Width (in.)	Height (in.)	Gross Vehicle Weight Range (lbs.)	Payload (lbs.) Range	Wheel diameter (in.)	Fuel Tank (U.S. gals.)	Type	Displacement (liters/cu. in.)	Carburetion	Horsepower	4 WD Availability	Optional Engines
NISSAN-Pickup	101.4	110.8	172.8	187.0	63.4	62.0	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
King Cab Pickup	110.8	—	187.0	—	63.4	61.2	4,420-4,660	1,460-	14	13.2	4	2.4/146	2V	103	X	None
DODGE-Ram 50	109.4	—	184.6	—	65.0	60.6	4,045-4,520	1,520-1,680	14	18.0	4	2.0/122	2V	90	X	2.6/156,2.3/143(turbo-diesel)
ISUZU-P'up	104.3	117.9	174.4	191.5	63.0	59.3	3,550-4,550	1.035-1,690	14	13.2	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
Trooper	104.3	—	174.2	—	65.0	70.1	4,300-	1,222-	15	21.9	4	2.2/137	2V	96	X	2.2/136 (turbo-diesel)
'86 MAZDA-B2000	108.7	117.5	177.6	193.7	65.7	61.9	4,175-	1,400-	14	14.8	4	2.0/122	2V	80		None
MITSUBISHI-Pickup	109.4	—	184.4	—	65.5	57.5	4,045-4,491	1,341-1,612	14	18.0	4	2.0/122	2V	88	X	2.6/156,2.3/143 (turbo-diesel)
Montero	92.5	—	157.3	—	66.1	70.9	4,293-4,338	1,033-	15	15.9	4	2.6/156	2V	106	X	None
TOYOTA—Pickup	103.0	112.2	174.6	186.2	63.8	60.8	4,400-5,500	1,400-2,500	14	17.2	4	2.4/144	2V	103	X	2.4/144 F.I., 2.4/149 (diesel and turbo-diesel)
4 Runner	103.0	—	174.6	—	66.5	66.1	4,800-	700-	15	14.8	4	2.4/144	F.I.	116	X	None
Vans (LE,Deluxe,Cargo)	88.0	—	175.4	—	65.7	70.1	4,480-4,520	1,500-1,680	14	15.9	4	2.0/122	F.I.	90		None
VOLKSWAGEN—Vanagon	96.9	—	179.9	—	72.6	77.2	5,200-	1,578-1,904	14	15.9	4	1.9/117	F.I.	82		None

PRICES

Retail prices, 1985 U. S. models

This table shows 1985 domestic prices in effect March 31, 1985, and rounded off to the nearest dollar. All prices are Manufacturer's Suggested Retail Prices. They do not include destination charges, state and local taxes, optional equipment or any other charges that may be passed on to the local buyer. In the equipment section, "Std." means standard equipment; "N.A." means the item is not available on the model mentioned. On some models, the standard-equipment radio is a delete option.

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	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
AMERICAN MOTORS—Eagle 6	$10,457				$11,127	$366	std.	std.	$ 94	$781
Eagle Limited 6					11,893	366	std.	std.	94	781
BUICK—Skyhawk Custom 4	7,734	$7,512			8,077	425	$215	std.	std.	645
Skyhawk Limited 4	8,244	8,040			8,547	425	215	std.	std.	645
Skyhawk T Type 4		8,606				350	215	std.	std.	645
Skylark Custom 4	7,861					450	std.	std.	std.	750
Skylark Limited 4	8,449					450	std.	std.	std.	750
Somerset Regal V-6		9,034				425	std.	std.	std.	645
Somerset Regal Limited V-6		9,655				425	std.	std.	std.	645
Century Custom 4	9,735	9,565			10,140	std.	std.	std.	std.	750
Century Limited 4	10,215	10,040				std.	std.	std.	std.	750
Century Estate Wagon 4					10,585	std.	std.	std.	std.	750
Century T Type 4	11,645	11,475				std.	std.	std.	std.	750
Regal V-6		10,129				std.	std.	std.	std.	750
Regal Limited V-6		10,795				std.	std.	std.	std.	750
Regal T Type V-6		12,829				std.	std.	std.	std.	std.
LeSabre Custom V-6	10,815	10,662				std.	std.	std.	std.	750
LeSabre Ltd. Collectors Edit. V-6	12,154	11,986				std.	std.	std.	std.	750
LeSabre Estate Wagon V-8					12,958	std.	std.	std.	std.	std.
Electra V-6	14,883	14,697				std.	std.	std.	std.	std.
Electra Park Avenue V-6	16,566	16,398				std.	std.	std.	std.	std.
Electra T Type V-6	15,879	15,694				std.	std.	std.	std.	std.
Electra Estate Wagon V-8					15,629	std.	std.	std.	std.	std.
Riviera V-8		17,044		$27,335		std.	std.	std.	std.	std.
Riviera T Type V-6		17,995				std.	std.	std.	std.	std.
CADILLAC—Cimarron 4	12,962					350	std.	std.	std.	std.
DeVille V-8	18,947	18,355				std.	std.	std.	std.	std.
Fleetwood V-8 (fwd)	21,466	21,495				std.	std.	std.	std.	std.
Fleetwood Brougham (fwd)	21,835	21,219				std.	std.	std.	std.	std.
Eldorado V-8		21,355		$32,105		std.	std.	std.	std.	std.
Seville V-8	23,729					std.	std.	std.	std.	std.
Limousine V8	32,640					std.	std.	std.	std.	std.
CHEVROLET—Chevette CS 4	5,790		$5,470			425	215	$100	std.	645
Cavalier 4	6,606				6,767	425	215	std.	112	645
Cavalier Convertible 4				11,927		425	std.	std.	std.	645
Cavalier Type 10 4		6,872	7,057			425	215	std.	std.	645
Cavalier CS 4	7,038				7,207	425	215	std.	std.	645
Citation II 4	7,232		7,079			450	100	215	std.	750
Camaro 4		8,530				425	std.	std.	std.	750
Camaro Berlinetta V-6		11,281				425	std.	std.	std.	750
Camaro Z-28 V-8		11,281				425	std.	std.	std.	750
Celebrity 4	8,454	8,264			8,649	450	std.	std.	std.	750
Celebrity 3-Seat Wagon 4					8,873	450	std.	std.	std.	750
Monte Carlo V-6		9,731				std.	std.	std.	std.	750
Monte Carlo SS V-6		11,608				std.	std.	std.	std.	750
Impala V-6	9,709					std.	std.	std.	std.	750
Caprice Classic V-6	10,239	10,086				std.	std.	std.	std.	750
Caprice 3-Seat Wagon V-8					10,928	std.	std.	std.	std.	750
Corvette V-8			24,891			std.	std.	std.	std.	std.
CHRYSLER—LeBaron 4	9,419	9,574		12,052		std.	std.	std.	std.	757

Continued on Page 54

COMPARING PRICES: 1985 vs. 1984

SUBCOMPACTS

	March 31, 1985	March 31, 1984
Chevette CS 2-dr.	$5,470	$5,482
Pontiac 1000 2-dr.	5,575	5,614
Escort 2-dr.	5,620	5,620
Lynx 2-dr.	5,750	5,750
Chevette CS 4-dr.	5,790	5,629
Pontiac 1000 4-dr.	5,795	5,817
Escort 4-dr.	5,827	5,827
Escort L 2-dr.	5,876	5,876
Encore 2-dr.	5,895	5,755
Alliance 2-dr.	5,995	5,959
Horizon 4-dr.	5,999	5,822
Omni 4-dr.	5,999	5,822
Escort L 4-dr.	6,091	6,091
Lynx L 2-dr.	6,170	6,011
Escort L Wagon	6,305	6,305
Horizon SE 4-dr.	6,342	6,140
Omni SE 4-dr.	6,342	6,140
Encore S 2-dr.	6,360	6,365
Lynx L 4-dr.	6,384	6,225
Alliance L 2-dr.	6,400	6,465
Lynx L Wagon	6,508	6,440
Turismo 2-dr.	6,584	6,486
Charger 2-dr.	6,584	6,486
Encore S 4-dr.	6,610	6,615
Alliance L 4-dr.	6,650	6,715
EXP 2-dr.	6,697	6,645
Golf 2-dr.	6,790	———
Golf 4-dr.	7,000	———
Turismo 2.2 2-dr.	7,515	7,280
Charger 2.2 2-dr.	7,515	7,280
Accord 2-dr.	7,895	7,691
Fiero 2-dr.	8,495	7,990
Daytona 2-dr.	8,505	8,298
Accord 4-dr.	8,845	8,541
Laser 2-dr.	8,854	8,638
VW GTI 2-dr.	8,990	———
Shelby Charger 2-dr.	8,995	8,533
Fiero Sport Coupe	8,995	8,490

COMPACTS
(2-Door Models, unless otherwise noted)

Cavalier 4	$6,872	$6,469
Reliant 4	6,924	6,829
Aries 4	6,924	6,829
Mustang LX 4	6,989	7,281
Sunbird 4	6,995	6,667
Tempo 4	7,052	6,928
Skyhawk 4	7,512	7,133
Firenza 4	7,588	7,206
Topaz 4	7,767	7,469
Capri GS 4	8,131	7,749
Camaro 4	8,530	7,985
Firebird	8,849	8,339
LeBaron 4	9,574	8,775
Eagle G (4-dr.)	10,457	9,495
Cimarron 4 (4-dr.)	12,962	12,605

COMPACT WAGONS
(4-Door Models)

Cavalier 4	$6,767	$6,367
Sunbird 4	7,485	7,107
Reliant 4	7,939	7,728
Aries 4	7,939	7,728
Firenza 4	7,898	7,513
Skyhawk	8,077	7,677
LeBar. Town & Coun. 4	10,495	10,119
Eagle G	11,217	10,225

Continued on Page 54

AVERAGE NEW-CAR SELLING PRICE

Year	Sales Price Ave. Retail
1970	3,430
1971	3,730
1972	3,690
1973	3,930
1974	4,390
1975	4,750
1976	5,470
1977	6,120
1978	6,470
1979	6,950
1980	7,340
1981	8,850
1982	9,910
1983	10,725
1984	11,100

SOURCE: NADA

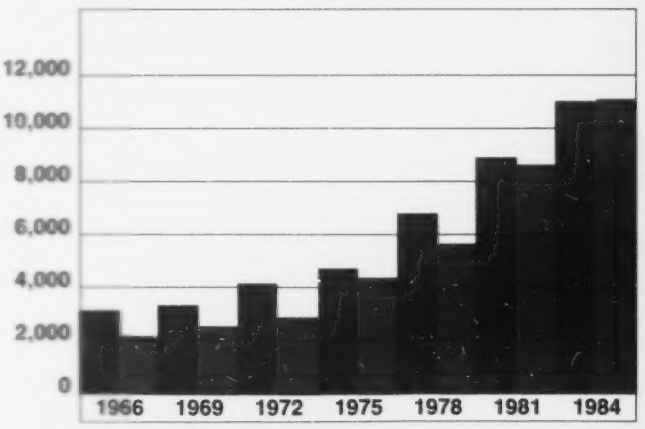
AVERAGE TRANSACTION PRICE PER NEW CAR

Expenditure Per Car

Year	Domestic	Import	Average
1970	3,708	2,648	3,542
1971	3,919	2,769	3,742
1972	4,034	2,994	3,879
1973	4,180	3,343	4,051
1974	4,523	4,022	4,439
1975	5,083	4,376	4,948
1976	5,504	4,912	5,414
1977	5,985	5,057	5,811
1978	6,481	5,937	6,382
1979	6,906	6,705	6,861
1980	7,630	7,492	7,591
1981	8,940	8,894	8,929
1982	9,880	9,785	9,853
1983	10,484	10,644	10,530
1984	11,059	11,954	11,274

Source: U.S. Dept. of Commerce, Bureau Economic Analysis

New Car — Average Transaction Prices



PRICES

Retail prices, 1985 U. S. models

Continued from Page 53

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
LeBaron Town & Country 4					10,495	std.	std.	std.	std.	757
LeBaron Mark Cross Convt. 4				16,194		std.	std.	std.	std.	std.
LeBaron Mk. Cr. T&C Convt. 4				17,194		std.	std.	std.	std.	std.
LeBaron GTS 4	9,244					464	std.	std.	std.	757
LeBaron GTS Premium 4	10,158					464	std.	std.	std.	757
Laser 4			8,854			439	std.	std.	std.	737
Laser XE 4			10,776			439	std.	std.	std.	737
New Yorker 4	12,921					std.	std.	std.	std.	757
Fifth Avenue V-8	14,428					std.	std.	std.	std.	std.
Executive Limousine 4	26,318					std.	std.	std.	std.	std.
DODGE—Omni 4	5,999					439	219	std.	113	643
Omni SE 4	6,342					439	219	std.	std.	643
Omni GLH 4	7,620					439	219	std.	std.	643
Charger 4			6,584			439	219	std.	113	643
Charger 2.2 4			7,515			439	219	std.	std.	643
Shelby Charger Turbo 4			8,995			N.A.	std.	std.	std.	643
Aries 4	7,039	6,924				439	219	std.	113	737
Aries SE 4	7,439	7,321			7,939	439	219	std.	std.	737
Aries LE 4	7,792	7,659				439	219	std.	std.	737
Aries LE Wagon 4					8,378	439	std.	std.	std.	737
Lancer 4	8,927					464	std.	std.	std.	757
Lancer ES 4	9,872					464	std.	std.	std.	757
Daytona 4			8,505			439	std.	std.	std.	737
Daytona Turbo			10,286			439	std.	std.	std.	737
Daytona Turbo Z 4			11,620			439	std.	std.	std.	737
Dodge 600 4		9,174				std.	std.	std.	std.	757
600 Convertible 4				11,052		std.	219	std.	std.	757
600-SE 4	9,081					std.	std.	std.	std.	757
600-ES Turbo 4				14,195		std.	std.	std.	std.	757
Diplomat Salon V-8	9,658					std.	std.	std.	std.	812
Diplomat SE V-8	10,701					std.	std.	std.	std.	812
FORD—Escort 4	5,827		5,620			N.A.	N.A.	95	39	N.A.
Escort L4	6,091		5,876			439	215	95	39	643
Escort L Wagon 4					6,305	439	215	std.	39	643
Escort GL 4	6,588		6,374			439	215	95	std.	643
Escort GL Wagon 4					6,765	439	215	std.	std.	643
Escort LX 4	7,840				7,931	363	215	std.	std.	643
Escort GT 4			7,585			363	215	std.	std.	643
Escort GT Turbo 4			8,680			363	std.	std.	std.	643
EXP 4			6,697			363	215	std.	std.	643
EXP Luxury Coupe 4			7,585			363	215	std.	std.	643
EXP Turbo Coupe 4			9,997			363	std.	std.	std.	643
Mustang LX 4		6,989	7,509			470	std.	std.	std.	762
Mustang LX Convertible V-6				12,237		std.	std.	std.	std.	762
Mustang GT V-8			10,244	13,930		470	std.	std.	std.	762
Mustang SVO Turbo 4			14,806			N.A.	std.	std.	std.	std.
Tempo L4	7,052	7,052				N.A.	223	std.	std.	N.A.
Tempo LX4	7,160	7,160				363	223	std.	std.	743
Tempo GLX 4	8,302	8,253				363	std.	std.	std.	743
LTD 4	9,066					std.	std.	std.	std.	762
LTD Wagon V-6					9,655	std.	std.	std.	std.	762
LTD Brougham 4	9,454					std.	std.	std.	std.	762
LTD LX V-8	11,695					std.	std.	std.	std.	762
Thunderbird V-6		10,443				std.	std.	std.	std.	762
Thunderbird Turbo Coupe 4		13,578				315	std.	std.	std.	762
Thunderbird Elan V-6		12,124				std.	std.	std.	std.	762
Thunderbird FILA V-6		15,194				std.	std.	std.	std.	762
LTD Crown Victoria V-8	11,912	11,912			11,850	std.	std.	std.	std.	762
LTD Country Squire V-8					12,100	std.	std.	std.	std.	762
HONDA—U.S.-Built Models										
Accord 4			7,895			*550	*	std.	90	630
Accord Sedan 4	8,845					350	std.	std.	90	630
Accord LX4			9,095			350	std.	std.	std.	630
Accord LX Sedan 4	10,295					350	std.	std.	std.	std.
Accord SE-i4	12,945					350	std.	std.	std.	std.

*—Automatic transmission price includes power steering on base Accord hatchback.

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Retail prices, import cars

Prices in effect March 1, 1985

The following prices are Manufacturer's Suggested Retail Prices. They include ocean freight and import duty. They do not include inland shipping charges, state or local taxes, optional equipment or special equipment required by state laws. Where East Coast and West Coast prices differ, East Coast prices are used, unless otherwise indicated. Prices are for 1985 models.

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ALFA ROMEO—Graduate convertible (5-speed), $13,500; Spider Veloce convertible (5-speed), $16,500; GTV-6 coupe, (5-speed), $16,500. (**Power disk brakes** standard on Veloce and GTV-6. **Air conditioning** standard on GTV-6.) (Prices do not include dealer prep fee of $150 on Graduate and Veloce, $160, on GTV-6.)

ASTON-MARTIN—V-8 coupe, $100,000; V-8 Vantage coupe, $110,000; V-8 Volante convertible, $125,000; V-8 Lagonda 4-door sedan, $150,000. (**Automatic transmission** standard on Lagonda; **automatic or 5-speed manual** are no-charge choices on other models. **Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices include dealer prep fee.)

AUDI—4000-S—4-door sedan (5-speed), $13,950; Quattro—4-door sedan (5-speed), $17,450. **Coupe GT**—Coupe (5-speed), $15,250. **5000—S**—4-door sedan (5-speed, $17,710; 4-door wagon (5-speed), $18,920; Turbo 4-door sedan (automatic), $23,875. **Quattro Turbo**—Coupe (5-speed), $35,000. (**Power disk brakes, power steering, air conditioning** standard on all models. **Radio** standard on 4000-S Quattro, 5000-S Turbo and Quattro Turbo. **Automatic transmission** is $450 on 4000-S sedan, Coupe GT, 5000-S sedan and 5000-S wagon.) (Prices do not include dealer prep fee.)

BENTLEY—Mulsanne 4-door sedan, $97,950; Mulsanne L 4-door sedan, $108,390; Continental convertible, $155,470. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

BERTONE—Targa coupe (5-speed), $9,995. (**Power disk brakes** are standard.) (Price does not include dealer prep fee of $179.)

BMW—318i—4-door sedan, $16,925; 2-door sedan, $16,430. **325e**—4-door sedan, $21,105; 2-door sedan, $20,970. **528e**—4-door sedan, $24,565. **535i**—4-door sedan, $30,760. **735i**—4-door sedan, $36,880. **635-CSi**—Coupe, $41,315. **5-speed transmission, power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on all models except 318i. **Automatic transmission** is $595 on 318i and 328e; $795 on other models.) (Prices do not include dealer prep fee of $90 on 318i, $155 on 635-CSi and $100 on other models.)

CHEVROLET SPECTRUM—4-door sedan (5-speed), $6,575; 2-door hatchback (5-speed), $6,295. (**Power disk brakes** standard on both models. **Automatic transmission** is $395.) (Prices include dealer prep fee.)

CHEVROLET SPRINT—2-door hatchback (5-speed), $5,151. (**Power disk brakes** are standard.) (Price includes dealer prep fee.)

DODGE COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices inlcude dealer prep fee.)

DODGE COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Price includes dealer prep fee.)

DODGE CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

DODGE RAM 50—Pickup Trucks (2-wheel drive)—Custom (4-speed), $5,746; Royal (5-speed), $6,456. **Pickup Trucks (4-wheel drive)**—Power Custom (5-speed), $8,177; Power Royal (5-speed), $8,743. (**Power disk brakes** standard on all models. **Power steering** standard on Power Custom and Power Royal. **Radio** standard on all models except Power Custom. **Automatic transmission** is $374 on Royal and Power Royal, $433 on Power Custom, $476 on Custom.) (Prices include dealer prep fee.)

FERRARI—308 Quattrovalvole—Berlinetta coupe, $54,300; Spider convertible, $59,500. **Mondial**—Coupe, $59,500; Cabriolet, $65,000. (**5-speed transmission, power disk brakes, air conditioning** standard on all models.) (Prices include Gas Guzzler Tax of $1,800.) (Prices do not include dealer prep fee of $350.)

HONDA—Civic CRX—HF 1.5 coupe (5-speed), $6,479; 1.5 coupe (5-speed), $6,855; 1.5 coupe (automatic), $7,155; SI 1.5 coupe (5-speed), $7,999. **Civic**—1.3 3-door hatchback (5-speed), $5,399; 1.5 DX 3-door hatchback (5-speed), $6,529; 1.5 DX 3-door hatchback (automatic), $6,829; S 1.5 3-door hatchback (5-speed), $7,129; 1.5 4-door sedan (5-speed), $7,295; 1.5 4-door sedan (automatic), $7,795; 1.5 4-door wagon (5-speed), $7,195; 1.5 4-door wagon (automatic), $7,495; 1.5 4WD wagon (6-speed), $8,649. **Accord**—1.8 3-door hatchback (5-speed), $7,895; 1.8 3-door hatchback (automatic), $8,445; 1.8 4-door sedan (5-speed), $8,845; 1.8 4-door sedan (automatic), $9,195. **Accord LX**—1.8 3-door hatchback (5-speed), $9,095; 1.8 3-door hatchback (automatic), $9,445; 1.8 4-door sedan (5-speed), $10,295; 1.8 4-door sedan (automatic), $10,645. **Accord SE-i**—1.8 4-door sedan (5-speed), $12,945; 1.8 4-door sedan (automatic), $13,295. **Prelude**—1.8 coupe (5-speed), $10,345; 1.8 coupe (automatic), $10,695. (**Power disk brakes** standard on all models. **Power steering** standard on Prelude and Accord models except base Accord hatchback with 5-speed. **Radio** standard on Accord LX, Accord SEi and Prelude. **Air conditioning** standard on Accord LX 4-door and Accord SEi.) (Prices include dealer prep fee.)

ISUZU—I-Mark—4-door sedan (5-speed), $6,785; 4-door sedan (automatic), $7,149. **Impulse**—Coupe (5-speed), $11,048; coupe (automatic), $11,463. **Trooper II**—Sports-utility vehicle (4-speed), $8,683. (**Power disk brakes** standard on all models. **Power steering, radio, air conditioning** standard on Impulse.) (Prices include dealer prep fee.)

ISUZU P'UP PICKUP TRUCKS—2-wheel drive, gasoline engine—Standard bed (4-speed), $5,775; Deluxe standard bed (5-speed), $6,519; Deluxe standard bed (automatic), $6,851; LS standard bed (5-speed), $7,295; Standard long bed (4-speed), $5,930; Deluxe long bed (5-speed), $6,674; Deluxe long bed (automatic), $7,006; LS long bed (5-speed), $7,450. **4-wheel drive, gasoline engine**—Deluxe Standard bed (4-speed), $8,189; LS Standard bed (4-speed), $8,965; Deluxe long bed (4-speed), $8,344; LS long bed (4-speed), $9,120. **2-wheel drive, diesel engine**—MPG + (4-speed, N/A California), $6,540; MPG + (5-speed, California only), $6,540; Deluxe standard short bed (5-speed), $7,284; Deluxe standard bed (automatic), $7,616; Standard long bed (5-

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COMPARING PRICES: 1985 vs. 1984

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	1985	1984
INTERMEDIATES (2-Door Models, unless otherwise noted)		
Citation 4	$7,079	$6,436
Skylark 4 (4-dr.)	7,861	7,545
Grand Am 4	8,149	———
Celebrity 4	8,264	7,702
Calais 4	8,669	———
Lancer 4 (4-dr.)	8,927	———
Caravelle 4 (4-dr.)	9,007	———
Somerset Regal 4	9,034	———
LTD 4 (4-dr.)	9,066	8,596
Pontiac 6000 4	9,089	8,690
Dodge 600 4	9,174	8,368
Marquis 4 (4-dr.)	9,188	8,718
LeBaron GTS 4 (4-dr.)	9,244	———
Cutlass Ciera 4	9,493	9,005
Century 4	9,565	9,110
Monte Carlo V-6	9,731	8,926
Bonneville V-6 (4-dr.)	9,749	9,121
Grand Prix V-6	9,759	9,135
Cutlass Supreme V-6	9,993	9,366
Regal V-6	10,129	9,487
Thunderbird V-6	10,443	9,623
Cougar V-6	10,844	9,968
New Yorker 4 (4-dr.)	12,921	12,442
INTERMEDIATE WAGONS (4-door Models)		
Celebrity 4	$8,649	$8,205
Pontiac 6000 4	9,599	9,212
LTD V-6	9,655	9,093
Marquis V-6	9,777	9,215
Cutlass Ciera 4	10,055	9,542
Century 4	10,140	9,660
STANDARD-SIZE (4-Door Models)		
Plym. Gran Fury V-8	$9,658	$9,169
Dodge Diplomat V-8	9,658	9,169
Chevrolet Impala V-6	9,709	8,884
Chevrolet Caprice V-6	10,239	9,388
Pont. Parisienne V-6	10,599	9,870
Olds Delta Royale V-6	10,798	10,040
Buick LeSabre V-6	10,815	10,129
Ford Crown Vic. V-8	11,912	10,943
Mercury Grd. Marq. V-8	12,661	11,629
STANDARD-SIZE WAGONS (4-Door, V-8)		
Chevrolet Caprice	$10,928	$10,198
Pontiac Parisienne	11,175	10,382
Ford Crown Victoria	11,850	10,849
Olds Custom Cruiser	11,860	10,827
Ford Country Squire	12,100	11,099
Mercury Colony Park	12,873	11,804
Buick LeSabre Estate	12,958	———
Buick Electra Estate	15,629	14,483
LUXURY CARS		
Chrysler Fifth Ave. 4-dr.	$14,428	$13,978
Buick Electra 4-dr.	14,883	13,850
Olds Ninety-Eight 4-dr.	15,224	14,209
Buick Riviera 2-dr.	17,044	15,967
Olds Toronado 2-dr.	17,134	16,096
Cadillac Deville 4-dr.	18,947	17,957
Lincoln Town Car	19,458	18,059
Cad. Eldorado 2-dr.	21,355	20,330
Cad. Fleet. 4-dr. (FWD)	21,466	20,402
Fleet. Bro. 4-dr. (RWD)	21,835	20,439
Lincoln Mark VII 2-dr.	22,399	21,695
Lincoln Cont. 4-dr.	23,086	21,757
Cadillac Seville 4-dr.	23,729	22,456
Chev. Corvette 2-dr.	24,891	23,346
Chrys. Executive Limo.	26,318	21,967
Cadillac Limousine	32,640	30,439
CONVERTIBLES		
Alliance L 4	$10,295	———
Dodge 600 4	11,052	$10,587
Alliance DL 4	11,295	———
Cavalier 4	11,927	11,291
LeBaron 4	12,052	11,587
Mustang LX V-6	12,237	11,840
Sunbird 4	12,295	11,741
Mustang GT V-8	13,930	13,247
Dodge 600-ES Turbo 4	14,195	12,895
LeBaron Mark Cross 4	16,194	15,487
LeBar. Town & Coun. 4	17,194	16,487
Riviera V-8	27,335	25,832
Eldorado V-8	32,105	31,274

Comparison of selected 1985 and 1984 domestic models by market class. Prices are Manufacturer's Suggested Retail Prices in effect on March 31 of each year.

No adjustment has been made for year-to-year equipment changes or dealer discount changes or standard-equipment variations among competing models. If there is no entry in the 1984 column, it means that the 1985 model is new or had no direct counterpart in 1984.

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PRICES

Retail prices, 1985 U. S. models

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	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
LINCOLN—Town Car V-8	19,458					std.	std.	std.	std.	std.
Town Car Signature V-8	22,573					std.	std.	std.	std.	std.
Town Car Cartier V-8	24,091					std.	std.	std.	std.	std.
Mark VII V-8		22,399				std.	std.	std.	std.	std.
Mark VII Bill Blass V-8		26,659				std.	std.	std.	std.	std.
Mark VII Versace V-8		26,578				std.	std.	std.	std.	std.
Mark VII LSC V-8		24,332				std.	std.	std.	std.	std.
Continental V-8	23,086					std.	std.	std.	std.	std.
Continental Givenchy V-8	26,321					std.	std.	std.	std.	std.
Continental Valentino V-8	26,616					std.	std.	std.	std.	std.
MERCURY—Lynx 4			5,750			N.A.	N.A.	95	39	N.A.
Lynx L4	6,384		6,170		6,508	439	215	std.	std.	643
Lynx GS 4	6,921		6,707		6,973	363	215	std.	std.	643
Capri GS 4			8,131			470	std.	std.	std.	762
Capri RS V-8			10,484			470	std.	std.	std.	762
Topaz GS 4	7,767	7,767				363	std.	std.	std.	743
Topaz LS 4	8,980	8,931				363	std.	std.	std.	743
Marquis 4	9,188					std.	std.	std.	std.	762
Marquis Brougham 4	9,576					std.	std.	std.	std.	762
Marquis Wagon 4					9,777	std.	std.	std.	std.	762
Marquis Brougham Wagon V-6					10,137	std.	std.	std.	std.	762
Cougar V-6		10,844				std.	std.	std.	std.	762
Cougar LS V-6		12,180				std.	std.	std.	std.	762
Cougar XR-7 Turbo V-8		13,812				315	std.	std.	std.	762
Grand Marquis V-8	12,661	12,596				std.	std.	std.	std.	762
Grand Marquis LS V-8	13,215	13,150				std.	std.	std.	std.	762
Colony Park V-8					12,873	std.	std.	std.	std.	762
OLDSMOBILE—Firenza S 4			7,588			425	215	std.	std.	645
Firenza 4	7,679				7,898	425	215	std.	std.	645
Firenza SX 4			8,395			425	std.	std.	std.	645
Firenza LX 4	8,255				8,492	425	std.	std.	std.	645
Calais 4		8,669				425	std.	std.	std.	645
Calais Supreme 4		9,021				425	std.	std.	std.	645
Cutlass Ciera LS 4	9,687	9,493				std.	std.	std.	std.	750
Cutlass Ciera Brougham 4	10,198	9,983				std.	std.	std.	std.	750
Cutlass Ciera Cruiser 4					10,055	std.	std.	std.	std.	750
Cutlass Supreme V-6	10,160	9,993				std.	std.	std.	std.	750

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Retail prices, import cars

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speed), $6,695; Deluxe long bed (5-speed), $7,439; Deluxe long bed (automatic), $7,771; LS long bed (5-speed), $8,215. 4-wheel drive, diesel engine—Deluxe Standard bed (4-speed), $8,954; LS Standard bed (4-speed), $9,730; Deluxe long bed (4-speed), $9,109; LS long bed (4-speed), $9,885. **(Power disk brakes** standard on all models. Radio standard on Deluxe models with 2-wheel drive and on all LS models.) (Prices include dealer prep fee.)

JAGUAR—XJ-6—4-door sedan, $32,250. **Vanden Plas**—4-door sedan, $35,550. **XJ-S**—Coupe (V-12), $36,000. **(Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee of approximately $250.)

LAMBORGHINI-Countach LP500—Coupe (5-speed), $99,500; **Jalpa P350**—Targa coupe (5-speed), $53,125. **(Power disk brakes, radio, air conditioning** standard on both models.) (Prices do not include dealer prep fee of $2,000.)

LOTUS—Turbo Esprit coupe, $48,749. **(5-speed transmission, power disk brakes, air conditioning** are standard.) (Price includes Gas Guzzler Tax of $1,000.) (Price does not include dealer prep fee of $350.)

MASERATI—Biturbo—Coupe (5-speed), $26,874; E Type coupe (5-speed), $27,802. **Quattroporte**—4-door sedan (automatic), $66,710. **(Power disk brakes, radio, air conditioning** standard on all models. **Power steering** standard on Quattroporte.) (Prices include Gas Guzzler Tax of $1,000 on Biturbo and $2,600 on Quattroporte.) (Prices include dealer prep fee.)

MAZDA—GLC Series—3-door hatchback (4-speed), $5,195; Deluxe 3-door hatchback (5-speed), $6,095; Deluxe 3-door hatchback (automatic), $6,395; Luxury 3-door hatchback (5-speed), $6,795; Luxury 3-door hatchback (automatic), $7,095; Deluxe 4-door sedan (5-speed), $6,695; Deluxe 4-door sedan (automatic), $6,995; Luxury 4-door sedan (5-speed), $7,395; Luxury 4-door sedan (automatic), $7,695. **626 Series**—Deluxe 2-door sedan (5-speed), $8,845; Deluxe 2-door sedan (automatic), $9,225; Deluxe 4-door sedan (5-speed), $8,495; Deluxe 4-door sedan (automatic), $8,875; Luxury 2-door sedan (5-speed), $10,595; Luxury 2-door sedan (automatic), $10,975; Luxury 4-door sedan (5-speed), $10,245; Luxury 4-door sedan (automatic), $10,625; Luxury Touring 4-door sedan (5-speed), $11,245; Luxury Touring 4-door sedan (automatic), $11,625; Luxury 4-door sedan (5-speed, diesel engine), $10,795. **RX-7**—S coupe (5-speed), $10,945; GS coupe (5-speed), $11,845; GS coupe (automatic), $12,345; GSL coupe (5-speed), $13,645; GSL coupe (automatic), $14,145; GSL-SE coupe (5-speed), $15,645. **(Power disk brakes** standard on all models. **Power steering** standard on 626 Luxury Touring models. **Radio** standard on all models except base GLC hatchback. **Air conditioning** standard on RX-7 GSL-SE.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

MAZDA PICKUP TRUCKS—B-2000—Standard short bed (5-speed), $5,995; Standard long bed (5-speed), $6,195; SE short bed (5-speed), $6,395; SE long bed (5-speed), $6,595; Lux short bed (5-speed), $6,995; Lux long bed, $7,195. **(Power disk brakes** standard on all models. **Radio** standard on SE Lux models.) (Prices include dealer prep fee.) (Prices are those of Mazda East.)

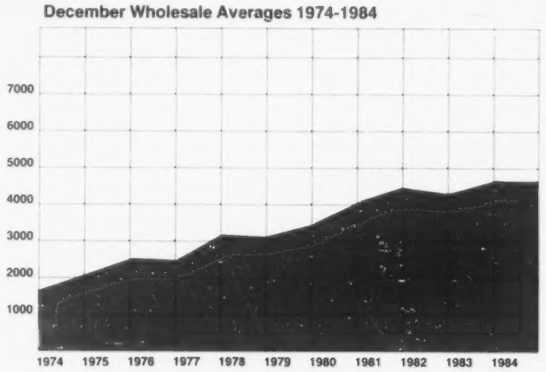
MERCEDES-BENZ—190 Series—190-E 4-door sedan (5-speed), $22,850; 190-E 4-door sedan (automatic), $23,430; 190-D 4-door sedan (diesel, 5-speed), $22,930; 190-D 4-door sedan (diesel, automatic), $23,510. **300 Series (Turbodiesel)**—300-D 4-door sedan (automatic), $31,940; 300-SD 4-door sedan (automatic), $39,500. 300-CD coupe (automatic), $35,220; 300-TD 4-door wagon (automatic), $35,310. **380 Series**—380-SE 4-door wagon (automatic), $42,730; 380-SL coupe/roadster (automatic), $43,820. **500 Series**—500-SEL 4-door sedan (automatic), $51,200; 500-SEC coupe (automatic) $56,800. **(Power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include Gas Guzzler Tax of $600 on 380-SE and 380-SEL and $1,000 on 500-SEL and 500-SEC.) (Prices include dealer preparation fee.)

MERCURY MERKUR—XR4Ti 3-door hatchback (5-speed), $16,361. **(Power steering, power disk brakes, radio, air conditioning** are standard. Automatic transmission is $427.) (Price includes dealer prep fee.)

MITSUBISHI—Mirage—2-door sedan (4-speed), $5,389; L 2-door sedan (5-speed), $6,249; L 2-door sedan (automatic), $6,619; LS 2-door sedan (5-speed), $6,729; Turbo 2-door sedan (5-speed), $7,749; Turbo 2-door sedan (automatic), $8,119. **Tredia**—4-door sedan (5-speed), $7,079; L 4-door sedan (5-speed), $8,229; L 4-door sedan (automatic), $8,599; LS 4-door sedan (au-

Continued on Page 58

December Wholesale Averages 1974-1984



TRENDS IN PRICES OF USED CARS

Average prices of all cars at wholesale auctions

year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1974	$1,552	$1,738	$1,843	$1,875	$1,951	$2,113	$2,027	$2,031	$2,003	$1,981	$2,057	$1,742
1975	2,075	1,979	1,916	2,187	2,070	2,271	2,232	2,127	2,171	2,054	2,041	2,040
1976	2,263	2,422	2,351	2,496	2,786	2,716	2,506	2,787	2,563	2,708	2,802	2,692
1977	2,563	2,838	2,998	2,913	2,796	2,687	2,489	2,617	2,642	2,755	2,889	2,669
1978	2,840	3,048	3,167	3,271	3,326	3,172	3,210	3,386	3,168	3,139	3,162	3,271
1979	3,373	3,462	3,303	3,227	3,023	3,120	2,913	3,231	3,133	3,266	3,293	3,262
1980	3,175	3,207	3,112	3,102	3,183	3,349	3,289	3,649	3,545	3,665	3,795	3,589
1981	3,981	4,076	4,076	4,116	4,326	4,286	4,398	4,548	4,321	4,364	4,315	4,117
1982	4,904	4,687	4,781	4,710	4,799	4,708	4,885	4,910	4,807	4,513	4,569	4,505
1983	4,646	4,733	5,010	5,069	5,173	5,138	5,172	5,159	5,190	5,241	5,059	4,308
1984	5,359	5,340	5,162	5,418	5,372	5,436	5,560	5,189	4,894	4,984	5,118	4,863
1985	4,992	4,782	4,928									

PRICE AVERAGES BY MONTH AND MODEL AT AUCTIONS, 1984 AND 1983

1984

Models	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1984	$10,118	$10,278	$12,302	$13,891	$11,393	$10,601	$11,772	$9,763	$9,747	$9,894	$9,945	$9,531
1983	8,110	8,567	8,066	8,850	9,040	8,284	7,793	7,732	7,364	7,471	6,999	6,760
1982	6,338	6,218	6,357	6,589	6,165	6,185	6,759	5,882	5,762	6,074	5,565	5,112
1981	5,279	5,154	5,393	5,344	5,193	5,091	5,681	5,147	5,020	4,474	4,623	4,454
1980	4,239	4,526	4,351	4,621	4,345	4,358	4,222	4,310	3,932	3,986	3,813	3,528
1979	3,902	3,469	3,698	4,008	3,671	3,963	4,100	3,529	3,237	3,204	3,110	2,932
1978	2,589	2,421	2,744	2,910	2,431	2,432	2,644	2,456	2,346	2,350	2,262	2,047
1977	1,999	1,907	2,365	2,159	1,893	1,830	2,114	1,916	2,213	1,647	1,738	
Overall Average	$ 5,359	$ 5,340	$ 5,162	$ 5,418	$ 5,372	$ 5,436	$ 5,560	$ 5,189	$ 4,894	$ 4,984	$ 5,118	$ 4,863

1983

Models	Jan.	Feb.	March	April	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1983	$10,679	$12,350	$10,292	$ 8,595	$10,203	$10,112	$11,178	$10,166	$ 9,960	$10,112	$ 9,086	$ 9,683
1982	7,253	7,711	8,112	8,142	8,011	8,070	7,622	7,702	7,629	7,653	7,035	6,445
1981	5,844	5,989	6,046	6,140	6,258	6,142	6,164	6,158	6,179	6,114	5,739	5,414
1980	4,814	5,913	5,195	5,342	5,198	4,906	5,281	5,129	5,193	5,185	4,813	4,734
1979	4,235	4,398	4,589	4,498	4,630	4,644	4,529	4,577	4,613	4,386	4,095	3,955
1978	3,175	3,293	3,496	3,511	3,444	3,475	3,353	3,579	3,405	3,316	3,187	2,959
1977	2,573	2,378	2,637	2,828	2,705	2,779	2,645	2,781	2,523	2,365	2,475	1,895
1976	1,679	1,773	2,232	2,012	2,199	1,877	2,113	1,926	1,811	1,868	1,791	
Overall Average	$ 4,646	$ 4,733	$ 5,010	$ 5,069	$ 5,173	$ 5,138	$ 5,172	$ 5,159	$ 5,190	$ 5,241	$ 5,059	$ 4,308

PRICES

Retail prices, import cars

Continued from Page 56

tomatic), $9,359; Turbo 4-door sedan (5-speed), $9,499. **Cordia**—L 2-door hatchback (5-speed), $8,579; L 2-door hatchback, (automatic), $8,959; LS 2-door hatchback, (automatic), $9,658; Turbo 2-door hatchback (5-speed), $10,119. **Galant**—4-door sedan (automatic), $12,229; 4-door sedan with ECS package (automatic), $13,139. **Starion**—LS Turbo coupe (5-speed), $12,629; LE Turbo coupe (5-speed), $14,869; LE Turbo coupe (automatic), $15,409; ESI Turbo coupe (5-speed), $15,279. **Montero Sport/Utility Vehicles**—Montero (5-speed), $9,639; Montero Sport (5-speed), $10,409; Montero Sport (automatic), $10,769. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Mirage and base Tredia. **Radio** standard on all models except Mirage, base Tredia and base Montero. **Air conditioning** standard on Galant, Starion LE and Starion ESI.)

MITSUBISHI PICKUP TRUCKS—Two-Wheel Drive— Mighty Max (5-speed), $5,799; Mighty Max Sport (5-speed), $6,199; SP (automatic), $7,029; SP Turbodiesel (5-speed), $7,599; SPX (5-speed), $7,239; SPX Turbodiesel (5-speed), $8,109. **Four-Wheel Drive**—SPX (5-speed), $9,229; SPX Turbodiesel (5-speed), $10,109. (**Power disk brakes** standard on all models. **Power steering** standard on all SPX models. **Radio** standard on SPX 2-wheel-drive models.)

NISSAN—Sentra—Standard 2-door sedan (5-speed), $5,499; Deluxe 2-door sedan (5-speed), $6,649; Deluxe 2-door sedan (automatic), $7,279; MPG Diesel 2-door sedan (4-speed), $7,099; XE 2-door sedan (5-speed), $6,849; Deluxe 4-door sedan (automatic), $7,479; XE 4-door sedan (5-speed), $7,499; XE 4-door sedan (automatic), $7,879; Deluxe 4-door wagon (5-speed), $7,349; Deluxe 4-door wagon (automatic), $7,979; XE 4-door wagon (automatic), $8,379; XE 2-door hatchback (5-speed), $7,799; XE 2-door hatchback (automatic), $8,179; SE 2-door hatchback (5-speed), $8,699. **Pulsar NX**—Coupe (5-speed), $8,249; coupe (automatic), $8,629. **Stanza**—XE 4-door hatchback (5-speed), $8,949; XE 4-door hatchback (automatic), $9,449; GL 4-door notchback (5-speed), $9,549; GL 4-door notchback (automatic), $10,049. **200-SX**—Deluxe notchback coupe (5-speed), $8,999; Deluxe notchback coupe (automatic), $9,499; XE notchback coupe (5-speed), $10,249; XE notchback coupe (automatic), $10,749; Deluxe hatchback coupe (5-speed), $9,199; Deluxe hatchback coupe (automatic), $9,699; XE hatchback coupe (5-speed), $10,749; XE hatchback coupe (automatic), $11,249; Turbo hatchback coupe (5-speed), $12,349. **Maxima**—SE 4-door sedan (5-speed), $13,499; GL 4-door sedan (automatic), $13,499; GL 4-door wagon (automatic), $14,399. **300-ZX**—Coupe (5-speed), $17,199; coupe (automatic), $17,699; 2 + 2 coupe (5-speed), $18,399; 2 + 2 coupe (automatic), $18,899; Turbo coupe (5-speed), $19,699; Turbo coupe (automatic), $20,199. (**Power disk brakes** standard on all models. **Power steering** standard on all models except Sentra Standard, Sentra Deluxe and Sentra MPG Diesel. **Radio** standard on all models except Sentra Standard, Sentra Deluxe 5-speed and Sentra MPG Diesel. **Air conditioning** standard on Maxima and 300-ZX.) (Prices include dealer prep fee.)

NISSAN PICKUP TRUCKS—Pickup Trucks (2-Wheel Drive)—Standard regular bed (5-speed), $5,999; Standard regular bed (automatic), $6,379; Deluxe regular bed (5-speed), $7,295; ST regular bed (5-speed), $7,295; ST regular bed (automatic), $8,795; Standard long bed (5-speed), $6,299; Standard long bed (automatic), $6,679; ST long bed (5-speed), $8,445; ST long bed (automatic), $8,945; cab and chassis (5-speed, dual rear wheel), $7,595; King Cab Standard (5-speed), $7,395; King Cab Standard (automatic), $7,775; King Cab Deluxe (5-speed), $7,895; King Cab Deluxe (automatic), $8,275; King Cab ST (5-speed), $8,895; King Cab ST (automatic), $9,395. **Pickup Trucks (4-Wheel Drive)**—Standard regular bed (5-speed), $8,395; Deluxe regular bed (5-speed), $9,095; ST regular bed (5-speed), $9,995; Deluxe long bed (5-speed), $9,245; ST long bed (5-speed), $10,145; King Cab Deluxe (5-speed), $9,695; King Cab ST (5-speed), $10,595. (**Power disk brakes** standard on all models. **Power steering** standard on all Deluxe and ST models and on cab-and-chassis model. **Radio** standard on all ST models.) (Prices include dealer prep fee.)

PEUGEOT—505 Series (gasoline engine)—GL 4-door sedan (5-speed), $11,900; GL 4-door sedan (automatic), $12,280; S 4-door sedan (5-speed), $15,580; S 4—door sedan (automatic), $15,960; STI 4-door sedan (5-speed), $16,630; STI 4-door sedan (automatic), $17,010; GL 4-door wagon (5-speed), $12,440; GL 4-door wagon (automatic), $12,820; S 4-door wagon (5-speed), $16,695; S 4-door wagon (automatic), $17,075. **505 Series (turbodiesel)**—GL 4-door sedan (5-speed), $13,220; GL 4-door sedan (automatic), $13,600; S-4-door sedan (5-speed), $16,900; S 4-door sedan (automatic), $17,280; STI 4-door sedan (5-speed), $17,950; STI 4-door sedan (automatic), $18,330; GL 4-door wagon (automatic), $13,860; S 4-door wagon (automatic), $17,965. **505 Turbo (gasoline engine)**—4-door sedan (5-speed), $18,150. (**Power steering, power disk brakes** standard on all models. **Radio, air conditioning** standard on all models except 505 GL sedan and wagon.) (Prices do not include dealer prep fee.)

PININFARINA—Spider convertible (5-speed), $16,995. Spider convertible (automatic), $17,490. (**Power disk brakes, radio, air conditioning** are standard.) (Prices do not include dealer prep fee of $179.)

PLYMOUTH COLT—Colt E—5-door hatchback (5-speed), $6,029; 3-door hatchback (4-speed), $5,372. **Colt DL**—4-door sedan (5-speed), $6,492; 3-door hatchback (5-speed), $6,177. **Colt Premier**—4-door sedan (5-speed), $7,409. (**Power disk brakes** standard on all models. **Automatic transmission** is $384, not available on Colt E 3-door.) (Prices include dealer prep fee.)

PLYMOUTH COLT VISTA—5-door wagon (5-speed, 2-wheel drive), $8,721; 5-door wagon (5-speed, 4-wheel drive), $9,809. (**Power disk brakes** standard on both models. **Power steering** standard on 4WD model. **Automatic transmission** is $384 with 2WD, not available with 4WD.) (Prices include dealer prep fee.)

PLYMOUTH CONQUEST—2-door liftback, $12,564. (**Power steering, power disk brakes, radio** are standard. **Automatic transmission** is $542.) (Price includes dealer prep fee.)

PORSCHE—944-Coupe (5-speed), $21,440; coupe (automatic), $21,940. **911 Carrera**—Coupe (5-speed), $31,950; Targa coupe (5-speed), $33,450; Cabriolet (5-speed), $36,450. **928**—Coupe (automatic), $50,000. (**Power brakes, air conditioning** standard on all models. **Power steering** standard on 944 and 928.) (Prices do not include dealer prep fee.)

RENAULT—Alliance—2-door sedan (4-speed), $5,995; L 2-door sedan (4-speed), $6,400; L 4-door sedan (4-speed), $6,650; L convertible (5-speed), $10,295; DL 2-door sedan (5-speed), 7,000; DL 4-door sedan (5-speed), $7,250; DL convertible (5-speed), $11,295; Limited 4-door sedan (5-speed), $7,250. **Encore**—3-door liftback (4-speed), $5,895; S 3-door liftback (4-speed), $6,360; S 5-door liftback (4-speed), $6,610; LS 3-door liftback (5-speed), $7,060; LS 5-door liftback (5-speed), $7,310; GS 3-door liftback (5-speed), $7,560. (All Alliance and Encore models are built in the U.S.) **Sportwagon**—4—door wagon (5-speed), $9,895; Touring Edition 4-door wagon (5-speed), $11,700. **Fuego**—Coupe, (5-speed), $9,295. (**Power disk brakes** standard on all models. **Power steering and air conditioning** standard on Sportwagon. **Radio** standard on all models except base Alliance 2-door sedan and base Encore 3-door liftback. **Automatic transmission** prices: $348 on Alliance and Encore 5-speed; $438 on Alliance and Encore 4-speed; $438 on Sportwagon and Fuego.) (Prices include dealer prep fee.)

ROLLS-ROYCE—Silver Spirit—4-door sedan, $99,500. **Silver Spur**—4-door sedan, $109,000; Limousine, $185,000. **Camargue**—2-door sedan, $150,600. **Corniche**—Convertible, $156,000. (**Automatic transmission, power steering, power disk brakes, radio, air conditioning** standard on all models.) (Prices do not include dealer prep fee.)

SAAB—900 Series—3-door hatchback, $11,850; 4-door sedan, $12,170. **900-S**—3-door hatchback, $15,040; 4-door sedan, $15,510. **900 Turbo**—3-door hatchback, $18,150; 4-door sedan, $18,620. (**5-speed transmission** standard on all models; **automatic** is $400. **Power steering, power disk brakes, air conditioning** standard on all models. **Radio** standard on 900-S and 900 Turbo.) (Prices include dealer prep fee.)

SUBARU—2—Door Hatchbacks—Standard hatchback (4-speed), $5,118; GL hatchback (5-speed), $7,053; GL hatchback (automatic), $7,363; GL hatchback (4-speed, 4-wheel drive), $7,603. **4-door Sedans**—DL sedan (4-speed), $7,238; DL sedan (5-speed), $7,337; GL sedan (5-speed), $7,887; GL sedan (automatic), $8,262; GL-10 sedan (5-speed), $10,306; GL-10 sedan (automatic), $10,681; GL sedan (automatic, 4-wheel drive), $9,410; RX Turbo sedan (5-speed, 4-wheel drive), $11,160; Turbo sedan (5-speed, 4-wheel drive), $11,582; Turbo sedan (automatic, 4-wheel drive), $11,957. **4-door Wagons**—DL wagon (5-speed), $7,639; GL wagon (5-speed), $8,186; GL wagon (automatic), $8,565; GL-10 wagon (5-speed), $10,478; GL-10 wagon (automatic), $10,853; DL wagon (5-speed, 4-wheel drive), $8,188; GL wagon (5-speed, 4-wheel drive), $8,738; GL wagon (automatic, 4-wheel drive), $9,113; Turbo wagon (automatic, 4-wheel drive), $12,046. **BRAT** (4-wheel drive)—GL (4-speed), $7,927; GL (automatic), $7,927. (**Power disk brakes, radio** standard on all models. **Power steering, air conditioning** standard on GL-10 and Turbo models.) (Prices include dealer prep fee.)

TOYOTA—Tercel—Standard 3-door liftback (4-speed), $5,348; Deluxe 3-door liftback (5-speed), $6,338; Deluxe 3-door liftback (automatic), $6,648; Deluxe 5-door liftback (5-speed), $6,488; Deluxe 5-door liftback (automatic), $6,798; Deluxe 4-door wagon (5-speed), $6,918; Deluxe 4-door wagon (automatic), $7,228; Deluxe 4-door wagon (6-speed, 4-wheel drive), $7,898; Deluxe 4-door wagon (automatic, 4-wheel drive), $8,208; SR-5 4-door wagon (6-speed, 4-wheel drive), $8,778. **Corolla**—Deluxe 4-door sedan (5-speed), $6,938; Deluxe 4-door sedan (automatic), $7,308; LE 4-door sedan (5-speed), $7,738; LE 4-door sedan (automatic), $8,254; LE LTD 4-door sedan (automatic), $9,258; Deluxe 5 door liftback (5-speed), $7,198; Deluxe 5-door liftback (automatic), $7,568; LE 5-door liftback (automatic), $8,358; Deluxe 4-door sedan (automatic, diesel engine), $7,598; Deluxe 5-door liftback (5-speed, diesel $7,798. **Corolla Sport**—SR-5 Sport coupe (5-speed), $8,058; SR-5 sport coupe (automatic), $8,578; GTS sport coupe (5-speed), $9,298; SR-5 3-door liftback (5-speed), $8,238; GTS 3-door liftback (5-speed), $9,538. **Camry**—Deluxe 4-door sedan (5-speed), $8,948; Deluxe 4-door sedan (automatic), $9,748; Deluxe 4-door sedan (automatic, turbodiesel), $10,698; LE 4-door sedan (automatic), $10,898; Deluxe 5-door liftback (automatic), $9,988, LE 5-door liftback (automatic), $11,248. **MR2**—Coupe (5-speed), $10,999. **Celica**—ST sport coupe (5-speed), $8,449; ST sport coupe (automatic), $8,909; GT sport coupe (5-speed), $9,639; GT sport coupe (automatic), $10,099; GT-S sport coupe (5-speed), $11,199; GT-S sport coupe (automatic), $11,659; GT 3-door liftback (5-speed), $9,989; GT 3-door liftback (automatic), $10,449; GT-S 3-door liftback (5-speed), $11,549; GT-S 3-door liftback (automatic), $12,009; GT-S convertible (5-speed), $17,660; GT-S convertible (automatic), $18,129. **Supra**—L-Type coupe (automatic), $15,998; coupe (5-speed), $16,558; coupe (automatic), $17,158. **Cressida**—4 door sedan (5-speed), $15,690; 4-door sedan (automatic), $15,690; 4-door wagon (automatic), $15,750. **Van (Car type)**—Deluxe Van (5-speed), $9,748; Deluxe Van (automatic), $10,268; LE Van (5-speed), $11,348; LE Van (automatic), $11,868. **Land Cruiser**—4-door wagon (4-speed), $14,218. **4Runner (Car type)**—SR-5 (5-speed), $12,568. (**Power disk brakes** standard on all models. **Power steering** standard on Corolla LE LTD, all Camry except Deluxe sedan with 5-speed, all Celica except ST coupe, all Supra, all Cressida, LE Van and 4Runner SR-5. **Radio** standard on Tercel SR-5 4WD wagon, Corolla LE and LE LTD, all Corolla Sport, Camry LE, all Celica, all Supra, all Cressida and LE Van. **Air conditioning** standard on Celica convertible, all Supra and all Cressida.) (Prices include dealer prep fee.)

TOYOTA PICKUP TRUCKS—Pickup Trucks (2-wheel drive)—Standard short bed (4-speed), $5,998; Standard short bed (5-speed), $6,198; Standard short bed (automatic), $6,628; Standard long bed (5-speed), $6,498; Standard long bed (automatic), $6,928; Deluxe long bed (5-speed), $6,898; Deluxe long bed (automatic), $7,328; Deluxe Xtracab (5-speed), $7,228; Deluxe Xtracab (automatic), $7,718; SR-5 short bed (5-speed), $8,098; SR-5 long bed (5-speed), $8,268; SR-5 Xtracab (5-speed), $8,448; SR-5 Xtracab (automatic), $8,878; Deluxe long bed (5-speed, diesel engine), $7,648; Deluxe long bed (5-speed, turbodiesel), $8,548; Deluxe Xtracab (5-speed, diesel), $7,886; Deluxe Xtracab (5-speed, turbodiesel), $8,788; one-ton pickup (5-speed), $7,338; commercial cab/chassis (4-speed), $6,918; camper cab/chassis (4-speed) $7,198; camper cab/chassis (automatic), $7,728. **Pickup Trucks (4-wheel drive)**—Standard short bed (5-speed), $8,398; Deluxe long bed (5-speed), $9,058; Deluxe Xtracab (5-speed), $9,298; SR-5 short bed (5-speed), $10,258; SR-5 long bed (5-speed), $10,428; SR-5 Xtracab (5-speed), $10,648; Deluxe long bed (5-speed, diesel), $10,558. **Van (Truck type)**—Cargo Van (5-speed), $8,198; Cargo Van (automatic), $8,718. **4Runner (Truck Type)**-4Runner truck (5-speed), $10,666. (**Power disk brakes** standard on all models. **Power steering** standard on SR-5 4WD models. **Radio** standard on SR-5 2WD and SR-5 4WD models.) (Prices include dealer prep fee.)

TVR—280i convertible (4-speed), $21,996; 280i coupe (4-speed), $23,796. (**Power disk brakes, radio, air conditioning** standard on both models.) Prices include dealer prep fee.)

VOLKSWAGEN—GOLF—2-door sedan (5-speed, diesel engine), $6,790; 2-door sedan (5-speed), $6,990; 4-door sedan (5-speed, diesel engine), $7,000; 4-door sedan (5-speed), $7,200. **GTI**—2-door sedan (5-speed), $8,990. (All Golf and GTI models are built in the U.S.) **Jetta**—2-door sedan (5-speed, diesel engine), $7,775; 2-door sedan (5-speed), $7,975; 4-door sedan (5-speed, diesel engine), $7,995; 4-door sedan (5-speed), $8,195; GL 4-door sedan (5-speed), $8,495; GLI 4-door sedan (5-speed), $9,995. **Cabriolet**—convertible (5-speed), $11,595. **Scirocco**—coupe (5-speed), $9,980. **Quantum**—GL 4-door sedan (5-speed), $13,295; 4-door wagon (5-speed), $11,570. **Vanagon**—L 7-seater (4-speed), $12,290; L 9-seater (4-speed), $12,345; GL 7-seater (4-speed), $13,140; Camper (4-speed), $17,190; 5-seater conversion bus (4-speed), $11,790. (**Power disk brakes** standard on all models. **Power steering** standard on Jetta GLI, Quantum, Vanagon GL and Vanagon Camper. **Radio** standard on Cariolet and Quantum sedan. **Air conditioning** standard on Quantum sedan and wagon. **Automatic transmission** is $425 on Golf (gasoline engine), Jetta (gasoline engine), Cabriolet and Scirocco; $450 on Quantum and Vanagon.) (Prices include dealer prep fee.)

VOLVO-DL Series—4-door sedan, $13,920; 4-door sedan (automatic), $14,355; 5-door wagon, $14,395; 5-door wagon (automatic), $14,830. **GL Series**—4-door sedan, $16,225; 4-door sedan (automatic), $16,660; 5-door wagon, $16,755; 5-door wagon (automatic), $17,190. **Turbo**—4-door sedan, $18,420; 4-door sedan (automatic), $18,855; 5-door wagon, $18,950; 5-door wagon (automatic), $19,385. **740-GLE**—4-door sedan, $16,150; 4-door sedan (automatic), $18,585. **740 Turbo**—4-door sedan, $20,130; 4-door sedan (automatic) $20,565. **760-GLE**—4-door sedan (automatic), $21,985. **760 Turbodiesel**—4-door sedan (automatic), $23,185. **760 Turbo**—4-door sedan, $22,965; 4-door sedan (automatic), $23,400. (**Power brakes, power steering, air conditioning** standard on all models.)

Retail prices, 1985 U. S. models

Continued from Page 56

	4-Door	2-Door	2-Door Hatchback	Convertible	4-Door Wagon	Automatic Trans.	Power Steering	Power Brakes	Radio	Air Cond.
Cutlass Supreme Brougham V-6	10,814	10,677				std.	std.	std.	std.	750
Cutlass Salon V-6		10,985				std.	std.	std.	std.	750
Delta 88 Royale V-6	10,798	10,698				std.	std.	std.	std.	750
Delta 88 Royale Brougham V-6	11,293	11,188				std.	std.	std.	std.	750
Delta 88 Royale Bro. LS V-8	14,618					std.	std.	std.	std.	std.
Custom Cruiser V-8					11,860	std.	std.	std.	std.	750
Ninety-Eight Regency V-6	15,224	15,295				std.	std.	std.	std.	std.
98 Regency Brougham V-6	16,181	16,251				std.	std.	std.	std.	std.
Toronado Brougham V-8		17,134				std.	std.	std.	std.	std.
PLYMOUTH—Horizon 4	5,999					439	219	std.	113	643
Horizon SE 4	6,342					439	219	std.	std.	643
Turismo 4			6,584			439	219	std.	113	643
Turismo 2.2 4			7,515			439	219	std.	std.	643
Reliant 4	7,039	6,924				439	219	std.	113	737
Reliant SE 4	7,439	7,321			7,939	439	219	std.	std.	737
Reliant LE 4	7,792	7,659				439	219	std.	std.	737
Reliant LE Wagon 4					8,378	439	std.	std.	std.	737
Caravelle 4	9,007					std.	std.	std.	std.	757
Gran Fury V-8	9,658					std.	std.	std.	std.	812
PONTIAC—1000 4	5,795		5,575			425	215	100	std.	645
Sunbird 4	7,135	6,995	7,365		7,485	350	215	std.	112	645
Sunbird LE 4	7,895	7,695		12,295	8,225	350	215	std.	std.	645
Sunbird SE 4	9,649	9,479	9,979			425	std.	std.	std.	645
Fiero 4		8,495				N.A.	N.A.	std.	112	N.A.
Fiero Sport Coupe 4		8,995				425	N.A.	std.	std.	750
Fiero SE 4		9,995				425	N.A.	std.	std.	750
Fiero GT 4		11,795				475	N.A.	std.	std.	750
Grand Am 4		8,149				425	std.	std.	std.	645
Grand Am LE 4		8,659				425	std.	std.	std.	645
Firebird 4			8,849			425	std.	std.	std.	750
Firebird SE V-6			11,295			425	std.	std.	std.	750
Firebird Trans Am V-8			11,569			425	std.	std.	std.	750
Pontiac 6000 4	9,249	9,089			9,599	std.	std.	std.	std.	750
6000 LE 4	9,739	9,589			10,099	std.	std.	std.	std.	750
6000 STE V-6	15,125					std.	std.	std.	std.	std.
Bonneville V-6	9,749					std.	std.	std.	std.	750
Bonneville LE V-6	9,995					std.	std.	std.	std.	750
Grand Prix V-6		9,759				std.	std.	std.	std.	750
Grand Prix LE V-6		10,259				std.	std.	std.	std.	750
Grand Prix Brougham V-6		10,995				std.	std.	std.	std.	750
Parisienne V-6	10,599					std.	std.	std.	std.	750
Parisienne Wagon V-8					11,175	std.	std.	std.	std.	750
Parisienne Brougham V-6	11,349					std.	std.	std.	std.	750
VOLKSWAGEN—(U.S.built models)										
Golf 4 (diesel)	7,000		6,790			N.A.	230	std.	*295	695
Golf 4 (gasoline)	7,200		6,990			425	230	std.	*295	690
GTI 4 (gasoline)			8,990			N.A.	230	std.	*295	695
*Radio price is for AM/FM/Stereo Unit.										
RENAULT (U.S. built models)										
Encore 4			5,895			N.A.	N.A.	std.	91	N.A.
Encore S 4	6,610		6,360			448	221	std.	std.	673
Encore LS 4	7,310		7,060			348	221	std.	std.	673
Encore GS 4			7,560			348	221	std.	std.	673
Alliance 4		5,995				448	221	std.	91	673
Alliance L 4	6,650	6,400				448	221	std.	std.	673
Alliance convertible 4				10,295		348	221	std.	std.	673
Alliance DL 4	7,250	7,000				348	221	std.	std.	673
Alliance DL convertible 4				11,295		348	std.	std.	std.	673
Alliance Limited 4	7,750					348	221	std.	std.	673

AVERAGE SELLING PRICE OF USED CARS RETAILED BY FRANCHISED NEW CAR DEALERS

1980	$3,380
1981	3,970
1982	4,440
1983	4,610
1984	4,950

SOURCE: NADA Industry Analysis Department

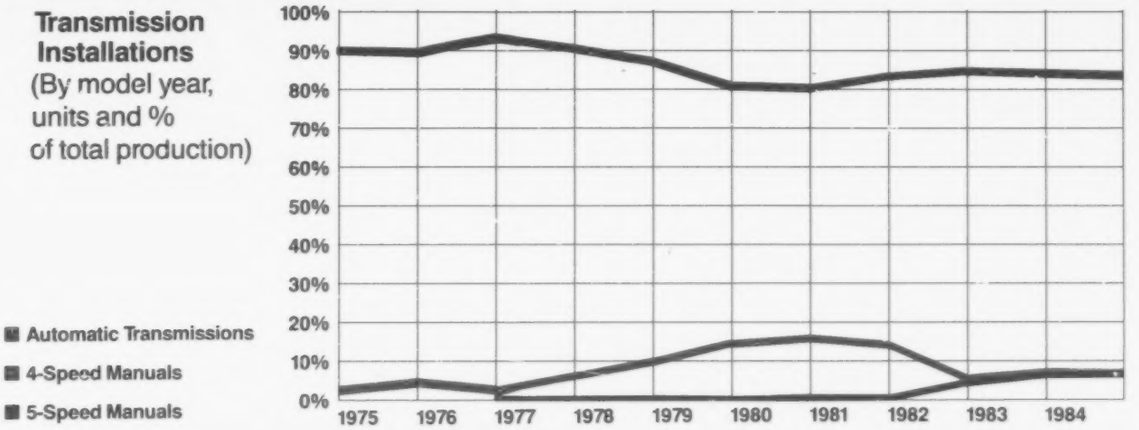
OPTIONS/ EQUIPMENT

ROOF, PAINT OPTIONS ON 1984-MODEL U.S. AUTOS

	Vinyl Roofs	Percent of Output	Electric Slide Sunroofs	Percent of Output	Pop-Up Sunroofs	Percent of Output	T-Roof	Percent of Output	Two-Tone Paint	Percent of Output	Convertible Top Models	Percent of Output
AMERICAN MOTORS	NA	.....	NA	.....	505	24.21	NA	.....	NA	.....	NA	.....
Alliance	NA	.....	NA	.....	242	0.20	NA	.....	NA	.....	NA	.....
Encore	NA	.....	NA	.....	263	0.30	NA	.....	NA	.....	NA	.....
CHRYSLER CORP.	281,615	24.34	4,743	0.41	26,423	2.28	NA	.....	144,331	12.47	28,853	2.49
Plymouth Total	13,551	3.87	15	0.01	5,768	1.65	NA	.....	30,455	8.71	NA	.....
Horizon	NA	.....	NA	.....	5,768	3.90	NA	.....	25,587	17.30	NA	.....
Reliant	10,673	5.70	NA	.....	NA	.....	NA	.....	4,868	2.60	NA	.....
Gran Fury	2,878	19.60	15	0.10	NA	.....	NA	.....	NA	.....	NA	.....
Chrysler Total	237,408	63.17	4,492	1.20	7,181	1.91	NA	.....	37,114	9.87	17,889	4.76
LeBaron	80,055	71.60	NA	.....	NA	.....	NA	.....	9,280	8.30	17,889	16.0
Laser	NA	.....	NA	.....	7,181	10.30	NA	.....	22,310	32.00	NA	.....
New Yorker/E-Class	69,268	65.20	NA	.....	NA	.....	NA	.....	5,524	5.20	NA	.....
Fifth Avenue	88,085	100.00	4,492	5.10	NA	.....	NA	.....	NA	.....	NA	.....
Dodge Total	30,656	7.09	236	0.05	13,474	3.12	NA	.....	76,762	17.77	10,964	2.54
Omni	NA	.....	NA	.....	6,555	4.6	NA	.....	29,639	20.8	NA	.....
Aries	8,741	5.80	NA	.....	NA	.....	NA	.....	4,973	3.30	NA	.....
Daytona	NA	.....	NA	.....	6,919	12.90	NA	.....	34,434	64.20	NA	.....
Dodge 600 E	NA	.....	NA	.....	NA	.....	NA	.....	3,738	10.10	NA	.....
Dodge 600 K	13,292	54.80	NA	.....	NA	.....	NA	.....	3,978	16.40	10,964	45.20
Diplomat	8,623	36.50	236	1.00	NA	.....	NA	.....	NA	.....	NA	.....
FORD MOTOR	254,808	14.10	8,910	0.49	59,121	3.26	16,088	0.88	138,269	7.62	18,675	1.03
Ford Division	74,277	6.29	NA	.....	49,110	4.16	14,148	7.83	88,709	7.51	18,675	1.58
Escort	NA	.....	NA	.....	3,650	7.10	NA	.....	12,277	3.70	NA	.....
Mustang	NA	.....	NA	.....	16,553	11.70	14,148	10.00	7,781	5.50	18,675	13.20
LTD	20,733	9.70	NA	.....	NA	.....	NA	.....	20,947	9.80	NA	.....
Thunderbird	NA	.....	NA	.....	14,838	8.70	NA	.....	17,226	10.10	NA	.....
Crown Victoria	53,544	62.20	NA	.....	NA	.....	NA	.....	6,973	8.10	NA	.....
EXP	NA	.....	NA	.....	7,006	30.70	NA	.....	4,028	17.50	NA	.....
Tempo	NA	.....	NA	.....	7,063	3.30	NA	.....	19,477	9.10	NA	.....
L-M Division	180,531	28.50	8,910	1.41	10,011	1.58	1,940	0.31	49,560	7.83	NA	.....
Mercury Total	108,629	22.90	NA	.....	10,011	2.11	1,940	0.41	30,121	6.34	NA	.....
Lynx	NA	.....	NA	.....	1,784	2.70	NA	.....	NA	.....	NA	.....
Capri	NA	.....	NA	.....	2,642	12.80	1,940	9.40	NA	.....	NA	.....
Marquis	7,007	6.50	NA	.....	NA	.....	NA	.....	13,153	12.20	NA	.....
Cougar	11,281	8.60	NA	.....	3,804	2.90	NA	.....	NA	.....	NA	.....
Grand Marquis	90,341	100.00	NA	.....	NA	.....	NA	.....	11,744	13.00	NA	.....
Topaz	NA	.....	NA	.....	1,781	3.00	NA	.....	5,224	8.80	NA	.....
Lincoln Total	71,902	45.70	8,910	5.66	NA	.....	NA	.....	19,439	12.30	NA	.....
Continental	NA	.....	1,828	6.00	NA	.....	NA	.....	7,830	25.70	NA	.....
Lincoln	71,902	76.80	4,681	5.00	NA	.....	NA	.....	11,609	12.40	NA	.....
Mark VI/VII	NA	.....	2,401	7.20	NA	.....	NA	.....	NA	.....	NA	.....
GENERAL MOTORS	1,201,884	24.10	70,902	1.42	138,265	2.77	227,467	4.56	232,049	4.65	14,477	0.29
Buick Total	391,919	39.67	17,752	1.80	26,262	2.66	4,495	0.46	79,476	8.04	579	0.06
Skylark	21,043	18.90	NA	.....	1,510	1.36	NA	.....	8,388	7.54	NA	.....
Skyhawk	NA	.....	NA	.....	20,355	14.00	NA	.....	24,718	17.00	NA	.....
Century	37,376	17.00	NA	.....	4,397	2.00	NA	.....	19,787	9.00	NA	.....
Regal	128,110	57.00	4,495	2.00	NA	.....	4,495	2.00	17,980	8.00	NA	.....
LeSabre/Electra (rwd)	157,942	69.00	4,578	2.00	NA	.....	NA	.....	6,867	3.00	NA	.....
Riviera	47,448	82.00	8,679	15.00	NA	.....	NA	.....	1,736	3.00	579	1.00
Cadillac Total	94,593	0.32	19,100	0.06	2,387	0.01	NA	.....	12,372	0.04	3,268	0.01
Cimarron	NA	.....	NA	.....	2,387	10.90	NA	.....	NA	.....	NA	.....
Seville	NA	.....	4,048	10.12	NA	.....	NA	.....	8,479	21.20	NA	.....
Eldorado	NA	.....	9,030	11.60	NA	.....	NA	.....	1,323	1.70	3,268	4.20
Cadillac	94,593	58.91	6,022	3.75	NA	.....	NA	.....	2,570	1.60	NA	.....
Chevrolet Total	94,655	5.13	NA	.....	18,967	1.03	149,045	6.08	20,014	10.84	5,551	0.30
Chevette	NA	.....	NA	.....	NA	.....	NA	.....	16,098	6.6	NA	.....
Cavalier	NA	.....	NA	.....	18,967	4.10	NA	.....	55,513	12.00	5,551	1.20
Celebrity	4,639	1.50	NA	.....	NA	.....	NA	.....	44,537	14.40	NA	.....
Camaro	NA	.....	NA	.....	NA	.....	90,249	34.50	NA	.....	NA	.....
Citation	NA	.....	NA	.....	NA	.....	NA	.....	10,425	10.20	NA	.....
Monte Carlo	36,930	27.00	NA	.....	NA	.....	7,249	5.30	14,909	10.90	NA	.....
Chevrolet	53,066	18.20	NA	.....	NA	.....	NA	.....	49,709	18.00	NA	.....
Corvette	NA	.....	NA	.....	NA	.....	51,547	100.00	8,763	17.00	NA	.....
Oldsmobile Total	574,925	50.25	32,718	2.86	NA	.....	19,547	1.71	44,407	3.88	NA	.....
Omega	9,217	17.40	NA	.....	NA	.....	NA	.....	4,744	9.00	NA	.....
Firenza	NA	.....	NA	.....	NA	.....	3,052	3.70	6,763	8.20	NA	.....
Cutlass Supreme	156,108	50.50	6,182	2.00	NA	.....	10,510	3.40	12,056	3.90	NA	.....
Cutlass Ciera	38,875	13.80	NA	.....	NA	.....	5,985	2.10	18,220	6.50	NA	.....
88/98 (rwd)	337,709	91.10	18,906	5.10	NA	.....	NA	.....	1,854	0.50	NA	.....
Toronado	33,016	68.60	7,630	15.90	NA	.....	NA	.....	770	1.60	NA	.....
Pontiac Total	45,792	6.44	1,332	0.19	90,649	12.75	54,340	7.64	75,790	10.66	5,079	0.71
6000	2,444	2.00	NA	.....	10,997	9.00	NA	.....	16,985	13.90	NA	.....
2000 Sunbird	NA	.....	NA	.....	11,850	7.00	NA	.....	28,779	17.00	5,079	3.00
1000	NA	.....	NA	.....	540	0.98	NA	.....	3,305	6.00	NA	.....
Firebird	NA	.....	NA	.....	NA	.....	52,861	41.20	6,159	4.80	NA	.....
Phoenix	2,696	11.80	NA	.....	777	3.40	NA	.....	3,541	15.50	NA	.....
Grand Prix	27,840	0.52	1,024	11.00	NA	.....	1,479	2.80	7,028	13.00	NA	.....
Parisienne	12,812	50.00	308	1.20	NA	.....	NA	.....	9,993	39.00	NA	.....
Fiero	NA	.....	NA	.....	66,485	49.40	NA	.....	NA	.....	NA	.....
HONDA	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....	NA	.....
VOLKSWAGEN	NA	.....	NA	.....	32,959	31.60*	NA	.....	NA	.....	NA	.....
Total Cars, U.S.	1,738,307	20.72	84,555	1.01	230,850	2.75	243,555	2.90	514,649	6.13	62,005	0.74

*32,959 refers to crank-type sunroofs

OPTIONS/EQUIPMENT

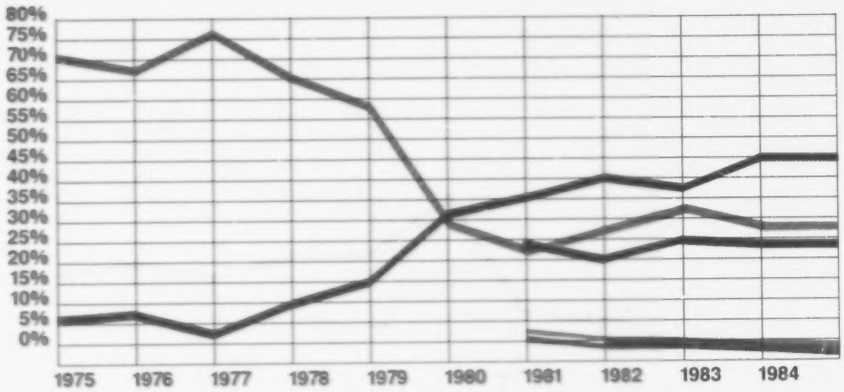


ENGINE ASSISTS, TRANSMISSION OPTIONS AND STEERING-WHEEL OPTIONS ON 1984 U.S. MODELS

	Turbo-charging	Percent of Output	Fuel Injection	Percent of Output	Automatic Transmission	Percent of Output	4-Speed Manual	Percent of Output	5-Speed Manual	Percent of Output	Tilt Wheel	Percent of Output	Tilt and Telescope	Percent of Output	Cruise Control	Percent of Output
AMERICAN MOTORS	.....	NA	208,624	100.00	104,430	50.1	51,604	24.7	52,590	25.2	.....	.....	.....	.....	199,945	95.84
Alliance	.....	NA	121,015	100.00	64,743	53.5	26,986	22.3	29,286	24.2	.....	.....	.....	.....	114,964	95.0
Encore	.....	NA	87,609	100.00	39,687	45.3	24,618	28.1	23,304	26.6	.....	.....	.....	.....	84,981	97.0
CHRYSLER CORP.	90,023	7.78	140,365	12.12	962,675	83.1	35,221	3.0	159,882	13.8	459,139	39.7	.....	.....	458,158	39.6
Plymouth Total	.....	NA	.....	NA	291,216	83.2	17,766	5.0	40,849	11.7	37,996	10.9	.....	.....	58,490	16.7
Horizon	.....	NA	.....	NA	95,840	64.8	13,459	9.1	38,602	26.1	.....	.....	.....	.....	9,762	6.6
Reliant	.....	NA	.....	NA	180,691	96.5	4,307	2.3	2,247	1.2	32,019	17.1	.....	.....	44,190	23.6
Gran Fury	.....	NA	.....	NA	14,685	100.0	.....	.....	.....	.....	5,977	40.7	.....	.....	4,538	30.9
Chrysler Total	47,320	12.59	88,606	23.57	340,392	90.6	.....	.....	35,461	9.4	300,689	80	.....	.....	278,800	74.2
LeBaron	9,393	8.40	40,027	35.80	111,137	99.4	.....	.....	671	0.6	75,470	67.5	.....	.....	68,650	61.4
Laser	37,928	54.40	31,792	45.60	34,930	50.1	.....	.....	34,790	49.9	52,778	75.7	.....	.....	39,531	56.7
New Yorker/E-Class	.....	23.50	16,786	15.80	106,240	100.0	.....	.....	.....	.....	87,967	82.8	.....	.....	86,586	81.5
Fifth Avenue	.....	NA	.....	NA	88,085	100.0	.....	.....	.....	.....	84,474	95.9	.....	.....	84,033	95.4
Dodge Total	42,704	9.88	51,759	11.98	331,067	76.6	17,455	4.0	83,572	19.3	120,454	27.9	.....	.....	120,868	28.0
Omni	.....	NA	.....	NA	81,222	57.0	13,537	9.5	47,735	33.5	.....	.....	.....	.....	11,257	7.9
Aries	.....	NA	.....	NA	144,674	96.0	3,918	2.6	2,110	1.4	30,140	20.0	.....	.....	36,018	23.9
Daytona	34,380	64.10	19,255	35.90	21,829	40.7	.....	.....	31,806	59.3	36,740	68.5	.....	.....	27,568	51.4
Dodge 600E	3,327	8.90	24,597	65.80	35,848	95.9	.....	.....	1,533	4.1	23,812	63.7	.....	.....	23,700	63.4
Dodge 600K	4,997	20.60	7,907	32.60	23,868	98.4	.....	.....	388	1.6	17,028	70.2	.....	.....	13,583	56.0
Diplomat	.....	NA	.....	NA	23,626	100.0	.....	.....	.....	.....	12,734	53.9	.....	.....	8,742	37.0
FORD MOTOR	28,375	1.56	778,281	42.92	1,436,411	79.2	151,955	8.4	225,157	12.4	980,470	54.1	.....	.....	1,010,739	55.7
Ford Division	27,054	2.29	492,106	41.68	862,225	73.0	129,703	11.0	188,780	16.0	479,468	40.6	.....	.....	520,377	44.1
Escort	.....	NA	12,277	3.70	160,260	48.3	100,536	30.3	71,006	21.4	21,235	6.4	.....	.....	28,203	8.5
Mustang/Mustang II	8,772	6.20	68,476	48.40	83,332	58.9	18,251	12.9	39,897	28.2	84,605	59.8	.....	.....	54,328	38.4
LTD	.....	NA	160,307	75.00	213,742	100.0	.....	.....	.....	.....	117,558	55.0	.....	.....	141,070	66.0
Thunderbird	15,520	9.10	170,551	100.00	159,124	93.3	.....	.....	11,427	6.7	139,511	81.8	.....	.....	133,200	78.1
Crown Victoria	.....	NA	77,734	90.30	86,084	100.0	.....	.....	.....	.....	59,656	69.3	.....	.....	67,576	78.5
EXP	2,762	12.00	2,762	12.00	3,867	16.8	.....	.....	19,149	83.2	2,325	10.1	.....	.....	1,611	7.0
Tempo	.....	NA	.....	NA	155,816	72.8	10,916	5.1	47,301	22.1	54,578	25.5	.....	.....	94,389	44.1
L-M Division	1,321	0.21	286,175	45.22	574,186	90.7	22,252	3.5	36,377	5.7	501,002	79.2	.....	.....	490,362	77.5
Mercury Total	1,321	0.28	130,112	27.37	416,752	87.7	22,252	4.7	36,377	7.7	344,879	72.5	.....	.....	333,864	70.2
Lynx	.....	NA	2,378	3.60	31,244	47.3	18,562	28.1	16,250	24.6	3,897	5.9	.....	.....	7,134	10.8
Capri	1,321	6.40	1,321	6.40	13,149	63.7	3,096	15.0	4,397	21.3	19,486	94.4	.....	.....	4,871	23.6
Marquis	.....	NA	.....	NA	107,812	100.0	.....	.....	.....	.....	94,012	87.2	.....	.....	97,139	90.1
Cougar	.....	NA	36,072	27.50	131,171	100.0	.....	.....	.....	.....	111,364	84.9	.....	.....	109,265	83.3
Grand Marquis	.....	NA	90,341	100.00	90,431	100.0	.....	.....	.....	.....	87,450	96.8	.....	.....	88,625	98.1
Topaz	.....	NA	.....	NA	43,035	72.5	594	1.0	15,730	26.5	28,670	48.3	.....	.....	26,830	45.2
Lincoln Total	.....	N.A.	156,063	99.13	157,434	100.0	.....	.....	.....	.....	156,123	99.2	.....	.....	156,498	99.4
Continental	.....	NA	29,097	95.50	30,468	100.0	.....	.....	.....	.....	30,468	100.0	.....	.....	30,468	100.0
Lincoln	.....	NA	93,622	100.00	93,622	100.0	.....	.....	.....	.....	92,311	98.6	.....	.....	92,686	99.0
Mark VII	.....	NA	33,344	100.00	33,344	100.0	.....	.....	.....	.....	33,344	100.0	.....	.....	33,344	100.0
GENERAL MOTORS	20,341	0.41	2,108,226	42.27	4,555,431	90.7	267,359	5.4	201,290	4.0	3,357,518	66.6	420,414	8.4	2,967,517	59.1
Buick Total	10,014	1.01	280,509	28.39	996,238	97.2	10,201	1.0	17,447	1.8	796,277	77.8	75,721	7.4	735,601	71.8
Skylark	.....	NA	43,928	39.50	109,734	98.7	1,477	1.3	.....	.....	73,556	66.1	.....	.....	60,647	54.5
Skyhawk	4,362	3.00	145,393	100.00	119,222	82.0	8,724	6.0	17,447	12.0	72,697	50.0	.....	.....	46,526	32.0
Century	.....	NA	46,170	21.00	219,858	100.0	.....	.....	.....	.....	184,681	84.0	.....	.....	167,092	76.0
Regal	4,495	2.00	6,743	3.00	224,754	100.0	.....	.....	.....	.....	193,288	86.0	.....	.....	157,328	70.0
LeSabre (rwd)	.....	NA	1,930	1.00	228,901	100.0	.....	.....	.....	.....	185,410	81.0	68,670	3.0	210,589	92.0
Electra (fwd)	.....	NA	35,188	98.00	35,906	100.00	.....	.....	.....	.....	33,180	92.0	2,422	7.0	35,556	99.0
Riviera	1,157	2.00	1,157	2.00	57,863	100.0	.....	.....	.....	.....	53,465	92.4	4,629	8.0	57,863	100.0
Cadillac Total	.....	0.00	300,300	100.00	298,723	99.5	.....	.....	1,577	0.5	20,759	6.9	267,094	88.9	281,267	93.7
Cimarron	N.A.	0.00	21,898	100.00	20,321	92.8	.....	.....	1,577	7.2	20,759	94.8	.....	.....	19,489	89.0
Seville	N.A.	0.00	39,997	100.00	39,997	100.0	.....	.....	.....	.....	.....	.....	39,317	98.3	38,477	96.2
Eldorado	N.A.	0.00	77,806	100.00	77,806	100.0	.....	.....	.....	.....	.....	.....	76,172	97.9	75,550	97.1
Cadillac	N.A.	0.00	160,599	100.00	160,599	100.0	.....	.....	.....	.....	.....	.....	151,605	94.4	147,751	92.0
Chevrolet Total	.....	0.00	644,740	34.96	1,581,739	85.8	151,994	8.2	110,684	16.0	1,028,753	55.8	51,547	2.8	800,688	43.4
Chevette	.....	NA	8,049	3.30	149,269	61.2	83,171	34.1	11,463	4.7	29,268	12.0	.....	.....	.....	.....
Cavalier	.....	NA	434,393	93.90	365,463	79.0	45,799	9.9	51,350	11.1	190,596	41.2	.....	.....	117,503	25.4
Celebrity	.....	NA	76,703	24.80	305,886	98.9	3,402	1.1	.....	.....	216,501	70.0	.....	.....	187,119	60.5
Camaro	.....	NA	10,202	3.90	208,489	79.7	5,232	2.0	47,871	18.3	197,764	75.6	.....	.....	127,395	48.7
Citation	.....	NA	61,221	59.90	97,197	95.1	5,008	4.9	.....	.....	38,122	37.3	.....	.....	26,777	26.2
Monte Carlo	.....	NA	137	0.10	136,778	100.0	.....	.....	.....	.....	104,498	76.4	.....	.....	86,313	63.1
Chevrolet	.....	NA	2488	0.90	276,492	100.0	.....	.....	.....	.....	200,457	72.5	.....	.....	205,987	74.5
Corvette	.....	NA	51,547	100.00	42,165	81.8	9,382	18.2	.....	.....	51,547	100.0	51,547	100.0	49,794	96.6
Oldsmobile Total	.....	0.00	564,817	49.36	1,132,025	98.9	3,293	0.3	8,907	0.8	993,353	86.8	26,055	2.3	845,627	73.9
Omega	.....	NA	26,917	50.80	52,085	98.3	901	1.7	.....	.....	35,713	67.4	.....	.....	24,015	45.4
Firenza	.....	NA	82,475	100.00	71,176	86.3	2,392	2.9	8,907	10.8	53,196	64.5	.....	.....	23,340	28.3
Cutlass Suprerme	.....	NA	.....	NA	309,124	100.0	.....	.....	.....	.....	275,429	89.1	.....	.....	231,534	74.9
Cutlass Ciera	.....	NA	94,352	33.60	280,839	100.0	.....	.....	.....	.....	244,892	87.2	.....	.....	206,417	73.5
Oldsmobile	.....	NA	361,063	97.40	370,701	100.0	.....	.....	.....	.....	340,304	91.8	21,871	5.9	360,321	97.2
Toronado	.....	NA	.....	NA	48,100	100.0	.....	.....	.....	.....	43,819	91.1	4,184	8.7	48,100	100.0
Pontiac Total	10,327	1.45	317,860	44.70	546,714	76.9	101,871	14.3	62,675	8.8	518,376	72.9	.....	.....	304,134	42.8
6000	.....	NA	36,169	29.60	122,193	100.0	.....	.....	.....	.....	108,263	88.6	.....	.....	92,867	76.0
2000 Sunbird	10,327	6.10	139,664	82.50	128,322	75.8	5,756	3.4	35,212	20.8	104,283	61.6	.....	.....	32,504	19.2
1000	.....	NA	.....	NA	35,749	64.9	16,360	29.7	3,085	5.6	6,610	12.0	.....	.....	.....	.....
Firebird	.....	NA	7,442	5.80	102,002	79.5	1,925	1.5	24,378	19.0	103,028	80.3	.....	.....	61,843	48.2
Phoenix	.....	NA	.....	NA	21,865	95.7	982	4.3	.....	.....	10,944	47.9	.....	.....	5,712	25.0
Grand Prix/Bonneville	.....	NA	.....	NA	53,222	100.0	.....	.....	.....	.....	44,706	84.0	.....	.....	34,594	65.0
Parisienne	.....	NA	.....	NA	25,624	100.0	.....	.....	.....	.....	23,318	91.0	.....	.....	23,318	91.0
Fiero	.....	NA	134,585	100.00	57,737	42.9	76,848	57.1	.....	.....	117,224	87.1	.....	.....	53,296	39.6
HONDA	.....	NA	.....	NA	53,443	45.6	.....	.....	63,757	54.4	.....	.....	.....	.....	11,720	10.0
VOLKSWAGEN	1,356	1.30	65,188	62.50	16,480	15.8	31,812	30.5	56,010	53.7	.....	.....	.....	.....	2,920	2.8
Total Cars, U.S.	140,095	1.69	3,300,684	39.90	7,092,972	84.5	537,951	6.4	758,686	9.0	4,797,127	56.9	420,417	5.0	4,650,999	55.2

OPTIONS/EQUIPMENT

Engine Installations
(By model year, units and % of total production)



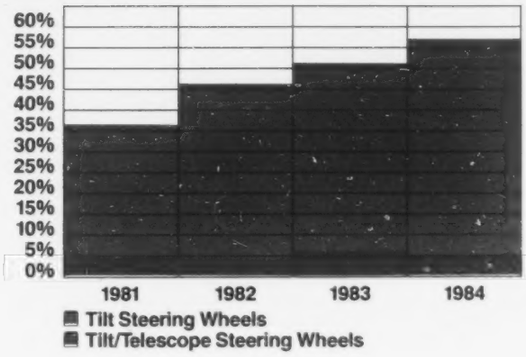
ENGINE OPTIONS ON 1984 U.S. MODELS

	V-8 Gasoline	Percent of Output	V-8 Diesel	Percent of Output	V-6 Gasoline	Percent of Output	6-Cylinder Gasoline	Percent of Output	V-6 or 6-Cylinder Diesel	Percent of Output	4-Cylinder Gasoline	Percent of Output	4-Cylinder Diesel	Percent of Output
AMERICAN MOTORS											208,624	100		
Alliance											121,015	100		
Encore											87,609	100		
CHRYSLER CORP	126,396	10.92									1,031,383	89.09		
Plymouth Total	14,685	4.20									335,147	95.7		
Horizon											147,902	100		
Reliant											187,245	100		
Gran Fury	14,685	100												
Chrysler Total	88,085	23.44									287,768	76.56		
LeBaron											111,808	100		
New Yorker E-Class											106,240	100		
Fifth Avenue	88,085	100												
Dodge Total	23,626	5.47									408,468	94.53		
Omni											142,494	100		
Aries											150,702	100		
Daytona											53,635	100		
Dodge 600-E											37,381	100		
Dodge 600-K											24,256	100		
Diplomat	23,626	100												
FORD MOTOR	472,493	26.05	3738	0.21	551,632	30.42			6,821	0.37	750,947	41.41	27,892	1.54
Ford Division	188,751	15.99			349,028	29.56					620,848	52.58	22,081	1.87
Escort											314,216	94.70	17,586	5.30
Mustang	39,331	27.80			51,499	36.40					50,650	35.80		
LTD	7,054	3.30			198,780	93.00					7,908	3.7		
Thunderbird	56,282	33.00			98,749	57.90					15,520	9.1		
Crown Victoria	86,084	100												
EXP											23,016	100		
Tempo											209,538	97.9	4,495	2.10
L-M Division	283,742	44.84	3738	0.59	202,604	32.02			6,821	1.08	130,099	20.56	5,811	0.92
Mercury Total	130,046	27.36			202,604	42.62			6,821	1.43	130,099	27.37	5,811	1.22
Lynx											61,432	93.00	4,624	7.0
Capri	3633	17.60			8,670	42.00					8,339	40.40		
Marquis					105,656	98.00					2,156	2.00		
Cougar	36,072	27.50			88,278	67.30					6,821	5.2		
Grand Marquis	90,341	100												
Topaz											58,172	98.00	1187	2.00
Lincoln Total	153,696	97.63	3,738	2.37										
Continental	9,097	95.50	1,371	4.50										
Lincoln	93,622	100												
Mark VII	30,977	92.90	2,367	7.10										
GENERAL MOTORS	1,629,723	32.67	19,058	.38	1,563,050	31.34	40,984	.82	18,511	0.37	1,708,366	34.25	8,379	0.17
Buick Total	256,320	25.94	2,289	.23	498,254	50.43			2,199	.22	228,918	23.17		
Skylark					67,260	60.48					43,951	39.52		
Skyhawk											145,393	100		
Century					178,085	81			2,199	1.00	39,574	18.00		
Regal	4,495	2			220,259	98								
LeSabre/Electra (rwd)	196,855	86	2,289	1.00	29,757	13								
Riviera	54,970	95			2,893	5								
Cadillac Total	276,281	92.00	2,121	0.71							21,898	7.29		
Cimarron											21,898	100		
Seville	39,613	99.04	384	0.96										
Eldorado	77,386	99.46	420	0.54										
Cadillac	159,282	99.18	1,317	0.82										
Chevrolet Total	519,523	28.17	2,624	0.14	426,645	23.13	40,984	2.22	1,855	0.10	844,738	45.80	8,049	.44
Chevette											235,855	96.70	8,049	3.30
Cavalier											462,612	100		
Celebrity					232,585	75.2			1,855	0.60	74,848	24.2		
Camaro	150,154	57.40			101,236	38.70					10,202	3.90		
Citation							40,984	40.10			61,221	59.90		
Monte Carlo	77,827	56.90	136	0.10	58,815	43.00								
Chevrolet	39,995	86.80	2,488	.90	34,009	12.30								
Corvette	1,547	100												
Oldsmobile Total	460,580	40.25	11,817	1.03	459,269	40.14			13,846	1.21	198,693	17.36		
Omega					26,917	50.80					26,069	49.20		
Firenza											82,475	100		
Cutlass Supreme	53,169	17.20	619	0.20	254,409	82.30			927	.30				
Cutlass Ciera					177,771	63.30			12,919	4.60	90,149	32.10		
88/98 (rwd)	360,321	97.20	10,380	2.80										
Toronado	47,090	97.90	818	1.70	192	.40								
Pontiac Total	117,019	16.45	207	0.03	178,862	25.15			611	.90	414,119	58.23	330	0.05
Pontiac 2000											169,290	100		
Pontiac 1000											54,753	99.40	330	.60
Firebird	72,491	56.50			48,371	37.70					7,442	5.80		
Phoenix					10,967	48.00					11,880	52.00		
Grd.Prix/Bon'vle	19,852	37.30	5.3	0.10	33,317	62.60								
Parisienne	24,676	96.30	154	0.60	794	3.10								
Fiero											134,585	100		
A-6000					85,413	69.90			611	0.50	36,169	29.60		
HONDA											117,200	100		
VOLKSWAGEN											77,496	74.30	26,805	25.70
Total Cars, U.S.	2,228,612	26.56	22,796	0.27	2,114,682	25.21	40,984	0.49	25,332	0.30	3,894,016	46.42	63,076	0.75

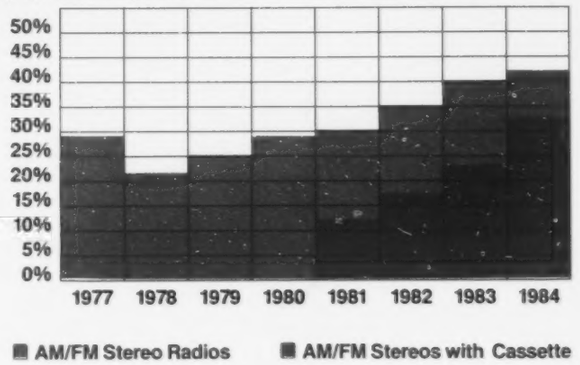
OPTIONS/EQUIPMENT

Tilt and Tilt/Telescope Steering Wheel Installations

(By model year, units and % of total production)



AM/FM Stereo with Cassette Installations
(By model year, units and % of total production)

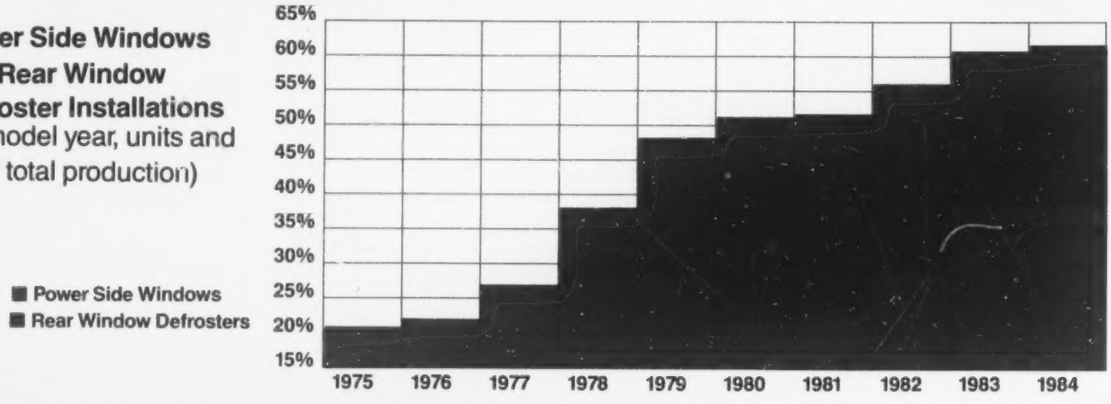


RADIO OPTIONS ON 1984 U. S. MODELS

	AM Radio	Percent of Output	AM/FM Radio (Mono)	Percent of Output	AM/FM Stereo Radio	Percent of Output	AM/FM Stereo w/Cassette	Percent of Output	AM/FM Stereo w/Cassette/CB	Percent of Output	AM/FM Stereo w/CB	Percent of Output
AMERICAN MOTORS	29,580	14.18	28,361	13.59	53,490	25.64	11,763	5.64	NA	.....	NA	.....
Alliance	18,476	15.30	14,889	12.30	31,425	26.00	6,820	5.60	NA	.....	NA	.....
Encore	11,104	12.70	13,472	15.40	22,065	25.20	4,943	5.60	NA	.....	NA	.....
CHRYSLER CORP.	152,540	13.18	NA	.....	673,834	58.20	223,893	19.34	NA	.....	NA	.....
Plymouth Total	67,221	19.22	NA	.....	217,681	62.22	7,164	2.05	NA	.....	NA	.....
Horizon	16,565	11.20	NA	.....	107,229	72.50	3,845	2.60	NA	.....	NA	.....
Reliant	44,752	23.90	NA	.....	104,857	56.00	2,996	1.60	NA	.....	NA	.....
Gran Fury	5,904	40.30	NA	.....	5,595	38.10	323	2.20	NA	.....	NA	.....
Chrysler Total	11,012	2.93	NA	.....	177,150	47.13	173,684	46.21	NA	.....	NA	.....
LeBaron	4,361	3.90	NA	.....	71,110	63.60	29,182	26.10	NA	.....	NA	.....
Laser	2,161	3.10	NA	.....	29,492	42.30	34,721	49.80	NA	.....	NA	.....
New Yorker/E-Class	3,081	2.90	NA	.....	52,589	49.50	47,064	44.30	NA	.....	NA	.....
Fifth Avenue	1,409	1.60	NA	.....	23,959	27.20	62,717	71.20	NA	.....	NA	.....
Dodge Total	74,307	17.20	NA	.....	249,003	57.63	43,045	9.96	NA	.....	NA	.....
Omni	20,519	14.40	NA	.....	97,323	68.30	6,840	4.80	NA	.....	NA	.....
Aries	37,676	25.00	NA	.....	80,927	53.70	2,713	1.80	NA	.....	NA	.....
Daytona	4,720	8.80	NA	.....	22,098	41.20	23,760	44.30	NA	.....	NA	.....
Dodge 600	2,430	6.50	NA	.....	26,653	71.30	5,645	15.10	NA	.....	NA	.....
Dodge 600 K-Body	1, 189	4.90	NA	.....	12,977	53.50	7,786	32.10	NA	.....	NA	.....
Diplomat	7,773	32.90	NA	.....	9,025	38.20	2,457	10.40	NA	.....	NA	.....
FORD MOTOR	292,837	16.15	19,712	1.09	773,204	42.64	578,538	31.90	NA	.....	2,534	0.14
Ford Division	226,103	19.15	16,922	1.43	497,157	42.11	278,640	23.60	NA	.....	NA	.....
Escort	118,453	35.70	16,922	5.10	71,006	21.40	19,875	5.99	NA	.....	NA	.....
Mustang	3,537	2.50	NA	.....	57,158	40.40	74,843	52.90	NA	.....	NA	.....
LTD	42,107	19.70	NA	.....	132,734	62.10	26,547	12.42	NA	.....	NA	.....
Thunderbird	11,256	6.60	NA	.....	53,008	31.08	97,531	57.08	NA	.....	NA	.....
Crown Victoria	9,641	11.20	NA	.....	57,926	67.29	12,310	14.30	NA	.....	NA	.....
EXP	3,867	16.80	NA	.....	8,677	37.70	8,332	36.20	NA	.....	NA	.....
Tempo	37,242	17.40	13,698	6.40	116,648	54.50	39,382	18.40	NA	.....	NA	.....
L-M Division	66,734	10.55	2,790	0.44	276,047	43.62	299,898	47.39	NA	.....	NA	.....
Mercury Total	33,367	7.02	2,790	0.59	228,749	48.12	189,795	39.92	NA	.....	NA	.....
Lynx	22,921	34.70	NA	.....	21,865	33.10	7,398	11.20	NA	.....	NA	.....
Capri	165	0.80	NA	.....	10,507	50.90	9,867	47.80	NA	.....	NA	.....
Marquis	2,803	2.60	NA	.....	84,632	78.50	19,622	18.20	NA	.....	NA	.....
Cougar RX7	2,492	1.90	NA	.....	37,908	28.90	87,622	66.80	NA	.....	NA	.....
Grand Marquis	NA	.....	NA	.....	38,756	42.90	50,862	56.30	NA	.....	NA	.....
Topaz	4,986	8.40	2,790	4.70	35,081	59.10	14,424	24.30	NA	.....	NA	.....
Lincoln Total	NA	.....	NA	.....	47,298	30.04	110,103	69.94	NA	.....	2,534	.....
Continental	NA	.....	NA	.....	2,498	8.20	27,970	91.80	NA	.....	NA	.....
Lincoln	NA	.....	NA	.....	38,198	40.80	55,424	59.20	NA	.....	NA	.....
Mark VI/VII	NA	.....	NA	.....	6,602	19.80	26,709	80.10	NA	.....	2,534	7.60
GENERAL MOTORS	643,337	7.67	202,972	4.07	2,040,503	40.91	1,901,878	38.13	24,352	0.49	10,835	0.22
Buick Total	61,080	6.18	NA	.....	531,225	53.77	415,248	42.03	NA	.....	NA	.....
Skylark	19,157	17.20	NA	.....	72,121	6.485	18,929	17.02	NA	.....	NA	.....
Skyhawk	15,993	11.00	NA	.....	88,690	61.00	37,802	26.00	NA	.....	NA	.....
Century	12,107	6.00	NA	.....	129,712	59.00	75,889	35.00	NA	.....	NA	.....
Regal	8,991	4.00	NA	.....	133,475	59.00	75,408	34.00	NA	.....	NA	.....
Buick	4,832	2.00	NA	.....	94,258	41.00	126,683	55.00	NA	.....	NA	.....
Riveria	NA	.....	NA	.....	7,725	13.00	49,944	86.00	NA	.....	NA	.....
Electra (fwd)	NA	.....	NA	.....	5,244	15.00	30,593	85.00	NA	.....	NA	.....
Cadillac Total	NA	.....	NA	.....	90,677	30.20	195,441	65.08	11,805	3.93	83.00	2.76
Cimarron	NA	.....	NA	.....	6,701	30.60	15,153	69.20	NA	.....	NA	.....
Seville	NA	.....	NA	.....	6,557	16.40	33,322	83.31	NA	.....	2,711	6.80
Eldorado	NA	.....	NA	.....	15,381	18.96	62,674	77.27	NA	.....	4,839	5.97
Cadillac	NA	.....	NA	.....	62038	38.63	84,292	52.49	11,805	7.35	750	0.47
Chevrolet Total	390,873	21.19	195,121	10.58	595,968	32.31	471,893	25.58	NA	.....	NA	.....
Chevette	132,928	54.50	31,464	12.90	25,854	10.60	NA	.....	NA	.....	NA	.....
Cavalier	105,013	22.70	81,420	17.60	166,078	35.90	55,513	12.00	NA	.....	NA	.....
Celebrity	50,131	16.20	39,369	12.70	151,586	49.00	54,751	49.00	NA	.....	NA	.....
Camaro	9,679	3.70	12,818	4.90	63,828	24.40	140,475	53.70	NA	.....	NA	.....
Citation	55,321	54.10	10,805	10.60	26,776	26.20	3,621	3.50	NA	.....	NA	.....
Malibu/El Camino	2,423	10.00	2,147	8.90	6,992	28.80	9,375	38.70	NA	.....	NA	.....
Monte Carlo	6,274	4.60	2,108	1.50	52,674	38.50	57,907	42.30	NA	.....	NA	.....
Chevrolet	29,104	10.50	14,990	5.40	101,356	36.70	99,786	36.10	NA	.....	NA	.....
Corvette	NA	.....	NA	.....	824	1.60	50,465	97.90	NA	.....	52	0.10
Oldsmobile Total	112,233	9.81	NA	.....	502,065	43.88	557,956	48.76	12,547	1.10	2,535	0.22
Omega	8,433	15.90	NA	.....	34,045	64.30	9,882	18.70	NA	.....	NA	.....
Firenza	9,072	11.00	NA	.....	54,269	65.80	17,897	21.70	NA	.....	NA	.....
Cutlass Supreme	8,965	2.90	NA	.....	168,781	54.60	122,104	39.50	NA	.....	NA	.....
Cutlass Sierra	19,029	6.80	NA	.....	151,716	54.00	107,336	38.20	NA	.....	NA	.....
Oldsmobile	NA	.....	NA	.....	79,590	21.47	267,535	72.17	11,640	3.14	2,372	.064
Toronado	NA	.....	NA	.....	13,664	28.40	33,202	69.00	907	1.90	163	0.30
Pontiac Total	79,151	11.13	7,851	.....	320,568	45.08	261,340	36.75	NA	.....	NA	.....
6000	1,925	1.60	NA	.....	65,381	53.50	46,267	37.90	NA	.....	NA	.....
2000 Sunbird	26,579	15.70	NA	.....	99,373	58.70	30,472	18.00	NA	.....	NA	.....
1000	32,995	59.90	6,665	12.10	10,962	19.90	NA	.....	NA	.....	NA	.....
Firebird	2,951	2.30	NA	.....	45,933	35.80	70,696	55.10	NA	.....	NA	.....
Phoenix	7,967	34.90	1,186	5.20	9,788	42.80	2,534	11.10	NA	.....	NA	.....
Grd. Prix/Bonneville	2,082	3.90	NA	.....	32,907	61.80	14,158	26.60	NA	.....	NA	.....
Parisienne	749	2.90	NA	.....	13,291	51.90	10,944	42.70	NA	.....	NA	.....
Fiero	3,903	2.90	NA	.....	42,933	31.90	86,269	64.10	NA	.....	NA	.....
HONDA	NA	.....	NA	.....	NA	.....	5,684	48.50	NA	.....	NA	.....
VOLKSWAGEN	NA	.....	9,329	8.90	6,545	6.30	11,165	10.70	NA	.....	NA	.....
TOTAL CARS, U.S.	1,118,294	13.33	260, 374	3.10	3,547,576	42.29	2,732,921	32.58	24,352	0.29	13,369	0.16

OPTIONS/EQUIPMENT

Power Side Windows and Rear Window Defroster Installations
(By model year, units and % of total production)



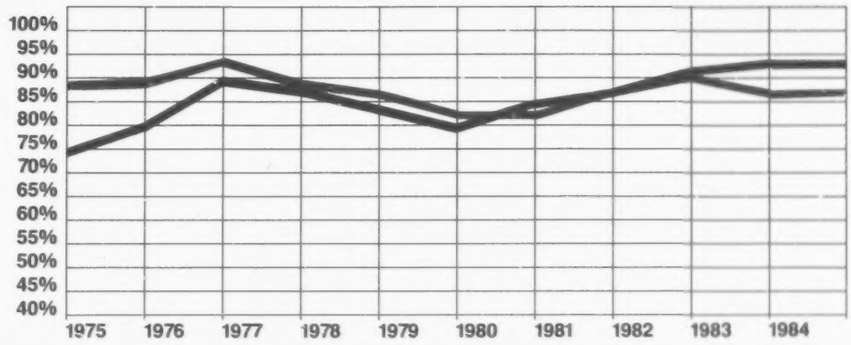
POWER EQUIPMENT, GLASS OPTIONS ON 1984 U.S. MODELS

	Tinted glass	Percent of output	Power steering	Percent of output	Power brakes	Percent of output	Power side windows	Percent of output	Rear window defroster	Percent of output
AMERICAN MOTORS	152,143	72.93	99,122	47.51	208,624	100.00	1,936	0.93	147,878	70.88
Alliance	91,091	75.30	60,876	50.30	121,015	100.00	1,660	1.40	84,404	69.70
Encore	61,052	69.70	38,246	43.70	87,609	100.00	276	0.30	63,474	72.50
CHRYSLER CORP.	1,052,959	90.95	1,094,983	94.58	1,157,779	100.00	313,933	27.12	724,168	62.55
Plymouth Total	297,369	85.00	316,536	90.48	349,832	100.00	5,587	1.60	189,410	54.14
Horizon	118,470	80.10	118,913	80.40	147,902	100.00	NA	.....	79,571	53.80
Reliant	164,214	87.70	182,938	97.70	187,245	100.00	3,370	1.80	100,176	53.50
Gran Fury	14,685	100.00	14,685	100.00	14,685	100.00	2,217	15.10	9,663	65.80
Chrysler Total	369,797	98.39	375,853	100.00	375,853	100.00	250,788	66.73	299,177	79.60
LeBaron	110,466	98.80	111,808	100.00	111,808	100.00	51,991	46.50	69,209	61.90
Laser	65,537	94.00	69,720	100.00	69,270	100.00	28,376	40.70	54,660	78.40
New Yorker/E-Class	105,709	99.50	106,240	100.00	106,240	100.00	82,336	77.50	87,223	82.10
Fifth Avenue	88,085	100.00	88,085	100.00	88,085	100.00	88,085	100.00	88,085	100.00
Dodge Total	385,793	89.28	402,594	93.17	432,094	100.00	57,558	13.32	235,581	54.52
Omni	120,122	84.30	116,703	81.90	142,494	100.00	NA	.....	66,972	47.00
Aries	132,166	87.70	147,236	97.70	150,702	100.00	4,973	3.30	78,214	51.90
Daytona	49,660	92.60	53,635	100.00	53,635	100.00	20,059	37.40	39,636	73.90
Dodge 600K	23,916	98.60	24,013	99.00	24,256	100.00	12,007	49.50	9,145	37.70
Dodge 600E	36,297	97.10	37,381	100.00	37,381	100.00	13,195	35.30	26,092	69.80
Diplomat	23,626	100.00	23,626	100.00	23,626	100.00	7,324	31.00	15,522	65.70
FORD MOTOR	1,544,481	85.16	1,626,982	89.71	1,577,257	86.97	746,143	41.14	128,873	62.24
Ford Division	954,327	80.83	1,018,323	86.25	978,857	82.90	298,739	25.30	596,489	50.52
Escort	153,956	46.40	189,127	57.00	135,044	40.70	NA	.....	118,785	35.80
Mustang	140,065	99.00	141,055	99.70	136,387	96.40	49,094	34.70	69,184	48.90
LTD	205,406	96.10	213,742	100.00	213,742	100.00	62,626	29.30	121,833	57.00
Thunderbird	167,311	98.10	170,551	100.00	170,551	100.00	126,549	74.20	111,029	65.10
Crown Victoria	84,793	98.50	86,084	100.00	86,084	100.00	51,909	60.30	54,491	63.30
EXP	14,661	63.70	8,654	37.60	23,016	100.00	NA	.....	12,866	55.90
Tempo	188,135	87.90	209,110	97.70	214,033	100.00	8,561	4.00	108,301	50.60
L-M Division	590,154	93.26	608,659	96.18	598,409	94.56	447,404	70.70	532,384	84.13
Mercury Total	432,720	91.03	451,225	94.92	440,966	92.76	289,970	61.00	374,950	78.87
Lynx	31,377	47.50	43,002	65.10	31,641	47.90	NA	.....	25,828	39.10
Capri	20,539	99.50	20,312	98.40	20,642	100.00	4,851	23.50	18,764	90.90
Marquis	106,842	99.10	107,812	100.00	107,812	100.00	80,967	75.10	96,384	89.40
Cougar	128,810	98.20	131,171	100.00	131,171	100.00	109,003	83.10	109,134	83.20
Grand Marquis	89,889	99.50	90,341	100.00	90,341	100.00	90,341	100.00	80,855	89.50
Topaz	55,263	93.10	58,587	98.70	59,359	100.00	4,808	8.10	43,985	74.10
Lincoln Total	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00	157,434	100.00
Continental	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00	30,468	100.00
Lincoln	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00	93,622	100.00
Mark VII	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00	33,344	100.00
GENERAL MOTORS	4,556,774	91.35	4,578,591	91.79	4,726,093	94.75	2,197,883	44.06	3,056,572	61.28
Buick Total	956,854	96.85	985,072	99.71	987,980	100.00	486,765	49.27	661,976	67.00
Skylark	102,778	92.42	111,211	100.00	111,211	100.00	13,266	11.92	75,916	68.26
Skyhawk	130,854	90.00	142,485	98.00	145,393	100.00	11,631	8.00	105,991	72.90
Century	215,021	98.00	219,858	100.00	219,858	100.00	103,507	47.00	157,384	72.00
Regal	221,437	99.00	224,754	100.00	224,754	100.00	114,951	51.00	115,430	51.00
LeSabre/Elec.(rwd)	228,901	100.00	228,901	100.00	228,901	100.00	185,547	81.00	160,725	70.00
Riviera	57,863	100.00	57,863	100.00	57,863	100.00	57,863	100.00	46,530	80.00
Cadillac Total	300,300	100.00	300,300	100.00	300,300	100.00	297,607	99.10	217,463	72.42
Cimarron	21,898	100.00	21,898	100.00	21,898	100.00	19,205	87.70	21,898	100.00
Seville	39,997	100.00	39,997	100.00	39,997	100.00	39,997	100.00	34,117	85.30
Eldorado	77,806	100.00	77,806	100.00	77,806	100.00	77,807	100.00	56,256	72.30
Cadillac	160,599	100.00	160,599	100.00	160,599	100.00	160,599	100.00	105,192	65.50
Chevrolet Total	1,557,325	84.43	1,620,778	87.87	1,621,050	87.89	453,635	24.60	1,038,409	56.30
Chevette	107,318	44.00	42,927	17.60	40,732	16.70	NA	.....	92,196	37.80
Cavalier	373,467	80.73	440,869	95.30	462,612	100.00	4,349	9.40	230,381	49.80
Celebrity	293,824	95.00	309,288	100.00	309,288	100.00	58,146	18.80	187,738	60.70
Camaro	248,198	94.88	261,592	100.00	243,542	93.10	131,581	50.30	172,128	65.80
Citation	83,440	81.64	101,285	99.10	100,059	97.90	3,679	3.60	65,002	63.60
Monte Carlo	131,444	96.10	136,778	100.00	136,778	100.00	63,875	46.70	75,091	54.90
Chevrolet	268,087	96.96	276,492	100.00	276,492	100.00	140,458	50.80	167,831	60.70
Corvette	51,547	100.00	51,547	100.00	51,547	100.00	51,547	100.00	48,042	93.20
Oldsmobile Total	1,109,306	96.95	1,143,070	99.90	1,144,225	100.00	696,596	60.88	756,432	66.11
Omega	46,840	88.40	52,986	100.00	52,986	100.00	6,305	11.90	35,501	67.00
Firenza	71,258	86.40	81,320	98.60	82,475	100.00	5,608	6.80	49,073	59.50
Cutlass Supreme	304,487	98.50	309,124	100.00	309,124	100.00	146,525	47.40	157,344	50.90
Cutlass Ciera	267,920	95.40	280,839	100.00	280,839	100.00	119,357	42.50	196,868	70.10
88/98 (rwd)	370,701	100.00	370,701	100.00	370,701	100.00	370,701	100.00	272,095	73.40
Toronado	48,100	100.00	48,100	100.00	48,100	100.00	48,100	100.00	45,551	94.70
Pontiac Total	632,989	89.01	529,351	74.44	672,538	94.57	263,280	37.02	382,292	53.76
2000	144,235	85.20	162,349	95.90	169,290	100.00	17,606	10.40	89,724	53.00
1000	22,749	41.30	14,927	27.10	16,800	30.50	NA	.....	28,313	51.40
Firebird	124,455	97.00	128,304	100.00	128,304	100.00	73,646	57.40	78,779	61.40
Phoenix	16,488	72.20	22,732	99.50	22,520	98.60	1,560	6.80	14,625	64.00
Gd.Prix/Bon.	52,781	99.20	53,222	100.00	52,222	100.00	30,102	56.60	17,219	32.40
Parisienne	25,522	99.60	25,624	100.00	25,624	100.00	18,959	74.00	11,810	46.10
Fiero	126,375	93.90	NA	.....	134,585	100.00	60,159	44.70	56,929	42.80
6000	120,384	98.50	122,193	100.00	122,193	100.00	61,248	50.10	84,893	69.50
HONDA	117,200	100.00	108,644	92.70	117,200	100.00	NA	.....	117,200	100.00
VOLKSWAGEN	104,301	100.00	9,394	9.00	104,301	100.00	NA	.....	104,301	100.00
Total Cars, U.S.	7,527,858	89.73	7,517,696	89.61	7,891,254	94.06	3,259,895	38.86	5,278,992	62.92

OPTIONS/EQUIPMENT

Power Steering & Power Brake Installations

(By model year, units and % of total production)



SEAT OPTIONS ON 1984 U.S. MODELS

	Bucket seats	Percent of output	Reclining seats	Percent of output	Split bench seats	Percent of output	Bench seats	Percent of output	Power seats	Percent of output
AMERICAN MOTORS	208,624	100.00	125,817	60.30	.....	.....	.....	.....	.....	.....
Alliance	121,015	100.00	76,844	63.50	.....	.....	.....	.....	.....	.....
Encore	87,609	100.00	48,973	55.90	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	537,270	46.40	720,971	62.27	204,079	17.62	639,666	55.24	249,619	21.56
Plymouth Total	162,132	46.34	166,082	47.47	4,713	1.34	187,699	53.65	2,136	0.61
Horizon	147,902	100.00	147,902	100.00	.....	.....	.....	.....	.....	.....
Reliant	14,230	7.60	14,230	7.60	.....	.....	173,014	92.40	1,123	0.60
Gran Fury	.....	.....	3,950	26.90	4,713	37.10	14,685	100.00	1,013	6.90
Chrysler Total	120,033	31.93	301,485	80.21	181,339	48.24	255,819	68.06	196,052	52.16
LeBaron	50,313	45.00	56,351	50.40	5,925	5.30	61,494	55.00	31,865	28.50
Laser	69,720	100.00	69,720	100.00	.....	.....	.....	.....	16,175	23.20
New Yorker-E Class	.....	.....	87,329	82.20	87,329	82.20	106,240	100.00	65,125	61.30
Fifth Avenue	.....	.....	88,085	100.00	88,085	100.00	88,085	100.00	82,887	94.1
Dodge Total	255,105	59.03	253,404	58.64	18,027	4.17	196,148	45.39	51,431	11.90
Omni	142,494	100.00	142,494	100.00	.....	.....	.....	.....	.....	.....
Aries	11,905	7.90	11,905	7.90	.....	.....	138,796	92.10	13,563	0.90
Daytona	53,635	100.00	53,635	100.00	.....	.....	.....	.....	20,059	37.40
Dodge 600	8,747	23.40	19,924	53.3	11,176	29.90	28,633	76.60	7,887	21.10
Dodge 600K	19,162	79.00	19,162	79.00	.....	.....	5,093	21.00	6,379	26.3
Diplomat	.....	.....	6,284	26.6	6,851	29.0	23,626	100.00	3,543	15.0
FORD MOTOR	1,164,949	64.23	1,677,776	92.51	540,987	29.83	75,241	4.14	617,604	34.05
Ford Division	877,721	75.18	1,120,358	94.88	217,744	18.44	75,241	6.37	193,133	16.35
Escort	331,802	100.00	331,802	100.00	.....	.....	.....	.....	.....	.....
Mustang	141,480	100.00	141,480	100.00	.....	.....	.....	.....	.....	.....
LTD	6,839	3.20	164,153	76.80	157,314	73.60	49,588	23.20	42,320	19.80
Thunderbird	170,551	100.00	170,551	100.00	.....	.....	.....	.....	97,384	57.10
Crown Victoria	.....	.....	75,323	87.50	60,430	70.20	25,653	29.80	48,293	56.10
EXP	23,016	100.00	23,016	100.00	.....	.....	.....	.....	.....	.....
Tempo	214,033	100.00	214,033	100.00	.....	.....	.....	.....	5,136	2.40
L-M Division	277,228	43.80	557,418	88.08	323,243	51.08	.....	.....	424,471	67.07
Mercury Total	277,228	58.31	427,905	90.01	165,809	34.87	.....	.....	267,037	56.17
Lynx	66,056	100.00	18,759	28.40	.....	.....	.....	.....	.....	.....
Capri	20,642	100.00	20,642	100.00	.....	.....	.....	.....	.....	.....
Marquis	.....	.....	107,812	100.00	75,468	70.00	.....	.....	75,468	70.00
Cougar	131,171	100.00	131,171	100.00	.....	.....	.....	.....	83,293	63.50
Grand Marquis	.....	.....	90,341	100.00	90,341	100.00	.....	.....	82,752	91.60
Topaz	59,359	100.00	59,180	99.70	.....	.....	.....	.....	25,524	4.30
Lincoln Total	.....	.....	129,513	82.26	157,434	100.00	.....	.....	157,434	100.00
Continental	.....	.....	30,468	100.00	30,468	100.00	.....	.....	30,468	100.00
Lincoln	.....	.....	72,837	77.80	93,622	100.00	.....	.....	93,622	100.00
Mark VII	.....	.....	26,208	78.60	33,344	100.00	.....	.....	33,344	100.00
GENERAL MOTORS	1,969,643	39.48	2,798,132	56.09	1,935,183	38.79	1,315,653	26.37	1,657,763	33.23
Buick Total	224,981	22.77	404,773	40.96	572,973	57.99	190,021	19.23	399,536	40.43
Skylark	16,479	14.81	24,989	22.46	31,976	28.75	62,756	56.20	6,323	5.68
Skyhawk	145,393	.....	145,393	.....	.....	.....	.....	.....	2,907	2.00
Century	32,978	15.00	63,758	29.00	134,113	61.00	52,765	24.00	65,957	30.00
Regal	17,980	8.00	47,198	21.00	150,585	67.00	56,188	25.00	71,921	32.00
LeSabre Electra (rwd)	.....	.....	86,982	38.00	210,588	92.00	18,312	8.00	194,565	85.00
Riviera	12,151	21.00	36,453	63.00	45,711	79.00	.....	.....	57,863	100.00
Cadillac Total	21,898	7.29	120,601	40.16	278,402	92.70	.....	.....	289,798	96.50
Cimarron	21,898	100.00	.....	.....	.....	.....	.....	.....	21,898	100.00
Seville	.....	.....	19,318	48.30	39,997	100.00	.....	.....	37,277	93.20
Eldorado	.....	.....	31,744	40.80	77,806	100.00	.....	.....	70,024	90.00
Cadillac	.....	.....	69,539	43.30	160,599	100.00	.....	.....	160,599	100.00
Chevrolet Total	1,080,741	58.59	1,164,147	63.11	286,208	15.51	477,465	25.88	301,320	16.33
Chevette	243,904	100.00	243,904	100.00	.....	.....	.....	.....	.....	.....
Cavalier	462,612	100.00	462,612	100.00	.....	.....	.....	.....	74,017	1.60
Celebrity	10,825	3.50	35,568	11.50	80,724	26.10	217,738	70.40	18,557	6.00
Camaro	261,592	100.00	261,592	100.00	.....	.....	.....	.....	44,993	17.20
Citation	10,322	10.10	10,322	10.10	.....	.....	91,882	89.90	.....	.....
Monte Carlo	39,939	29.20	39,939	29.20	46,778	34.20	50,060	36.60	10,805	7.90
Chevrolet	.....	.....	58,063	21.10	158,706	57.40	117,785	42.60	104,237	37.70
Corvette	51,547	100.00	51,547	100.00	.....	.....	.....	.....	48,711	94.50
Oldsmobile Total	138,535	12.10	536,935	46.92	696,378	60.86	586,886	51.29	599,370	52.38
Omega	8,318	15.70	10,703	20.20	.....	.....	44,667	84.3	2,702	5.10
Firenza	82,475	100.00	82,475	100.00	.....	.....	.....	.....	2,144	2.60
Cutlass Supreme	42,968	13.90	75,426	24.40	80,990	26.20	266,155	86.10	91,191	29.50
Cutlass Ciera	4,774	1.70	92,676	33.00	196,587	70.00	276,064	98.30	84,532	30.10
88/98 (rwd)	.....	.....	241,697	65.20	370,701	100.00	.....	.....	370,701	100.00
Toronado	.....	.....	33,958	70.60	48,100	100.00	.....	.....	48,100	100.00
Pontiac Total	503,488	70.79	571,676	80.38	101,222	14.23	61,281	8.61	67,739	9.52
2000	169,290	100.00	169,290	100.00	.....	.....	.....	.....	6,094	3.60
1000/	5,083	100.00	55,083	100.00	.....	.....	.....	.....	.....	.....
Firebird	128,304	100.00	128,304	100.00	.....	.....	.....	.....	13,215	10.30
Phoenix	4,340	19.00	5,254	23.00	.....	.....	18,391	80.50	548	2.40
Grd.Prix-Bon'vle	7,610	14.30	16,711	31.40	31,081	58.40	14,582	27.40	15,274	28.70
A6000	4,276	3.50	51,687	42.30	46,311	37.90	26,515	21.70	16,722	13.70
Parisienne	.....	.....	10,762	42.00	23,830	93.00	1,793	7.00	15,886	62.00
Fiero	134,585	100.00	134,585	100.00	.....	.....	.....	.....	.....	.....
HONDA	117,200	100.00	117,200	100.00	.....	.....	.....	.....	.....	.....
VOLKSWAGEN	104,301	100.00	104,301	100.00	.....	.....	.....	.....	.....	.....
Total Cars, U.S.	4,101,987	48.89	5,544,197	66.08	2,680,249	31.94	2,030,560	24.20	2,524,986	30.09

OPTIONS/EQUIPMENT

TRENDS IN TIRES, AIR CONDITIONING

Percentages of model-year production

Steel-Belted Radials

	Units	%
1984	7,349,298	87.6
1983	4,371,530	73.1
1982	3,947,008	69.1
1981	4,726,896	69.9
1980	4,927,895	68.9
1979	7,029,705	75.2
1978	6,765,427	73.9
1977	7,458,482	79.2
1976	6,345,337	76.1
1975	5,465,959	80.8

Glass-Belted Radials

	Units	%
1984	1,058,608	12.6
1983	1,600,992	26.7
1982	1,575,541	28.1
1981	2,012,336	29.7
1980	1,891,158	26.4
1979	1,581,983	16.9
1978	832,694	9.1
1977	381,934	4.0

White Sidewalls

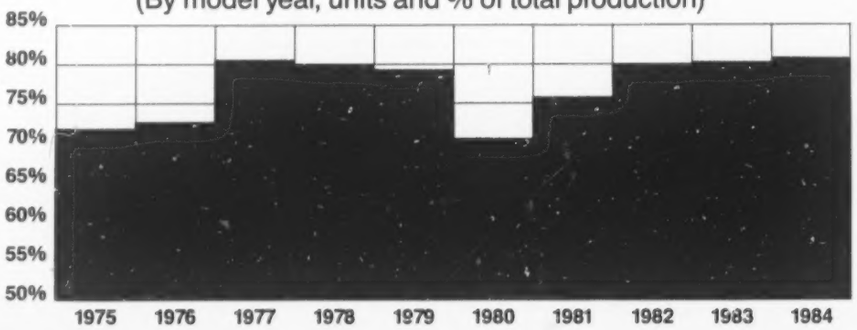
	Units	%
1984	2,558,142	30.4
1983	4,565,653	76.3
1982	3,408,972	59.7
1981	5,512,389	81.5
1980	6,140,605	85.9
1979	8,426,449	90.1
1978	8,315,505	90.9
1977	8,554,839	90.9
1976	7,024,113	84.2
1975	5,719,410	84.6

Air Conditioning

	Units	%
1984	6,857,866	82.7
1983	4,866,838	80.9
1982	4,585,627	80.2
1981	5,186,776	76.5
1980	5,181,365	72.5
1979	7,449,352	79.7
1978	7,352,117	80.4
1977	7,706,947	81.9
1976	6,244,961	74.9
1975	4,977,087	72.1

Air Conditioning Installations

(By model year, units and % of total production)



AIR CONDITIONING, TIRE AND ELECTRONIC OPTIONS ON 1984 U.S. MODELS

	Air Conditioning	Percent of Output	Steel Belted Radials	Percent of Output	Glass Belted Radials	Percent of Output	White Sidewalls	Percent of Output	Speed Control	Percent of Output	Digital Clocks	Percent of Output	Electronic Inst Cluster	Percent of Output
AMERICAN MOTORS	100,124	47.99	103,264	49.50	54,058	25.90	49,318	23.64	NA	.....	99,184	47.54	NA	.....
Alliance	62,228	51.42	64,016	52.90	56,998	47.10	33,037	27.30	NA	.....	1,600	50.90	NA	.....
Encore	37,896	43.26	39,248	44.80	48,360	55.20	16,295	18.60	NA	.....	37,584	42.90	NA	.....
CHRYSLER CORP	923,551	78.52	1,138,937	98.37	29,322	2.53	834,698	72.02	459,772	39.71	1,026,258	88.64	41,075	3.55
Plymouth Total	240,681	48.65	342,603	97.93	12,284	30.83	263,841	75.42	58,490	16.72	292,080	83.49	NA	.....
Horizon	77,056	52.10	147,902	100.00	NA	.....	89,924	60.80	9,762	6.60	127,639	86.30	NA	.....
Reliant	149,983	80.10	186,683	99.70	5,617	0.30	165,899	88.60	44,190	23.60	152,605	81.50	NA	.....
Gran Fury	13,642	92.90	8,018	54.60	6,667	45.40	8,018	54.60	4,538	30.90	11,836	80.60	NA	.....
Chrysler Total	357,141	95.02	375,833	.....	NA	.....	306,133	.....	278,800	74.18	361,485	96.18	39,788	10.59
LeBaron	105,546	94.40	111,808	100.00	NA	.....	111,808	100.00	68,650	61.40	104,764	93.76	NA	.....
Laser	59,820	85.80	69,720	100.00	NA	.....	NA	.....	39,531	56.70	66,373	95.20	30,120	43.20
NewYorker/E-Class	103,690	97.60	106,240	100.00	NA	.....	106,240	100.00	86,586	81.50	102,263	96.60	9,668	9.10
Fifth Avenue	88,085	100.99	88,085	100.00	NA	.....	88,085	100.00	84,033	95.40	88,085	100.00	NA	.....
Dodge Total	325,729	73.61	420,481	.....	17,038	.....	264,724	.....	122,428	28.35	372,693	86.25	1,287	.03
Omni	75,807	53.20	142,494	100.00	NA	.....	66,972	47.00	12,682	8.90	124,687	87.50	NA	.....
Aries	119,205	79.10	150,099	99.60	6,028	0.4	134,577	89.30	36,018	23.90	121,315	80.50	NA	.....
Daytona	43,498	81.10	53,635	100.00	NA	.....	NA	.....	27,757	51.40	50,524	94.20	1,287	2.40
Dodge 600K	65,105	90.34	24,256	100.00	NA	.....	22,000	90.70	13,583	56,000	21,952	90.50	NA	.....
Dodge 600E	.....	.....	37,381	100.00	NA	.....	28,559	76.40	23,700	63.40	34,690	92.80	NA	.....
Diplomat	22,114	93.60	12,616	53.40	11,010	46.60	12,616	53.40	8,742	37.00	19,255	81.50	NA	.....
FORD MOTOR	1,452,040	80.07	1,813,523	100.00	NA	.....	1,296,030	71.46	1,010,932	55.74	1,010,277	55.71	133,716	7.37
Ford Division	875,848	74.18	1,180,708	100.00	NA	.....	646,281	54.74	520,569	44.09	665,469	56.36	29,296	2.48
Escort	137,366	41.40	331,802	100.00	NA	.....	60,056	18.10	28,203	8.50	50,434	15.20	NA	.....
Mustang	113,467	80.20	141,480	100.00	NA	.....	61,543	43.50	54,328	38.40	129,737	91.70	NA	.....
LTD	205,406	96.10	213,742	100.00	NA	.....	196,085	89.40	141,262	66.00	127,176	59.50	1,496	0.70
Thunderbird	165,093	96.80	170,551	100.00	NA	.....	139,851	82.00	133,200	78.10	106,253	62.30	27,800	16.30
Crown Victoria	84,707	98.40	86,084	100.00	NA	.....	75,065	87.20	67,576	78.50	49,718	47.30	NA	.....
EXP	7,572	32.90	23,016	100.00	NA	.....	3,959	17.20	1,611	7.00	23,016	100.00	NA	.....
Tempo	162,237	75.80	214,033	100.00	NA	.....	114,722	53.60	94,389	44.10	188,135	87.90	NA	.....
L-M Division	576,192	91.05	632,815	100.00	.....	.....	501,750	79.29	.....	.....	.....	.....	.....	.....
Mercury Total	418,758	88.09	475,381	100.00	.....	.....	353,751	74.41	333,865	70.23	261,991	55.11	21,603	4.54
Lynx	29,923	45.30	66,056	100.00	NA	.....	12,022	18.20	7,134	10.80	11,688	17.70	7,464	11.30
Capri	15,172	73.50	20,642	100.00	NA	.....	7,699	37.30	4,872	23.60	20,642	100.00	NA	.....
Marquis	106,410	98.70	107,812	100.00	NA	.....	106,410	98.70	97,139	90.10	89,268	82.80	539	0.50
Cougar	129,072	98.40	131,171	100.00	NA	.....	121,727	92.80	109,265	83.30	49,451	37.70	9,444	7.20
Grand Marquis	90,160	99.80	90,341	100.00	NA	.....	90,341	100.00	88,625	98.10	53,843	59.60	4,156	4.60
Topaz	48,021	80.90	59,359	100.00	NA	.....	15,552	26.20	26,830	45.20	37,099	62.50	NA	.....
Lincoln Total	157,434	100.00	157,434	100.00	.....	.....	147,999	94.01	156,498	99.41	82,817	52.60	82,817	52.60
Continental	30,468	100.00	30,468	100.00	NA	.....	30,437	99.90	30,468	100.00	30,468	100.00	30,468	100.00
Lincoln	93,622	100.00	93,622	100.00	NA	.....	93,622	100.00	92,686	99.00	19,005	20.30	19,005	20.30
Mark VII	33,344	100.00	33,344	100.00	NA	.....	23,940	71.80	33,344	100.00	33,344	100.00	23,344	100.00
GENERAL MOTORS	4,263,396	87.62	4,072,073	81.64	975,228	19.55	3,718,388	74.54	3,079,642	61.74	2,520,131	30.04	105,846	1.30
Buick Total	935,314	94.67	870,216	88.08	117,768	11.92	898,146	90.90	693,801	70.22	891,565	90.24	17,554	1.78
Skylark	97,791	87.93	111,211	100.00	NA	.....	104,205	93.70	60,647	54.53	72,400	65.10	NA	.....
Skyhawk	119,222	82.00	27,625	19.00	117,768	81.00	103,229	71.00	42,563	32.00	102,418	77.00	NA	.....
Century	213,463	97.00	219,858	100.00	NA	.....	202,269	92.00	166,520	76.00	171,885	78.00	4,985	2.00
Regal	220,363	98.00	224,754	100.00	NA	.....	202,258	98.00	156,373	70.00	174,461	78.00	4,853	2.00
LeSabre/Elec.(rwd)	226,612	98.00	228,901	100.00	NA	.....	228,901	100.00	209,835	92.00	210,314	92.00	NA	.....
Riviera	57,863	100.00	57,863	100.00	NA	.....	57,284	99.00	57,863	100.00	57,669	100.00	7,714	13.00
Cadillac Total	300,300	100.00	300,300	100.00	NA	.....	285,599	95.10	300,300	100.00	300,300	100.00	NA	.....
Cimarron	21,898	100.00	21,898	100.00	NA	.....	7,664	35.00	21,898	100.00	21,898	100.00	NA	.....
Seville	39,997	100.00	39,997	100.00	NA	.....	39,997	100.00	39,997	100.00	39,997	100.00	NA	.....
Eldorado	77,806	100.00	77,806	100.00	NA	.....	77,339	99.40	77,806	100.00	77,806	100.00	NA	.....
Cadillac	160,599	100.00	160,599	100.00	NA	.....	160,599	100.00	160,599	100.00	160,599	100.00	NA	.....
Chevrolet Total	1,464,695	79.411	1,295,520	70.24	619,142	33.57	1,190,905	64.57	802,455	43.51	657,875	35.67	88,292	4.79
Chevette	87,318	35.80	78,049	3.20	236,099	96.80	116,098	47.60	NA	.....	NA	.....	NA	.....
Cavalier	332,155	71.80	79,569	17.20	383,043	82.80	313,651	67.80	117,503	25.4	172,554	37.30	NA	.....
Celebrity	289,494	93.60	309,288	100.00	NA	.....	246,503	79.70	187,009	60.50	161,234	52.10	NA	.....
Camaro	227,585	87.00	261,592	100.00	NA	.....	88,680	33.90	127,395	48.70	184,684	70.60	33,745	12.90
Citation	79,822	78.10	102,205	100.00	NA	.....	56,928	55.70	26,810	26.20	NA	.....	NA	.....
Monte Carlo	128,024	93.60	136,778	100.00	NA	.....	109,696	80.20	86,264	63.10	NA	.....	NA	.....
Chevrolet	268,750	97.20	276,492	100.00	NA	.....	259,349	93.80	205,327	74.50	87,959	31.80	NA	.....
Corvette	51,547	100.00	51,547	100.00	NA	.....	NA	.....	51,547	100.00	51,444	99.80	51,547	100.00
Oldsmobile Total	1,101,889	96.30	1,072,966	93.77	71,258	0.63	1,039,171	90.82	949,536	82.99	408,257	35.68	NA	.....
Omega	42,760	80.70	52,986	100.00	NA	.....	49,594	93.60	52,986	100.00	NA	.....	NA	.....
Firenza	64,825	78.60	11,216	13.60	71,258	86.40	67,794	82.20	23,623	28.30	NA	.....	NA	.....
Cutlass Supreme	305,415	98.80	309,124	100.00	NA	.....	289,340	93.60	257,951	83.45	NA	.....	NA	.....
Cutlass Ciera	271,571	96.70	280,839	100.00	NA	.....	261,742	93.20	206,555	73.50	NA	.....	NA	.....
88/98 (rwd)	369,218	99.60	370,701	100.00	NA	.....	370,701	100.00	360,321	97.20	360,321	100.00	NA	.....
Toronado	48,100	100.00	48,100	100.00	NA	.....	48,100	100.00	48,100	100.00	47,936	99.70	NA	.....
Pontiac Total	461,198	78.31	533,071	74.96	167,060	23.49	3[illegible]67	42.83	333,550	46.90	359,481	50.54	19,235	2.90
2000 Sunbird	121,889	72.00	42,661	25.20	126,629	74.80	[illegible]62	53.20	32,165	19.00	21,331	12.6	NA	.....
1000	18,728	34.00	3,635	6.60	40,431	73.40	25.2[illegible]	45.80	NA	.....	NA	.....	NA	.....
Firebird	121,119	94.40	128,304	100.00	NA	.....	24,37[illegible]	19.00	61,842	48.20	111,240	86.7	NA	.....
Phoenix	14,851	65.00	22,847	100.00	NA	.....	14,02[illegible]	61.40	5,701	25.00	NA	.....	NA	.....
Grand Prix/Bonneville	53,062	99.70	53,222	100.00	NA	.....	51,25[illegible]	96.30	34,687	65.00	3,726	7.0	NA	.....
Parisienne	25,496	99.50	25,624	100.00	NA	.....	24,958	97.40	23,532	71.00	NA	.....	NA	.....
Fiero	106,053	78.80	134,585	100.00	NA	.....	NA	.....	53,430	39.70	125,837	93.5	NA	.....
6000*	.....	.....	122,193	100.00	NA	.....	74,660	61.10	93,083	76.00	97,347	79.70	19,235	15.70
HONDA	42,426	36.20	117,200	100.00	NA	.....	NA	.....	NA	.....	56,842	48.50	NA	.....
VOLKSWAGEN	56,010	53.70	104,301	100.00	NA	.....	6,258	0.60	2,920	2.80	NA	.....	NA	.....
Total Cars,U.S.	6,837,547	82.79	7,349,298	87.60	1,058,608	12.62	2,558,142	30.49	4,553,266	54.27	4,810,038	57.54	299,872	3.57

*119,910 6000s with air built in Canada

MANUFACTURERS

1984-1983 FINANCIAL RESULTS U.S. AUTO MAKERS

	1984 Sales in Billions	Profit (Loss) in Millions	1983 Sales in Billions	Profit(Loss) in Millions
American Motors	$ 4.22	$ 15.50	$ 3.40	($ 147)
Chrysler Corp.	$ 19.57	$2,380	$ 13.30	$ 701
Ford Motor Co.	$ 52.37	$2,907	$ 44.50	$1,867
General Motors Corp.	$ 83.89	$4,517	$ 74.60	$3,730
Total	$160.05	$9,819.5	$135.8	$6,151

U.S. CORPORATE PROFITS

(dollars in billions)

Year Quarter	Profits Before Tax: Motor Vehicle & Equipment Manufacturers	Profits Before Tax: Total Manufacturers	Profits Before Tax: Total U.S. Profits	Motor Vehicle & Equipment % of Total: Manufacturer Profits	Motor Vehicle & Equipment % of Total: Total U.S. Profits
1970	1.2	26.6	68.9	4.5	1.7
1971	5.0	34.1	82.0	14.7	6.1
1972	5.9	40.7	94.0	14.4	6.3
1973	5.7	45.5	105.6	12.5	5.4
1974	0.1	39.0	96.7	0.3	0.1
1975	1.9	52.6	120.6	3.6	1.6
1976	7.2	69.2	151.6	10.4	4.7
1977	9.4	78.3	178.5	12.0	5.3
1978	8.9	86.9	205.1	10.2	4.3
1979	4.7	85.6	209.6	5.0	2.1
1980	-3.8	72.9	191.7	0.0	0.0
1981	0.3	84.9	197.6	0.4	0.2
1982	0.8	54.5	156.0	1.5	0.5
1983	7.4	65.2	192.0	11.4	3.9

SOURCE: U.S. Department of Commerce, Bureau of Economic Analysis; MVMA

AUTO MAKERS' FINANCE COMPANIES 1984 FINANCIAL RESULTS

(Dollars in millions)

	American Motors Financial Corp.	Chrysler Financial Corp.	Ford Motor Credit Corp.	General Motors Acceptance Corp.
1984 Revenue	$57.4	$16,600	$42,300	$29,500
Percentage Change from 1983	106%	50%	21%	10%
1984 Net Income	$4.8	$83.1	$310.4	$748.8
Percentage Change from 1983	134%	75%	6%	(22)%
1984 Percentage of Retail Sales Financed	6%	19%	25%	28%
1983 Percentage of Retail Sales Financed	6%	17%	31%	41%

FINANCIAL RESULTS FOR JAPAN'S AUTO MAKERS

	Yen Sales (In Billions)	Dollar Sales (In Millions)	Percent Change	Net Income Yen (Billions)	Net Income Dollars (Millions)	Percent Change	Total Unit Sales	Percent Change	Overseas Unit Sales	Percent Change
TOYOTA—For fiscal year ended June 30, 1984	5,909.0	$25,145	+11.0%	294.8	$1,255	+29.2%	3,372,429[1]	+ 6.0%	1,710,352	+ 4.6%
NISSAN—For fiscal year ended March 31, 1984	3,460.1	14,724	+ 8.5	70.5	300	-26.1	2,499,368[2]	+ 1.5	1,383,007	+ 3.1
HONDA—For fiscal year ended Feb. 29, 1984	2,374.0	10,102	+ 6.5	95.6	407	+32.3	1,122,000[3]	- 0.6	718,000	+ 0.7
MAZDA—For fiscal year ended Oct. 31,1984	1,413.8	5,845	+ 5.0	29,673	121	+15.7	1,331,541[4]	- 0.8	781,716	+ 2.8
MITSUBISHI—For 1983 fiscal year ended March 31, 1984	1,173.6	4,994	-10.6	5.5	24	-56.1	1,044,100[5]	+ 1.1	492,600	+ 5.7
ISUZU—For fiscal year ended Oct. 31,1983	684.6	2,913	- 4.8	5.3	22	-12.4	377,373[6]	-11.1	194,030	-17.3
FUJI HEAVY INDUSTRIES[7]—For fiscal year ended March 31,1984	602,735	2,696	+ 3.9	15,184	68	+ 6.0	628,000	+ 5.8	314,000	+ 1.7

Notes: (1) Excludes CKD kits which totaled 156,800, up 39.4 percent from the previous year. (2) Excludes CKD kits which totaled 224,740 up 39.8 percent from the previous year. (3) Includes automobiles, not motorcycles. (4) Includes 162,220 CKD kits. (5) Includes 69,500 CKD kits. (6) Includes 32,850 CKD kits. (7) Parent company of Subaru of America. For its 1984 fiscal year ended Oct. 31, 1984 net income for Subaru, an importer and distributor, amounted to $60 million, up 21.2 percent from the previous year. Sales totaled $1.2 billion, up 11.1 percent from 1983. Dollar figures translated at the current rate during the fiscal period; approximately 235 yen equals $1. Unit sales represent passenger cars only.

Overseas vehicle makers, coachbuilders

Following is a list of overseas makers of production cars and trucks and coach builders. See Automotive Industry Roster, which begins on Page 129, for U.S. and Canadian companies.

A.C. CARS LTD., Summer Road, Thames Ditton, Surrey KT7 ORD, Great Britain. Products: Race cars.

ADAM OPEL AG, 6090 Russelsheim, Federal Republic of West Germany. Parent company: General Motors Corp. Products: Opel passenger cars

ALFA ROMEO S.p.A., Arese, Milan, Italy. Products: Alfa Romeo cars, race cars.

ALLARD MOTOR COMPANY LTD., 5305 Maingate Dr., Mississauga, Ontario, Canada. Products: Automobiles, race cars.

AMI-TOYOTA, 155 Bertie St., Port Melbourne, Victoria, Australia. Products: Cars, light trucks, engines, panels.

ARGYLL TURBO CARS LTD., Minnow House, Lochgilphaed, Argyll, Scotland.

ASTON MARTIN LAGONDA LTD., Tickford St. Newport Pagnell, Bucks, MK 9AN, Great Britain. Products: Touring and competition cars.

ASTON MARTIN TICKFORD, 58 Tanners Dr., Blakelands North, Milton Keynes MK14 5BW, Great Britain. Products: Coaches.

ATLANTIS MOTOR COMPANY LTD., Little London, Northwold, Thetford, Norfolk, Great Britain. Products: Vintage replicars.

AUDI NSU AUTO UNION AG, Postfach 220, D-8070 Ingolstadt, Federal Republic of West Germany. Products: Audi cars.

AURORA CARS LTD., 36 Shelley Rd., Richmond Hill, Ontario L4C 5G3, Canada. Products: Automobiles.

AUTOBIANCHI, Lancia, v. V. Lancia 27, 10141 Turin, Italy. Products: Lancia cars.

AUTOKRAFT LTD., Unit 815, Brooklands Industrial Park, Weybridge, Surrey, U. K.

AUTOMOBILE APAL S.A., rue de la Fontaine 25, B-4570 Blegny (Belgium). Products: Automobiles.

AUTOMOBILES CITROEN, 62 Blvd Victor Hugo, Neuilly sur Seine 92208 Cedex, France. Parent company: Peugeot S.A. Products: Citroen cars.

AUTOMOBILES DANGEL S.A., 5 rue du Canal, 68780 Sentheim, France. Products: Automobiles.

AUTOMOBILES PEUGEOT, 75 Av. de la Grande Armee, Paris 75016, France. Parent company: Peugeot S.A. Products: Peugeot cars.

AUTOMOBILES STIMULA S.a.r.l., Chemin de Sacuny, 69530 Brignais, France. Products: Replicars, Bugatti 55.

AUTOMOVILES TALBOT S.A., Apdo 140, Madrid 21, Spain. PSA Peugeot owns controlling interest. Product: Automobiles.

AUTOS y MAQUINAS del ECUADOR S.A., Casilla 370-A, Quito, Ecuador. Product: Cars, race cars.

AVON COACHWORK LTD., Ladbroke House, Millers Rd. Warwoik CV34 5AP, Great Britain. Products: Coaches.

ASLK-AVTOMOBILNY ZAVOD IMENI LENINSKOGO KOMSOLA, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

(KAROSSERIE) BAUER GmbH, Poststr. 40-62, 7 Stuttgart 1, Berg, Federal Republic of West Germany. Products: Coaches.

BAYERISCHE MOTOREN WERKE AG, P.O.B. 400240, 8 Munich, Landshut, Dingolfing, Federal Republic of West Germany. Products: BMW cars.

BEAUJARDIN, 235 W. Sherbrooke, Suite 1104, Montreal, P.Q. H2X 1X8, Ontario, Canada. Products: Prototype cars, race accessories.

BEIJING AUTOMOBILE WORKS, Chuihangliu, Chaoyangqu, Beijing, People's Republic of China. Products: Automobiles; light-duty, cross-country vehicles; Models — BJ-212, BJ-212A and BJ-212E; JingGang-Shan, Beijing and DongFangHong lines.

BENTLEY MOTORS LIMITED, Crewe, Ches. CWI, 3 Pl. Great Britain. Parent company: Rolls-Royce Ltd. Products: Automobiles.

BERTONE (Carrozzeria) S.p.A., c.s.o. Peschiera 223, Turin, Italy. Products: Small and medium-series car bodies, prototypes, Bertone automobiles.

BITTER-AUTOMOBILE GmbH & Co. KG, Berliner Str. 57, 5830 Schweim, Federal Republic of Germany. Products: Specialty automobiles.

BL P.l.c., (British-Leyland) 35/38 Portman Square, London WIH OHQ, Great Britain. Products: Automobiles — Austin, Morris, MG, Rover, Triumph, Daimler and Land Rover.

BMW (South Africa) (Pty) Ltd., Andre Greyvenstein Rd, Isando 1600, South Africa. Products: BMW cars.

C.E.D.R.E.-SEVE, 31310, Montesquieu Volvestre, France. Products: Electric cars.

CHANGCHUN AUTOMOBILE PLANT, Dongfent Dajie, Chaoyangqu, Changahun, Ji Lin Province, People's Republic of China. Products: Hong Qi cars.

CLANCY, 210 Kooyong Rd., Toorak, Victoria, Australia. Products: Coaches.

CLASSIC-CAR JANSSEN, Am Raffelberg 4, D-5880 Ludenscheid, Federal Republic of West Germany. Products: Replicars.

CLASSIC-CAR-OLDTIMERBAU, Otto-Lilienthal-Str. 14, D-64000 Fulda, Federal Republic of West Germany. Product: Replicars.

COLEMAN-MILNE P.l.c., Colmil Works, Wigan Rd., Hart Common, Westhoughton, Bolton, BL5 2EE, Great Britain. Products: Limousines.

COMPANHIA INDUSTRIAL SANTA MATILDE Inc. Co., Rua Buenos Aires 100, Rio de Janeiro, 20070, Brazil. Products: Automobiles.

CRAYFORD ENGINEERING GROUP, High Street, Westerham, Kent, Great Britain. Products: Convertibles, estate cars and cross-country vehicles.

CUSTOCA, 8714 Kraubath/Mur 55, Austria. Products: Automobiles.

DAEWOO MOTOR COMPANY Ltd., 199 Cheong-Cheon-Dong, Bug-gu, Incheon, Korea. Products: Automobiles.

DAIHATSU MOTOR COMPANY Ltd., 1-1 Daihatsu-cho, Ikeda-shi Osaka, Japan. Products: Cars, electric cars, buses, trucks.

DAIMLER-BENZ AG, Mercedes-Strasse 136, 7 Stuttgart, Federal Republic of Germany. Products: Mercedes-Benz automobiles.

DE TOMASO MODENA S.p.A. AUTOMO-

Continued on Page 72

MANUFACTURERS

Overseas vehicle makers, coachbuilders

Continued from Page 71

BILJ, v. Emilia Ovest 1250, Modena, Italy. Products: Automobiles.

DONKERVOORT, Laan van Niftarlake 10, 3612 BS Tienhoven (Utr.), The Netherlands. Products: Automobiles.

DUTTON CARS LTD., 53 Broadwater St., Worthing, W. Sussex BN14 9BY, Great Britain. Products: Dutton cars.

EL-NASR AUTOMOTIVE MANUFACTURING CO., Wadi-Hof, Helwan, Egypt. Products: Automobiles.

ENFIELD, Electricity Council, Millbank, London SW1P 4 RD, Great Britain. Products: Electric cars.

ENVEMO-ENGENHARIA DE VEICULOS E MOTORES, Rua Olimpiadas, 237 Vila Olimpia, SP, Brazil. Products: Cars, off-road vehicles, race engines.

FABRYKA SAMOCHODOW MALOLITRAZOWYCH, ul. Sarni Stok 93, 43-300 Bielsko-Biala, Poland. Products: Cars; 126, Syrena models.

FABRYKA SAMOCHODOW OSO-BOWYCH, ul. Stalingradzka 50, Warsaw, Poland. Products: Automobiles.

FAIRCLOUGH ELECTRIC VEHICLES LTD., Unit 3, Opportunities Centre, Halesfield 14, Telford, Shropshire, Great Britain. Products: Electric cars.

FARUS Ltda INDUSTRIA DE VEICULOS ESPORTIVOS, Rua Divisa Nova, 30-A, Salgado Filho, Belo Horizonte, Minas Gerais, Brazil. Products: Automobiles.

FASA-RENAULT, Arco de Ladrillo 58, Valladolid, Spain. Products: Automobiles.

FERRARI Societa per azioni, Esercizio Fabbriche Automobili e Corse, vl. Trento Trieste 31, 41100 Modena, Italy. Products: Racing and GT cars.

FIAT AUTO S.p.A., corso Agnelli 200, Turin, Italy. Products: Cars: Fiat, Abarth, Autobianchi, Lancia.

FIAT AUTOMOVEIS S.A., Rodovia Fernao Dias, km 429, 32500 Betim, Minas Gerais, Brazil. Products: Alfa Romeo and Fiat cars.

FORD BRASIL S.A., Av. Rudge Ramos 1501 Sao Paulo, Brazil. Parent company: Ford Motor Co. Products: Ford cars.

FORD MOTOR ARGENTINA S.A., Central 696, Buenos Aires, Argentina. Parent company: Ford Motor Co. Products: Automobiles.

FORD MOTOR CO. (JAPAN) LTD., Toranmon 37 Mori Bldg. 5-1 Toranomon 3 chome, Minato-ku, Tokyo, Japan. Parent company: Ford Motor Co. Products: Importer in Japan of Ford automobiles and exporter to Australia and New Zealand of Mazda automobiles; Models — Laser, Telstar.

FORD MOTOR COMPANY OF AUSTRALIA LTD., Private Bag 6, Campbellfield, Victoria, Australia. Products: Cars; Models — Laser, Telstar.

FORD MOTOR COMPANY OF SOUTH AFRICA, 55 Albany Rd., Port Elizabeth, 6001, South Africa. Parent company: Ford Motor Co. Products: Automobiles, race cars.

FORD WERKE AG, Ottoplaz 2, Koln-Deutz, Federal Republic of West Germany. Parent company: Ford Motor Co. Products: Automobiles

FUJI HEAVY INDUSTRIES, LTD., 7-2, Nishi-Shinjuku 1-chome, Shinjuku-ku Tokyo, Japan. Products: Subaru cars; trucks.

GAZ-GORKOVSKI AVTOMOBILNY ZAVOD, Avtoexport, Il. Volkhonka, 14, Moscow 119902, U.S.S.R. Products: Automobiles.

GHIA S.p.A., v. A. da Montefeltro 5, 10134, Turin, Italy. Products: Automobiles, coaches.

GENERAL MOTORS DO BRASIL, Av. Golias 1805, Sao Caetano do Sul, Sao Paulo, Brazil. Parent company: General Motors Corp. Products: Chevrolet automobiles.

GENERAL MOTORS-HOLDEN'S Pty Ltd., 241 Salmon St., Fishermens Bend, Melbourne, Victoria, Australia. Parent company: General Motors Corp. Products: Automobiles.

GENERAL MOTORS SOUTH AFRICAN (Pty) LTD., Kempston Rd., Port Elizabeth, South Africa. Parent company: General Motors Corp. Products: Opel automobiles.

GIANNINI AUTOMOBILI S.p.A., v. Idrovore della Magliana 57, Rome, Italy. Products: Automobiles; variations of Fiat cars.

GINETTA CARS LTD., West End Works, Witham, Essex, GMB 1BE, Great Britain. Products: Automobiles including G.25 model.

G. P. VEHICLES, Unit 7 Worton Hall, Worton Rd., Isleworth, Middlesex TW7 6ER, Great Britain. Products: Automobiles.

GLENFROME ENGINEERING LTD., Imperial works Hudds Vale Rd., St. George, Bristol BSS 7 HY, Great Britain. Products: Coaches.

GRAND PRIX METALCRAFT LTD., 2-3 Thane Works, Thane Villas, London, N. 7, Great Britain. Products: Deetype Replica and Desande Roadster.

GROUP LOTUS CARS COMPANIES P.l.c., Norwich, NR14 8EZ, Great Britain. Products: Automobiles, race cars.

GURGEL S. A. INDUSTRIA E. COMERCIO DE VEICULOS, Rod. Washington Luiz, km 171, 13500 Rio Claro, S.P., Brazil. Products: Automobiles.

HINDUSTAN MOTORS LTD., Birla Bldg., 9/1 R.N. Mukherjee Rd., Calcutta 1, India. Products: Cars, 4WD vehicles.

HINO MOTORS, LTD. 1-1, Hinodai 3-chome, Hino-shi, Tokyo, Japan. Products: Buses, trucks.

HONDA MOTOR CO., LTD., 27-8, Jingumae 6-chome, Shibuya-ku, Tokyo, Japan. Products: Cars, trucks, motorcycles.

HYUNDAI MOTOR COMPANY, 140-2, Ke-Dong, Chongro-Ku, Seoul, Korea. Products: Automobiles; Models — Pony, Stellar.

INNOCENTI, NUOVA, S.p.A., v. Rubattino 37, Milan, Italy. Products: Automobiles.

INTREPRINDEREA DE AUTOTURISME PITESTI, Pitesti 0300, Colibasi, Jud. Arges., Romania. Products: Automobiles.

INTREPRINDEREA MECANICA MUSCEL, Cimpulung Muscel, Jud. Arges, Romania. Products: Aro model automobiles.

ISUZU MOTORS LTD., 22-10, Minami-Oi6-chome, Shinagawa-ku, Tokyo, Japan. Products: Cars, buses, trucks.

ITAL DESIGN SIRP S.p.A., v. A. Grandi 11, 10024 Moncalieri, Turin, Italy. Products: Automobile styling; model and prototype construction.

JEHL-AR-STUDIO XAVER JEHLE, Specki 14, 9494 Schaan, Liechtenstein. Products: Coaches.

JOHN BRITTEN GARAGES LTD., Barnet Rd., Arkley, Barnet, Herts., Great Britain. Products: Arkley automobiles.

KOUGAR CARS LTD., Overlook, Budletts, Uckfield, Sussex TN22 2EA, Great Britain. Products: Automobiles.

LAFER S.A. INDUSTRIA E COMERCIO, Rua Lavapes 6, 01519 Sao Paulo, Brazil. Products: Automobiles, replicars including 1952 MG TD.

LAM-BORGHINI, NUOVA AUTOMOBILI FERRUCCIO S.p.A., v. Modena 1b, 40019 S. Agata Bolognese (Bologna), Italy. Products: Automobiles.

LANCIA, v. Vincenzo Lancia 27, Turin, Italy. Products:Automobiles.

LAWIL S.p.A., Costruzioni Meccaniche Automobilistiche, v. Maretti 29, Varzi (Pavia), Italy. Products: Automobiles.

LEDL GmbH, Pottendorfer Str. 73, A-2523 Tattendorf, Austria. Products: Automobiles including Europa 2001 and Tanga.

LENHAM MOTOR CO., 47 West St., Harrietsham, Kent ME17 1HX, Great Britain. Products: Sports cars.

LOGICAR AS, Ottio Werk Design, Bymarkasvej 4, Stevnstrop, DK 8870 Langaa, Denmark. Products: Automobiles, prototypes.

(THE) LYNX CO., Lynx Engineering, Unit 8, Castleham Rd., Castleham Industrial Estate, St. Leonards-on-Sea, East Sussex TN 38 9NR, Great Britain. Products: Automobile prototypes; low-volume performance cars.

MARCOS, 153 West Wilts Trading Estate, Westbury, Wilts, Great Britain. Products: Automobiles.

MASERATI, OFFICINE ALFIERI, S.p.A., v. Ciro Menotti 322, Modena, Italy. Products: GT and racing cars.

MAZDA MOTOR CORP., 3-1, Shinchi, Fuchu-cho, Aki-gun, Hiroshima Pref., Japan. Products: Cars, electric cars, buses, trucks.

MICHELOTTI, (Studio Tecnica Design Carrozzeria), strada dei Boschi 8, 10092 Beinasco, Turin, Italy. Products: Coaches for custom-made cars.

MIDAS CARS LTD., St. Lukes Rd. Corby, Northants, NNI8 8 AJ, Great Britain. Products: Automobiles.

MITSUBISHI MOTORS CORP., 33-8, Shiba 5-chome, Minato-ku, Tokyo, Japan. Products: Cars, electric cars, buses, trucks.

MITSUBISHI MOTORS AUSTRALIA LTD., 1284 South Rd., Clovelly Park, S. Australia. Joint venture company of Mitsubishi Heavy Industries, (85 percent), and Chrysler Corp. Products: Automobiles.

MORGAN MOTOR COMPANY LTD., Pickersleigh Rd., Malvern Link, Worcs. WR14 2LL, Great Britain. Products: Automobiles.

MUGEN COMPANY LTD., 2-15-11 Hazaore machi, Asaka shi. Saitama ken. 351, Japan. Products: Coaches.

NISSAN DIESEL MOTOR CO., LTD., 1, Oaza 1-chome, Ageo-shi, Saitama Pref., Japan. Products: Buses, trucks.

NISSAN MOTOR CO., LTD., 17-1, ginza 6-chome, Chuo-ku, Tokyo, Japan. Products: Cars, electric cars, buses, trucks.

NISSAN AUSTRALIA Pty. Ltd., 250 Frankston Rd., Dandenong, Victoria, Australia. Products: Automobiles.

NOVA SPORTS CARS LTD., Bridge Garage, Huddersfield Rd., Mirfield Yorks, Great Britain. Products: Automobiles.

OB & D - DESIGN ASSOCIATES LTD., 67 Woodside, Ashby de la Zouch, Leics, LE6 5NU, Great Britain. Products: Automobiles.

OGLE DESIGN LTD., Birds Hill, Letchworth, Hertfordshire, SG6 IJA, Great Britain. Products: Automobile design and development; prototypes and models.

OLTCIT, Oltcit S.A., Craxiova, Romania. Products: Automobiles including Citroen.

OTOSAN A.S., P.K. 102, Kadikoy, Istanbul, Turkey. Products: Automobiles with fiberglass bodies and Ford engines.

PAYKAN, Iran National Mfg. Co., Service Dept., P.O. Box 2118 Teheran, Iran. Products: Automobiles.

PANTHER CAR COMPANY LTD., Canada Rd., Byfleet, Surrey, Great Britain. Products: Automobiles.

PEUGEOT S.A., 75 Av. de la Grande Armee, Paris 75116, France. Products: Peugeot, Talbot and Citroen automobiles.

PEUGEOT AUTOMOBILES NIGERIA, Turaki Ali House 3, Kanta Rd., Kaduna, Nigeria. Products: Automobiles.

PGE-PROGETTI GESTIONI ECOLOGICHE, via Rosellini 1, 20124 Milan, Italy. Products: Electric cars.

PININFARINA (Industrie) S.p.A., c. Stati Uniti 61, Turin, Italy. Products: Automobile bodies, Pininfarina automobiles.

PORSCHE, Dr. Ing, h.c.F., A.G., Porschestr. 42, 7 Stuttgart-Zuffenhausen, Federal Republic of Germany. Products: Automobiles.

PREMIER AUTOMOBILES LTD., THE, 92/93, Maker Towers F 9th floor, Cuffe Parade, Colaba, Bombay, 400005, India. Products: Automobiles.

PUMA INDUSTRIA DE VEICULOS S.A., Av. Presidente Wilson 4385, C.P. 42649, Sao Paulo, Brazil. Products: Automobiles, race cars.

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AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,473	10,240	10,391	10,639	10,831	10,852	11,028	11,270
Germany	2,427	2,425	2,495	2,536	2,486	2,547	2,565	2,681
France	2,018	1,810	1,891	1,983	2,065	2,022	2,093	2,162
United Kingdom	1,792	1,733	1,698	1,742	1,782	1,724	1,768	1,809
Italy	1,582	1,629	1,662	1,645	1,676	1,702	1,712	1,693
Total U.S.	9,178	10,640	10,710	10,580	10,483	11,166	11,608	11,839
Asia-Pacific**	1,025	1,159	1,251	1,325	1,367	1,404	1,463	1,521
Japan	3,136	3,228	3,254	3,414	3,362	3,457	3,515	3,617
Total Africa-MidEast	1,271	1,242	1,305	1,450	1,575	1,635	1,603	1,645
Total Latin America	1,401	1,303	1,342	1,445	1,565	1,693	1,847	1,997
Total Eastern Bloc	2,085	2,118	2,155	2,222	2,302	2,366	2,407	2,457
CAR PRODUCTION								
Total Western Europe*	11,121	10,772	11,093	11,208	11,393	11,426	11,602	11,845
Germany	3,878	3,677	3,828	3,873	3,880	3,980	4,054	4,193
France	2,961	2,760	2,772	2,818	2,885	2,824	2,830	2,810
United Kingdom	1,045	981	1,016	1,001	1,010	995	1,028	1,050
Italy	1,396	1,493	1,504	1,498	1,518	1,521	1,562	1,594
Total North America	7,746	8,761	8,993	8,361	8,141	8,875	9,206	9,176
Asia-Pacific**	7,909	8,189	8,434	8,752	8,916	9,132	9,327	9,548
Japan	7,152	7,308	7,444	7,630	7,711	7,885	8,051	8,229
Total Latin America	1,113	1,094	1,144	1,247	1,407	1,559	1,670	1,826
Mexico	207	223	242	271	361	431	463	486
NEW TRUCK REGISTRATIONS								
Western Europe***	1,018	983	1,028	1,052	1,060	1,086	1,101	1,129
U.S.	3,161	4,164	4,373	4,342	4,390	4,537	4,624	4,767
TRUCK PRODUCTION								
Western Europe***	1,309	1,233	1,327	1,370	1,385	1,427	1,470	1,495
North America	2,971	4,017	4,166	4,004	3,991	4,122	4,232	4,421

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal
**Includes Taiwan, South Korea, Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium

January 1985

MANUFACTURERS

Overseas vehicle makers, coachbuilders

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QT-ENGENHARIA E EQUIPAMENTOS Ltda., Rua das Orquideas 451, Vila Marchi, Sao Bernardo do Camp, Sao Paulo, Brazil. Products: Automobiles.

RENAULT, REGIE NATIONALE DES USINES, 34 quai du Point du Jour, Boulogne Billancourt 92109, France. Products: Renault automobiles.

RELIANT MOTOR P.l.c., Two Gates, Tamworth, Staffs, Great Britain. Product: Automobiles, race cars.

RENAULT ARGENTINA S.A., Sarmiento 1230, Buenos Aires, Argentina. Products: Automobiles.

ROLLS-ROYCE MOTORS LTD., Crewe, Ches CWI 3 PL., Great Britain. Products: Rolls-Royce and Bentley automobiles.

RUSKA AUTOMOBILES B.V., 115-127 Lauriergracht, 101b RK Amsterdam, Holland. Products: Automobiles.

SAAB-SCANIA AB, Saab Car Division S-611 81 Nykoping, Sweden. Products: Cars, trucks, buses.

SBARRO-ATELIERS DE CONSTRUCTIONS AUTOMOBILES, ACA Atelier, 1411 Les Tuileries-de-Grandson, Switzerland. Products: Automobiles, coaches.

SCARLATTI CARS, 21 Koper St., Farramere, Benoni 1500, South Africa. Products: Coaches.

SEAT-SOCIEDAD ESPANOLA DE AUTOMOVILES DE TURISMO S.A., P. Castellana 278, Madrid, 16, Spain. Products: Automobiles.

SEMAL-SOCIEDADE ELECTRO MECANICA DE AUTOMOVEIS Ltda., Rua Nova de S. Mamede, 7-2, DT, 1296 Lisboa, Portugal. Products: Portaro automobiles.

SEVEL ARGENTINA S.A., Juramento 750, (1428) Capital Federal, Buenos Aires, Brazil. Products: Fiat and Peugeot automobiles.

SHANGHAI AUTOMOBILE WORKS, Luo Pu Rd., An Ting Town, Jiading County, Shanghai, People's Republic of China. Products: Automobiles.

SKODA-AUTOMOBILOVE ZAVODY NARODNI PODNIK, Trida Rude armady, mlada Boleslav, Czechoslovakia. Products: Automobiles.

SIPANI AUTOMOBILES LTD., 25/26 Industrial Suburb, Second Stage, Tumkur Rd., P.O.B. 2224, Banglore, 560022, India. Products: Automobiles.

(AUTOMOBILES) STIMULA Sari, Chemin de Sacuny, 69530 Brignais, France. Products: Small-series replicars.

SUZUKI MOTOR CO., LTD., 300, Takatsuka, Kami-mura, Hamana-gun, Shizuoka Pref., Japan. Products: Cars, electric cars, trucks, buses.

TALBOT et Cie., 46 Av. de la Grande Armee, Paris 75016, France. Products: Automobiles.

TALBOT MOTOR COMPANY LTD., International House P.O.B. 712, Bickenhill Land, Birmingham, Great Britain. Controlling interest held by PSA Peugeot.Products: Automobiles.

TATRA NARODNI PODNIK, Tatra Koprivnice okres Novy Jioin, Czechoslovakia. Products: Automobiles, racing cars.

TEILHOL VOITURE ELECTRIQUE, Zone Industrielle La Masse, 63600 Ambert, France. Products: Electric cars.

TIMMIS MOTOR COMPANY LTD., 4351 Blenkinsop Rd., Victoria B.C., V8X2C3, Canada. Products: Replicars.

TMC-THOMPSON MANUFACTURING CO., (Wexford) Ltd., Castlebridge, Wexford, Ireland. Products: Engineering, design, development, manufacturing and consulting.

TOYOTA MOTOR CORP., 1, Toyota-cho, Toyota-shi, Aichi Pref., Japan. Products: Cars, trucks, buses.

TVR ENGINEERING LTD., Bristol Ave., Blackpool, Lancs, Great Britain. Products: Automobiles, race cars.

UAZ-ULIANOVSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

VAUXHALL MOTORS LTD., Kimpton Rd., Luton, OSY, England. Parent company: General Motors Corp. Products: Automobiles.

VAZ-VOLZHSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Lada automobiles.

VEB AUTOMOBILWERK EISENACH, Rennbahn 8, 59 Eisenach, German Democratic Republic. Products: Wartburg automobiles.

VEB SACHSENRING AUTOMOBILWERKE ZWICKAU, W. Rathenau Strasse, 95 Zwickau, German Democratic Republic. Products: Trabant automobiles.

VESSA, Societe d'Electricite Romande, Rue du Lac 18, 1815 Clarens, Switzerland.

VOLKSWAGEN ARGENTINA, S.A., Florencio Varela 1903, San Justo, Provincia Buenos Aires, Argentina. Products: Automobiles.

VOLKSWAGEN DO BRASIL S.A., v. Anchieta km 23.5, Sao Bernardo do Carnpo, Sao Paulo, CEP 09700, Brazil. Products: Automobiles.

VOLKSWAGEN OF NIGERIA LTD., km 17, Badagry Highway, Lagos, Nigeria. Products: Automobiles.

VOLKSWAGENWERK AG, D-3180 Wolfsburg, Federal Republic of West Germany. Products: Automobiles.

VOLVO CAR B.V., Steenovenweg 1, Helmond, The Netherlands. Minority interest held by Volvo Car Corp. Products: Volvo automobiles.

VOLVO CAR CORP., S-405, 08, Goteborg, Sweden. Products: Volvo automobiles.

YAMAHA MOTOR CO., LTD., 2500, Shingai, Iwata-shi, Shizuoka Pref., Japan. Products: Motorcycles.

YLN-YUE LOONG MOTOR CO. LTD., 150 Nanking East Rd., Sec II, Taipei, Taiwan. Products: Automobiles, Nissan sedan and light trucks.

ZAGATO CAR s.r.l., Arese, 20017 Terrazzano di Rho, Milan, Italy. Products: car bodies.

ZAZ-ZAPOROZHSKY AVTOMOBILNY ZAVOD, Avtoexport, Ul. Volkhonka 14, Moscos 119902, U.S.S.R. Products: Automobiles.

ZCZ-ZAVODI CRVENA ZASTAVA, Spanskih boraca 4, 34000 Kragujevac, Yugoslavia. Products: Automobiles.

ZIL, Avtoexport, Ul. Volkhonka 14, Moscow 119902, U.S.S.R. Products: Automobiles.

AFTER-TAX PROFIT RATIOS

Profits After Taxes as Percent of Sales

	Motor Vehicle Manufacturers	Automobile Manufacturers	All Manufacturing Corps.	Durable Goods Manufacturers	Non-Durable Goods Manufacturers
1970	2.6	2.6	4.0	3.5	4.5
1971	5.0	5.1	4.1	3.8	4.5
1972	5.3	5.5	4.3	4.2	4.4
1973	5.1	5.3	4.7	4.7	4.8
1974	2.0	1.9	5.5*	4.7*	6.4*
1975	1.8	1.8	4.6	4.1	5.1
1976	4.6	4.7	5.4	5.2	5.5
1977	4.8	4.8	5.3	5.3	5.3
1978	4.0	4.0	5.4	5.5	5.3
1979	2.7	2.4	5.7	5.2	6.1
1980	(3.9)	(4.0)	4.8	4.0	5.6
1981	(1.3)	(1.2)	4.7	4.3	5.1
1982	(1.3)	0.3	3.5	2.4	4.4
1983	4.1	4.5	4.0	3.1	4.8
1984 I	7.3	7.7	4.7	4.3	5.0
II	7.6	7.9	5.2	5.1	5.3
III	2.9	3.0	4.5	4.1	4.8

Notes: Motor vehicle manufacturers include American Motors, Chrysler Corp., Ford Motor Co., General Motors, International Harvester, and Paccar, Inc.
*—Not comparable to previous years.
SOURCE: Computed by the NVMA from the Economic Report of the President Transmitted to the Congress, February, 1983, and motor vehicle manufacturers' annual reports.

U.S. MARKET OUTLOOK:

COMPOSITE OF CALENDAR-YEAR SALES FORECAST

1985

	Total Car	Imports	Domestics	Total Truck	Total Motor Vehicles
Davis	10.8	2.7	8.1	4.5	15.3
Fricke	10.9	2.7*	8.2	4.0	14.9
Hammond	10.7	2.6	8.1	4.1	14.8
Healy	10.6	2.7	7.9	4.1	14.7
Heinbach	10.5	2.7	7.8	4.2	14.7
Jouppi	12.0	2.5	9.5	3.5	15.5
Keller	10.4	2.5	7.9	3.7	14.1
Knight	11.2	2.6	8.4	4.0	15.2
Maher	10.8	2.8	8.0	4.0	14.8
O'Grady	10.3	2.7	7.6	3.7	14.0
COMPOSITE	10.9	2.7	8.2	4.0	14.9

*Domestics include automobiles built by Japanese companies on U.S. soil. However, Fricke counts American Honda as an import.

Legend: Arthur G. Davis, Prescott Ball & Turben; Philip Fricke, Goldman Sachs; John Hammond, Data Resources Inc.; David Healy, Drexel Burnham Lambert; Harvey Heinbach, Merrill Lynch Pierce Fenner & Smith Inc.; Arvid Jouppi, Arvid Jouppi Associates, Inc.; Mary Ann Keller, Vilas-Fischer Associates, Inc.; Ann Knight, Paine Webber Inc.; John Maher, Citicorp; Thomas O'Grady, Chase Econometrics.

January, 1985

U.S. EMPLOYMENT IN MOTOR VEHICLE & EQUIPMENT MANUFACTURING INDUSTRY

Motor Vehicle and Equipment Manufacturing Employment

	Total (000)	Autos (000)	Trucks (000)	Parts (000)	Total as % of Manufacturing	Total as % of Non Agricultural
1970	799.0	382.1	66.0	351.3	4.1	1.1
1971	848.5	420.2	67.7	361.1	4.6	1.2
1972	874.8	415.2	76.6	383.0	4.6	1.2
1973	976.5	461.6	85.0	429.9	4.8	1.3
1974	907.7	416.2	88.9	402.7	4.5	1.2
1975	792.4	375.3	64.7	352.5	4.3	1.0
1976	881.0	415.9	66.0	399.0	4.6	1.1
1977	947.3	443.0	72.6	426.5	4.8	1.1
1978	1,004.9	469.8	77.6	451.9	4.9	1.2
1979	990.4	463.0	80.8	441.1	4.7	1.1
1980	788.8	368.1	66.8	349.5	3.9	0.9
1981	788.7	358.7	61.5	363.3	3.9	0.9
1982	704.8	321.3	51.4	325.4	3.7	0.8
1983	772.1	363.1	55.1	343.8	4.1	0.9
1984	866.4	388.5	72.6	387.9	4.4	0.9

Definitions: Autos—motor vehicles and car bodies (SIC 3711); Trucks—truck and bus bodies (SIC 3713) and truck trailers and motor homes (SIC 3715,6); Parts—motor vehicle parts and accessories (SIC 3714).
SOURCE: U.S. Dept. of Labor, Bureau of Labor Statistics; MVMA

1985 Economic Predictions

	Marina v. N. Whitman General Motors	John V. Deaver Ford Motor Co.	Donald P. Hilty Chrysler
Total Motor Vehicle Sales	15 million	14.7 million	14.5 million
Passenger Car Sales	10.7 million	10.5 million	10.5 million
Truck Sales	4.3 million	4.2 million	4.0 million
U.S. Economic Growth measured by the GNP	3% or just under (pick up after first quarter)	1.5-3% Slow growth first half (1-2%); Pick up in the second half (2-4%)	3%
Inflation measured by the Consumer Price Index	5%	5%	4.7%
Interest Rates	Drop in early 85; move upward by end of first half	Drop in first half; move upward near year-end	Drop early in 85; move upward later in year
Unemployment Rate	7.4% same as in 84	7.4% same as in 84	7.4 % same as in 84
U.S. Dollar	No more appreciation, perhaps beginning of depreciation	Perhaps modest decline	Remain strong
Consumer Attitudes	Remain strong	Remain strong	Remain strong

U.S. Motor Vehicle and Parts Trade Percent of Total Merchandise Trade, GNP

	Motor Vehicle and Parts Exports			Motor Vehicle and Parts Imports			
Year Quarter	Billions of Dollars	% U.S. Total Merchandise Exports	% U.S. Gross National Product	Billions of Dollars	% U.S. Total Merchandise Imports	% U.S. Gross National Product	Motor Vehicle & Parts Trade Deficit (Billions)
1970	4.1	9.5	0.41	5.9	14.7	0.59	1.8
1971	5.0	11.3	0.46	7.9	17.1	0.73	2.9
1972	6.0	12.0	0.51	9.6	17.0	0.80	3.6
1973	7.3	10.2	0.55	11.3	16.0	0.85	4.0
1974	9.3	9.4	0.65	12.4	12.0	0.86	3.1
1975	11.2	10.4	0.72	12.1	12.3	0.78	0.9
1976	12.6	10.9	0.73	16.8	13.6	0.98	4.2
1977	13.7	11.3	0.71	19.4	12.9	1.01	5.7
1978	16.2	11.3	0.75	25.1	14.4	1.16	8.9
1979	18.8	10.3	0.78	26.5	12.6	1.10	7.7
1980	17.9	8.1	0.67	28.0	11.4	1.06	10.1
1981	20.4	8.6	0.68	30.8	11.8	1.04	10.4
1982	17.5	8.2	0.57	34.3	14.1	1.12	16.8
1983	19.3	9.6	0.58	42.0	16.3	1.27	22.7

SOURCE "Exports": Statistics Canada and U.S. Department of Commerce, Bureau of Industrial Economics. "Imports": U.S. Department of Commerce, Bureau of the Census.

MANUFACTURERS

AMERICAN MOTORS CORP.

(Dollars in Millions)

	1984	Change	1983
Sales	$ 4,215.2	29%	$ 3,271.7
Earnings (Loss) From Continuing Operations Before Taxes on Income	$ 15.5	$ 273.8	$ (258.3)
Net Earnings (Loss)	$ 15.5	$ 162.2	(146.7)
Worldwide Wholesale Units Sales			
Automobiles	248,955	(8%)	270,019
Jeep Vehicles	193,428	71%	113,443
Total	$442,383	15%	$383,462
General Expenses			
Selling, advertising and administrative	$ 295.0	10%	$ 267.6
Research and development	67.3	10%	60.9
Amortizaton of tools and depreciation of facilities	114.0	31%	87.0
Pension	65.4	30%	50.5
Interest	94.0	10%	85.5

AMERICAN MOTORS

Wholesale Unit Sales

	1984	1983
U.S. AND CANADA		
Automobiles	237,309	265,999
Jeep Vehicles	171,036	93,169
TOTAL	408,345	359,168
INTERNATIONAL		
Automobiles	11,646	4,020
Jeep Vehicles	22,392	20,274
TOTAL	34,038	24,294
TOTAL	442,383	383,462

CHRYSLER CORP.

Financial Highlights

	1984	1983
Unit Sales of Cars and Trucks:		
In the United States and Canada	1,966,027	1,441,922
Outside the United States and Canada	68,321	52,039
TOTAL WORLDWIDE	2,034,348	1,493,961
Net Sales (In millions of dollars)	$ 19,572.7	$ 13,263.8
Earnings from continuing operations (In millions of dollars)	$ 1,496.1	$ 301.9
Per share data-primary (In dollars):		
Earnings from continuing operations	$ 11.75	$ 2.35
Net earnings	$ 18.88	$ 5.79
At December 31 (In millions of dollars):		
Net current assets	$(135.8)	$(700.1)
Property, plant, equipment and tools less accumulated depreciation	$ 3,713.2	$ 3,055.0
Total assets	$ 9,062.7	$ 6,772.3

Payroll and Employment Data

Worldwide Operations:		
Average number of employees	100,435	81,478
Total payroll (In millions)	$ 3,386.2	$ 2,446.9
U.S. Operations:		
Average number of employees	80,233	65,832
Total payroll (In millions)	$ 2,998.3	$ 2,179.3
Average total hourly labor costs per hour worked—including employee benefits	$ 21.67	$ 20.60
Average weekly hours worked—hourly employees	42.2	41.9
Average number of hourly employees	57,993	45,613
Number of retired employees receiving benefits under the company's pension plans	65,675	65,305

GENERAL MOTORS

Worldwide Factory Sales (Units in Thousands)

	CARS			TRUCKS & BUSES			TOTAL		
	1984	1983	1982	1984	1983	1982	1984	1983	1982
United States	4,338	3,996	3,147	1,338	1,123	895	5,676	5,119	4,042
Canada	549	539	335	277	263	230	826	802	565
Overseas†	1,485	1,606	1,388	269	242	249	1,754	1,848	1,637
TOTAL	6,372	6,141	4,870	1,884	1,628	1,374	8,256	7,769	6,244

†—Includes units which are manufactured overseas by other companies and which are imported and sold by General Motors and affiliates.

Percentage of Net INcome (Loss) Attributable to:

	1984	1983	1982
United States	86%	93%	111%
Canada	17	16	(3)
Overseas	(3)	(9)	(8)
TOTAL	100%	100%	100%
Automotive	100%	102%	101%
Nonautomotive	—	(2)	(1)
TOTAL	100%	100%	100%

Percentage of Worldwide Dollar Sales and Revenues Attributable to:

	1984	1983	1982
United States	76%	74%	72%
Canada	13	13	11
Overseas	11	13	17
TOTAL	100%	100%	100%
Automotive	96%	96%	94%
Nonautomotive	4	4	6
TOTAL	100%	100%	100%

FORD MOTOR CO.

Financial Highlights

	1984	1983
Dollar Sales (in millions)		
Automotive	$48,513	$40,971
All other	3,853	3,848
Total	$52,366	$44,455
Net income (in millions)	$2,907	$1,867
A share	$15.79	$10.29
A share assuming full dilution	$14.92	$9.64
Cash dividends a share	$2.00	$0.50
After-tax return on sales	5.65	4.3
Taxes (in millions)		
Provision for income taxes	$1,329	$270
Other taxes (including social security and unemployment compensation	1,253	1,191
Total taxes	$2,582	$1,461
A share	$14.03	$8.05
Investment		
Capital expenditures (in millions)	$3,515	$2,333
Cash and marketable securities at Dec. 31 (in millions)	$5,943	$3,152
Working capital at Dec. 31 (in millions)	$1,363	$503
Stockholders equity at Dec. 31 (in millions)	$9,838	$7,545
Stockholders equity a share at Dec. 31	$52.86	$41.23

FORD MOTOR FACTORY SALES

U.S. and Canadian Cars and Trucks*

	1984	1983	1982	1981	1980	1979	1978
Cars							
United States	2,047,671	1,671,837	1,270,519	1,385,174	1,397,431	2,044,461	2,632,190
Canada	167,295	143,425	118,721	148,515	162,576	236,437	248,285
Total cars	2,214,966	1,815,262	1,389,240	1,533,689	1,560,007	2,280,898	2,880,475
Trucks**							
United States	1,238,928	993,874	803,484	716,648	753,195	1,183,016	1,458,132
Canada	94,552	69,409	70,120	104,136	109,006	160,160	153,955
Total trucks	1,333,480	1,063,283	873,604	820,784	862,201	1,343,176	1,612,087
Total cars and trucks	3,548,446	2,878,545	2,262,844	2,354,473	2,422,208	3,624,074	4,492,562
Cars and Trucks Outside the United States and Canada**							
Germany	789,655	833,119	797,850	737,383	657,258	880,325	847,529
Britain	371,598	414,018	423,073	418,629	468,472	555,496	433,191
Spain	269,021	228,150	229,839	254,006	266,522	252,917	247,408
Brazil	169,009	165,328	145,110	125,346	165,703	169,631	158,935
Australia	156,304	138,394	141,990	127,181	93,490	115,148	107,389
South Africa	55,776	62,575	59,171	66,962	52,671	40,447	46,201
Argentina	49,881	56,588	52,764	78,671	106,463	89,669	52,702
Mexico	50,560	47,670	90,478	107,312	84,668	74,703	68,009
Other countries	124,311	109,844	64,468	43,225	10,995	7,894	8,139
Total outside United States and Canada	2,036,205	2,055,686	2,004,743	1,958,715	1,906,242	2,186,230	1,969,503
Total worldwide—cars and trucks	5,584,651	4,934,231	4,267,587	4,313,188	4,328,450	5,810,304	6,462,065

*—Factory sales are by source of manufacture, except that Canadian exports to the United States are included as U.S. vehicle sales and U.S. exports to Canada are included as Canadian vehicle sales.

**—Includes units manufactured by other companies and sold by Ford.

NEW PLANT AND EQUIPMENT EXPENDITURES BY MOTOR VEHICLE AND PARTS MANUFACTURERS

	Expenditures (Billions) Total U.S.	Total Manufacturing	Motor Vehicle & Equipt Manuf	Motor Vehicle and Equip. Mfg. Percent of Total Manufacturing	Motor Vehicle and Equip. Mfg. Percent of Total U.S.
1970	91.37	36.99	3.05	8.2	3.3
1971	92.26	33.60	2.42	7.2	2.6
1972	102.73	35.42	3.00	8.5	2.9
1973	118.54	42.37	3.83	9.0	3.2
1974	137.20	53.21	4.30	8.1	3.1
1975	138.28	54.92	3.35	6.1	2.4
1976	150.91	59.95	3.62	6.0	2.4
1977	174.68	69.22	5.82	8.4	3.3
1978	203.54	79.72	7.22	9.1	3.5
1979	240.22	96.68	8.30	8.4	3.5
1980	264.44	115.81	9.06	7.8	3.4
1981	289.37	126.79	10.08	8.0	3.5
1982	282.71	119.68	7.92	6.6	2.8
1983	269.22	111.53	7.17	6.6	2.7
1984*	307.59	131.01	10.97	8.4	3.6
1985*	333.40	146.25	14.26	9.8	4.3

* PROJECTIONS: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA

U.S. INDUSTRIAL PRODUCTION INDEX AND CAPACITY UTILIZATION OF MOTOR VEHICLE AND PARTS MANUFACTURERS

	Industrial Production Index*						Capacity Utilization	
	Index	Total % Change from Last Period	Motor Vehicle & Parts Manufacturer Index	Motor Vehicle & Parts Manufacturer % Change from Last Period	All Manufacturing	% Change from Last Period	Motor Vehicles & Parts	% Change from Last Period
1970	107.8	3.0	92.3	23.6	79.5	−7.9	65.3	−24.1
1971	109.6	1.7	118.6	28.5	78.5	−1.3	81.4	24.7
1972	119.7	9.2	135.8	14.5	83.5	6.4	90.7	11.4
1973	129.8	8.4	148.8	9.6	87.6	4.9	95.3	5.1
1974	129.3	−0.4	128.2	−13.8	83.7	−4.5	79.1	−17.0
1975	117.8	−8.9	111.1	−13.3	72.9	−12.9	66.6	−15.8
1976	130.5	10.8	142.0	27.8	79.6	9.2	82.7	24.2
1977	138.2	5.9	161.1	13.5	82.2	3.3	89.2	7.9
1978	146.1	5.7	169.9	5.5	84.7	3.0	89.4	0.2
1979	152.5	4.4	159.9	−5.9	86.0	1.5	82.1	N.A.
1980	147.0	−3.6	119.0	−25.6	79.6	−7.4	60.3	−26.6
1981	151.0	2.7	122.3	2.8	79.4	−0.3	62.0	2.8
1982	138.6	−8.2	109.8	−10.2	71.1	−10.4	56.2	−9.4
1983	147.6	6.5	137.1	24.9	75.3	5.9	71.6	27.4
1984	163.5	10.8	166.1	21.2	81.7	8.5	86.0	20.1

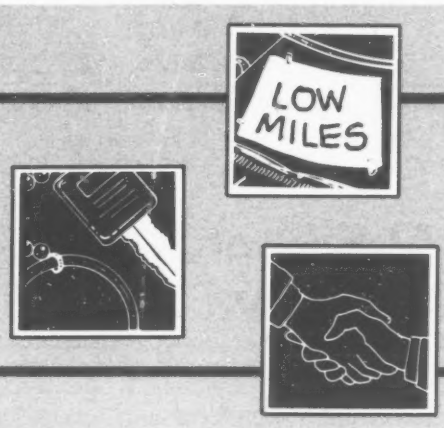
*Benchmarked to 1967; 1967 output equals 100

SOURCE: Board of Governors of Federal Reserve System, Federal Reserve Bulletin; Unpublished data on computer printout (FRB); MVMA

U.S. AUTO AND TRUCK OUTPUT AND GNP

	Auto Output		Truck Output		Motor Vehicle Output		
	Billion Dollars	% GNP	Billion Dollars	% GNP	Billion Dollars	% GNP	GNP Billion Dollars
1970	28.7	2.9	8.8	0.9	37.5	3.8	992.7
1971	39.1	2.6	11.1	1.0	50.2	4.7	1,077.6
1972	41.6	3.5	14.6	1.2	56.2	4.7	1,185.9
1973	46.2	3.5	18.0	1.4	64.2	4.8	1,326.4
1974	39.2	2.7	19.7	1.4	58.9	4.1	1,434.2
1975	40.7	2.6	17.6	1.1	58.3	3.8	1,549.2
1976	55.9	3.3	24.8	1.4	80.7	4.7	1,718.0
1977	65.1	3.4	32.9	1.7	98.0	5.1	1,918.3
1978	69.5	3.2	40.2	1.9	109.7	5.1	2,163.9
1979	68.0	2.8	39.2	1.6	107.2	4.4	2,417.8
1980	60.8	2.3	26.2	1.0	87.0	3.3	2,631.7
1981	70.6	2.4	29.4	1.0	100.0	3.4	2,957.8
1982	67.0	2.2	30.2	1.0	97.2	3.2	3,069.3
1983	88.7	2.7	36.3	1.1	125.0	3.8	3,304.4
1984	105.1	2.9	54.0	1.5	159.1	4.3	3,661.4

SOURCE: U.S. Dept. of Commerce, Bureau of Economic Analysis; MVMA



DEALERS

The number of new-car dealers in the U.S. on Jan. 1 remained virtually unchanged for the third year in a row: There were 24,724 new car dealerships at the start of 1984, compared to 24,721 one year earlier and 24,729 on Jan. 1, 1983.

But there was far more dualing of franchise lines at the start of this year, thanks in large part to the two Chevrolet captive imports. The number of dealerships carrying only domestic car lines increased by 61 to 12,297; the number of import-only dealers fell 58 to 3,822, and the number of dealers handling both imports and domestics rose by 2,389 to 8,605.

Import franchises (as distinct from dealerships or outlets, which can carry more than one franchise each) rose 18 percent to 16,191 on Jan. 1, 1985. Nearly the entire increase was attributable to the two Chevrolet franchises for its new Japanese imports, Suzuki Sprint, sold on the West Coast, and Isuzu Spectrum, sold only in the East.

The healthy 13-percent retail sales increase during the year, combined with the stable dealer population, boosted the average sales per franchise to 420 from 374. Domestic dealers averaged 380 sales per franchise, up from 330 in 1983. Import dealers averaged 222 sales per outlet, down from 235.

But there were some imports way above average: Honda, Toyota, Mitsubishi and Nissan once again took the top four spots in sales per outlet (although in 1983 the order was Toyota, Honda, Nissan and Mitsubishi). Taking the next four spots for both years were, in order, Oldsmobile, Buick, Chevrolet and Ford Division. But the gap between No. One and No. Eight was a big one: Honda dealers averaged 610 sales in '84, compared to 276 for Ford dealers.

IMPORTED-CAR RETAIL OUTLETS

	Jan. 1, 1985		Jan. 1 1984	
Imported-cars only:				
Exclusives	2,833		2,750	
Duals	989		1,130	
		3,822		3,880
Import-domestic duals:				
Domestics with captive imports	6,065		3,864	
Domestics with other imports	2,540		2,352	
		8,605		6,216
Total imported-car dealers		12,427		10,096

Notes: Renault and Volkswagen are counted as domestics. Captive imports are Chevrolet Sprint and Spectrum; Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista.

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U. S.-CAR OUTLETS

1947 to 1985

Date	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1947	45,580	
Jan. 1, 1948	46,092	+1.12
Jan. 1, 1949	49,173	+6.66
Jan. 1, 1950	46,821	−4.78
Jan. 1, 1951	47,543	+1.54
Jan. 1, 1952	46,014	−3.22
Jan. 1, 1953	45,191	−1.79
Jan. 1, 1954	41,910	−7.26
Jan. 1, 1955	40,374	−3.66
Jan. 1, 1956	41,018	+1.60
Jan. 1, 1957	37,982	−7.40
Jan. 1, 1958	37,188	−2.09
Jan. 1, 1959	35,077	−5.68
Jan. 1, 1960	33,658	−4.05
Jan. 1, 1961	32,482	−3.49
Jan. 1, 1962	31,331	−3.54
Jan. 1, 1963	30,853	−1.53
Jan. 1, 1964	30,827	−0.08
Jan. 1, 1965	30,691	−0.44
Jan. 1, 1966	30,278	−1.35
Jan. 1, 1967	28,422	−6.14
Jan. 1, 1968	27,784	−2.24
Jan. 1, 1969	27,486	−1.07
Jan. 1, 1970	27,071	−1.51
Jan. 1, 1971	26,126	−3.49
Jan. 1, 1972	25,621	−1.93
Jan. 1, 1973	25,441	−0.70
Jan. 1, 1974	25,349	−0.36
Jan. 1, 1975	24,980	−1.46
Jan. 1, 1976	24,453	−2.11
Jan. 1, 1977	24,268	−0.76
Jan. 1, 1978	24,147	−0.50
Jan. 1, 1979	24,051	−0.40
Jan. 1, 1980	23,379	−2.79
Jan. 1, 1981	21,772	−6.87
Jan. 1, 1982*	21,680	−0.41
Jan. 1, 1983**	20,799	−4.06
Jan. 1, 1984	20,841	+0.20
Jan. 1, 1985	20,902	+0.29

*—Jan. 1, 1982 and subsequent totals include Volkswagen.
**—Jan. 1, 1983 and subsequent totals include Renault.

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IMPORT FRANCHISES

	Jan. 1, 1985	Jan. 1, 1984
JAPAN	12,863	10,434
Plymouth	2,980	2,831
Dodge	2,893	2,744
Chevrolet Spectrum	1,561	.....
Nissan	1,106	1,101
Toyota	1,091	1,081
Honda	850	822
Subaru	810	798
Mazda	760	757
Chevrolet Sprint	516	.....
Isuzu	215	217
Mitsubishi	81	83
WEST GERMANY	1,572	1,573
BMW	419	414
Mercedes-Benz	417	416
Audi	408	413
Porsche	328	330
SWEDEN	738	730
Volvo	404	405
Saab	334	325
ITALY	382	334
Bertone/Pininfarina	141	141
Alfa Romeo	121	106
Maserati	61	41
Ferrari	48	46
Lamborghini	11	.....
UNITED KINGDOM	319	305
Jaguar	172	189
Rolls-Royce	63	65
Lotus	40	25
TVR	30	12
Aston Martin	14	14
FRANCE	302	316
Peugeot	302	316
MISCELLANEOUS	15	15
TOTAL	16,191	13,707

The number of new-truck dealers in the U.S. rose 1,070 during 1984, bringing the Jan. 1, 1985, truck-dealer population to 20,526.

Eight makers increased their dealer totals; seven showed declines; Peterbilt was unchanged, and there was a small increase in the miscellaneous category.

TRUCK OUTLETS

Retail Outlets

	Jan. 1, 1985	Jan. 1, 1984 +
Chevrolet	5,120	5,155
Dodge	2,973	2,838
Ford	4,848	4,783
Freightliner	179	187
FWD	52	71
GMC	2,494	2,463
International	786	880
IVECO	232	230
Jeep	1,446	1,493
Kenworth	135	125
Mack	244	243
Mercedes-Benz	198	187
Peterbilt	116	116
Plymouth**	2,980	2,831
Volvo	125	132
White***	169	171
Miscellaneous	247	240
Private outlets	22,344	22,145
Factory outlets	189	191
TOTALS	22,533	22,336
Adjustments for multiple franchising	2,007	2,880
NET TOTALS	20,526	19,456

* Retail outlets include dealerships, distributorships and factory-owned outlets.
** Plymouth trucks are compact Voyager vans.
*** White includes Autocar.
+ Revised.

RETAIL OUTLETS, U.S. MAKES OF PASSENGER CARS
1985 VS. 1984

	Jan. 1, 1985				Jan. 1, 1984			
	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers	Exclusives (Within Corp.)	Multiples (Within Corp.)	Total Franchises	Net Dealers
AMERICAN MOTORS-RENAULT	192	2,546	2,738	1,465	256	2,540	2,796	1,526
AMC	124	1,273	1,397		170	1,270	1,440	
Renault	68	1,273	1,341		86	1,270	1,356	
CHRYSLER CORP.	965	7,931	8,896	3,988	976	7,487	8,463	3,864
Chrysler	0	3,023	3,023		0	2,888	2,888	
Dodge	955	1,938	2,893		963	1,791	2,744	
Plymouth	10	2,970	2,980		13	2,818	2,831	
FORD MOTOR CO.	2,840	6,208	9,048	5,564	2,846	6,063	8,909	5,508
Ford	2,825	1,907	4,732		2,827	1,850	4,677	
Lincoln	0	1,578	1,578		0	1,552	1,552	
Mercury	15	2,723	2,738		19	2,661	2,680	
GENERAL MOTORS	5,205	10,710	15,915	9,965	5,310	10,540	15,850	10,040
Buick	725	2,250	2,975		745	2,200	2,945	
Cadillac	255	1,355	1,610		255	1,340	1,595	
Chevrolet	3,020	2,100	5,120		3,090	2,065	5,155	
Oldsmobile	630	2,570	3,200		640	2,535	3,175	
Pontiac	575	2,435	3,010		580	2,400	2,980	
VOLKSWAGEN	899	0	899	899	906	0	906	906
TOTALS	10,101	27,395	37,496	21,881	10,294	26,630	36,924	21,844
Minus Intercorporate duals				979				1,003
NET DEALERS				20,902				20,841

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NEW-CAR OUTLETS

U.S. and Import

	No. of Retail Outlets	Pct. Gain or Loss from Previous Year
Jan. 1, 1957	39,138	n/a
Jan. 1, 1958	39,108	−0.1%
Jan. 1, 1959	37,558	−4.0%
Jan. 1, 1960	36,336	−3.3%
Jan. 1, 1961	34,803	−4.2%
Jan. 1, 1962	33,461	−3.9%
Jan. 1, 1963	33,308	−0.4%
Jan. 1, 1964	33,291	−0.1%
Jan. 1, 1965	33,360	+0.2%
Jan. 1, 1966	33,114	−0.7%
Jan. 1, 1967	31,584	−4.6%
Jan. 1, 1968	31,101	−1.5%
Jan. 1, 1969	31,076	−0.1%
Jan. 1, 1970	30,842	−0.8%
Jan. 1, 1971	30,314	−1.8%
Jan. 1, 1972	30,150	−0.5%
Jan. 1, 1973	30,094	−0.2%
Jan. 1, 1974	29,998	−0.3%
Jan. 1, 1975	29,701	−1.0%
Jan. 1, 1976	29,309	−1.3%
Jan. 1, 1977	27,744	−1.9%
Jan. 1, 1978	28,656	−0.3%
Jan. 1, 1979	28,512	−0.5%
Jan. 1, 1980	27,891	−2.2%
Jan. 1, 1981	26,333	−5.6%
Jan. 1, 1982	25,703	−2.4%
Jan. 1, 1983	24,729	−3.8%
Jan. 1, 1984	24,721	−0.0%
Jan. 1, 1985	24,724	+0.0%

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IMPORT OUTLETS

1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
Jan. 1, 1985	12,427

* Alltime high.
** VW counted as domestic in 1982 and subsequent years.
*** Renault counted as domestic in 1983 and subsequent years.

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DEALERS

TRUCK REGISTRATIONS PER OUTLET

	1984	1983	1982	1981	1980	1979	1978
Ford	240	197	156	142	152	201	233
Chevrolet	213	176	146	120	129	181	215
Dodge	143	89	83	64	89	115	141
GMC	122	101	96	63	70	106	121
Peterbilt	113	69	66	75	58	76	86
Kenworth	101	64	61	80	93	124	128
Jeep	99	50	40	34	45	77	93
Mack	105	62	66	81	88	116	105
Freightliner	92	59	41	50	55	72	62
International	85	57	49	52	56	74	70
White	41	19	23	24	33	51	54
Plymouth*	27	4	4	6	12	17	7
Volvo	16	12	7	14	8	—	—
Mercedes-Benz	13	15	17	21	—	—	—

*—Plymouth trucks for 1984 are compact Voyager vans; prior to 1984, they were four-wheel-drive Trail Duster, Arrow and Scamp pickup trucks and full-size Voyager vans.
Note: White totals for 1984 include Autocar; prior to 1984, Western Star was included.

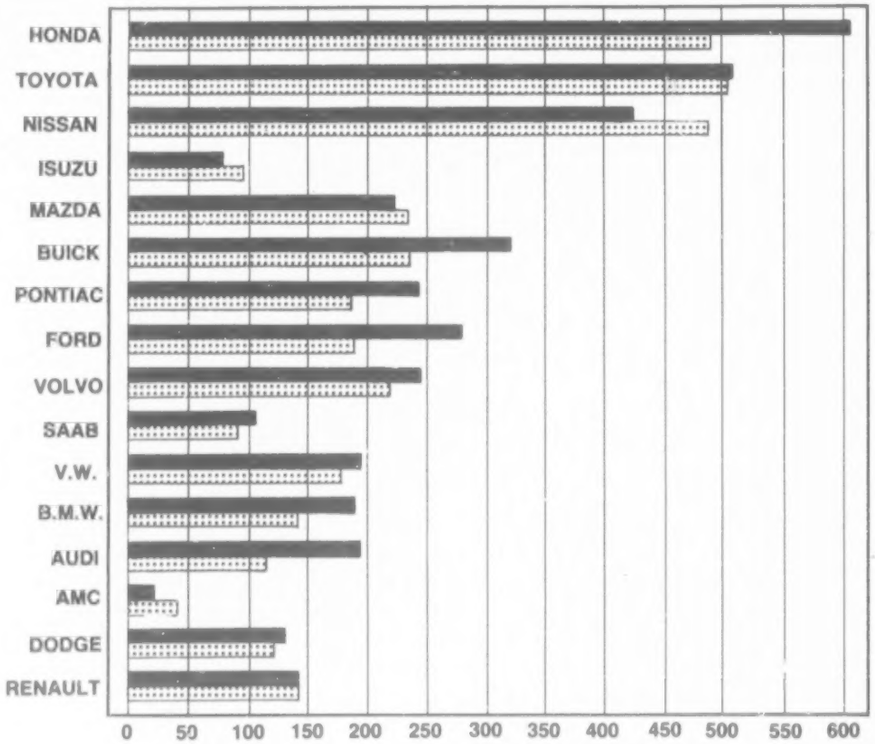
SALES PER OUTLET BY CORPORATION

Domestic new-car sales per U. S. dealership

	American Motors	Chrysler Corp.	Ford Motor	General Motors	Studebaker	VW of America	All U.S. Industry*
1956	47	104	189	183	44	—	148
1957	56	130	194	169	30	—	154
1958	75	83	133	141	21	—	118
1959	127	97	199	169	53	—	158
1960	142	141	214	197	44	—	184
1961	125	104	208	193	34	—	172
1962	139	119	232	261	37	—	212
1963	139	163	243	283	33	—	233
1964	125	186	276	294	15	—	246
1965	115	213	318	351	8	—	299
1966	194	214	321	331	—	—	290
1967	100	212	258	321	—	—	270
1968	112	244	318	345	—	—	304
1969	104	233	332	351	—	—	307
1970	109	230	328	268	—	—	269
1971	114	240	343	361	—	—	320
1972	141	249	360	361	—	—	329
1973	205	284	399	421	—	—	380
1974	176	229	330	310	—	—	296
1975	177	201	298	318	—	—	286
1976	140	271	340	409	—	—	353
1977	112	254	384	442	—	—	374
1978	105	239	389	464	—	—	377
1979	97	202	322	426	—	—	333
1980	88	163	237	367	—	—	280
1981	85	193	236	349	—	241	280
1982	96	189	243	338	—	164	277
1983	125	226	289	402	—	177	330
1984	135	250	358	458	—	197	380

*—Average for all U.S. industry includes Studebaker for 1955-1964. 1973-1982 figures based on retail sales. Prior years based on R. L. Polk registrations.

SALES per OUTLET
1984 vs. 1983



U. S. NAMEPLATES — SALES PER OUTLET

SUBCOMPACT

1984 Position	Make	1983 Position
1— 82	Rabbit/Golf	93— 2
2— 75	Escort	71— 3
3— 74	Alliance	95— 1
4— 51	Encore	15— 8
5— 43	Omni/Charger	37— 4
5— 43	Horizon/Turismo	34— 5
7— 32	Fiero	8—10
7— 32	Chevette	34— 5
9— 25	Lynx	30— 7
10— 18	Laser	4—12
11— 16	Daytona	3—13
12— 10	1000	11— 9
13— 7	EXP	5—11
— —	Sprint	3—13
— —	LN7	1—15

COMPACT

1984 Position	Make	1983 Position
1— 73	Cavalier	50— 2
2— 50	Tempo	30— 6
3— 48	Reliant	59— 1
4— 42	Sunbird	30— 5
5— 41	Skyhawk	25— 9
6— 39	Aries	46— 3
6— 39	Camaro	34— 4
8— 34	Firebird	30— 6
8— 34	LeBaron	29— 8
10— 30	Mustang	25— 9
11— 27	Topaz	16—11
12— 20	Firenza	14—12
13— 11	Cimarron	13—13
14— 7	Dodge 400/600	11—14
15— 7	Capri	9—15
— —	Fairmont	3—16
— —	Zephyr	4—17

INTERMEDIATE

1984 Position	Make	1983 Position
1— 95	Cutlass Supreme	105— 1
2— 76	Ciera	61— 3
3— 74	Century	51— 4
4— 63	Celebrity	35— 6
5— 62	Regal	80— 2
6— 44	Cougar XR	33— 8
7— 42	6000	31— 9
7— 42	LTD	36— 5
9— 33	Marquis	25—13
10— 35	Skylark	55— 5
11— 33	Thunderbird	30—10
12— 24	Grand Prix	30—10
13— 22	Monte Carlo	20—15
13— 22	Bonneville	28—12
15— 18	Citation	18—16
16— 15	Dodge 600	13—20
17— 14	Eagle	21—14
17— 14	E-Class	13—20
19— 13	New Yorker E	18—16
20— 11	Omega	16—18
21— 6	Grand Am	— —
22— 5	Phoenix	8—22
22— 5	Calais	— —
22— 5	Somerset	— —
25— 3	Caravelle	— —
26— 1	LeBaron GTS	— —
26— 1	Lancer	— —
— —	Malibu	16—18
— —	Granada	1—24
— —	Concord	8—22

STANDARD

1984 Position	Make	1983 Position
1— 81	Olds 88	72— 1
2— 55	LeSabre	51— 2
3— 54	Grand Marquis	37— 4
4— 50	Chevrolet	47— 3
5— 36	Crown Victoria	26— 5
6— 20	Parisienne	9— 6
7— 11	Diplomat	8— 7
8— 6	Gran Fury	5— 8
— —	Cordoba	4— 9
— —	Mirada	2—10

LUXURY

1984 Position	Make	1983 Position
1—121	Cadillac	111— 1
2— 58	Lincoln	39— 3
3— 44	Eldorado	45— 2
4— 32	N.Y. Fifth Ave	27— 5
5— 31	Olds 98	39— 3
6— 29	Electra	27— 5
7— 22	Seville	21— 7
8— 20	Continental	9—11
9— 18	Mark VII	19— 8
9— 18	Riviera	18— 9
11— 13	Toronado	13—10
12— 6	Corvette	6—12
— —	Imperial	2—13

SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

	1984	1983	1982	1981	1980	1979	1978	1977	1976	1975
Honda	610	494	455	470	496	488	396	339	252	214
Toyota	515	511	484	528	541	485	423	479	347	295
Mitsubishi	477	435	59							
Nissan	439	479	428	421	475	445	323	384	279	280
Oldsmobile	331	320	254	263	251	286	302	294	272	192
Buick	318	288	247	244	239	234	256	245	244	171
Chevrolet	304	261	238	259	303	364	394	381	350	302
Ford	276	230	197	197	204	269	326	335	308	276
Volvo	246	220	185	159	140	136	120	103	89	126
Pontiac	235	187	162	179	195	241	277	249	233	155
Mazda	223	228	213	218	213	213	114	95	69	154
Cadillac	200	189	157	144	133	193	215	207	190	166
Volkswagen†	197	177	164	241	264	274	213	252	187	232
Subaru	196	198	195	201	191	175	145	118	76	72
Mercury	195	156	125	127	117	172	195	172	143	119
Mercedes-Benz	190	177	161	154	132	130	115	119	107	112
Audi	172	115	108	118	97	98	95	85	79	124
BMW	170	145	132	112	103	98	92	93	89	68
Renault††	135	135	51	22	24	44	47	46	24	26
Dodge	131	120	105	126	108	133	158	162	166	117
Chrysler	110	94	66	35	50	76	89	96	86	70
Saab	102	81	60	47	44	46	48	42	29	35
Plymouth	99	99	98	129	97	110	133	143	174	127
Jaguar	98	81	49	20	11	14	17	15	13	11
Lincoln	97	67	64	43	45	80	115	112	76	62
Isuzu	80	98	77	98						
Peugeot	64	47	43	51	42	42	32	35	32	42
Porsche	61	66	44	35	32	43	54	65	47	54
Alfa Romeo	31	27	17	16	19	18	55	39	29	33
Chevrolet Sprint	29									
Dodge/Mitsubishi	17	15	16	19	24	27	21	37	26	33
AMC	14	23	53	85	88	97	105	112	140	177
Plymouth Mitsubishi	12	13	15	19	27	22	15	28		
I.A.I./Fiat	9		30	59	61	90	89	93	85	140
Imperial		2	6	11	6					
DeLorean			8							

†Volkswagen listed as domestic make since 1981. Includes imports.
††Renault joined domestics in 1982. Average includes imported Renaults and U.S.-built Alliances/Encores.

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DEALERS

USED VEHICLE SALES BY FRANCHISED NEW CAR & TRUCK DEALERS

(In Thousands)

Year	Retail	Wholesale	Total
1972	10,295	2,260	12,555
1973	9,942	2,333	12,275
1974	8,625	2,023	10,648
1975	9,137	2,144	11,281
1976	10,035	2,478	12,513
1977	10,097	2,847	12,944
1978	9,903	3,127	13,030
1979	8,804	2,810	11,614
1980	7,818	2,469	10,287
1981	8,178	2,582	10,760
1982	7,959	2,500	10,459
1983	8,508	2,687	11,195
1984	9,442	3,031	12,473

SOURCE: NADA Industry Analysis Department

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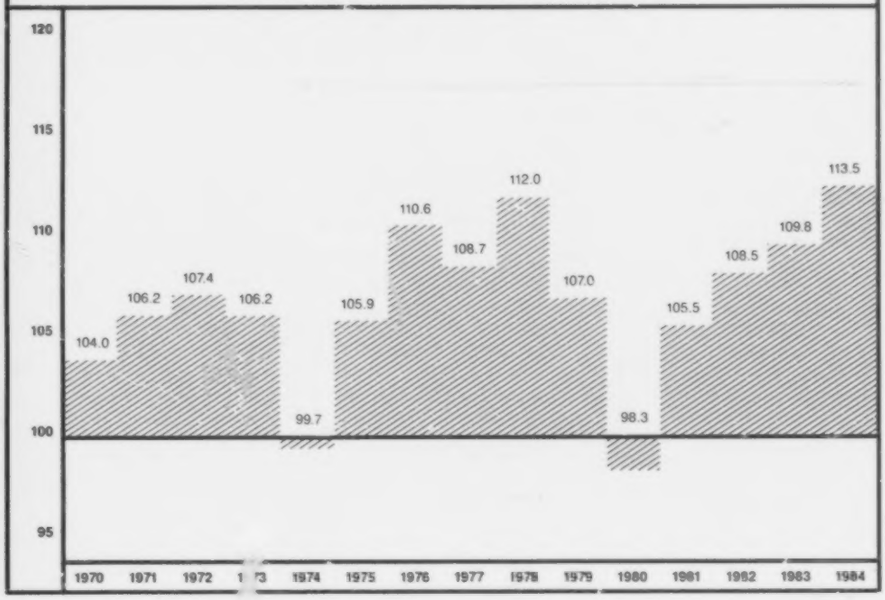


NADA Presidents

1985—William J. Symes
Cadillac
Pasadena, Calif.

1984—James P. Jennings
Chevrolet
Glenview, Ill.

1983—William C. Turnbull
GMC-International Harvester
Huntington, W. Va.

1982—George W. Lyles
Chevrolet and Rolls-Royce
High Point, N.C.

1981—Wendel H. Miller
Dodge-Honda
Lincoln-Mercury
Binghampton, N.Y.

1980—George S. Irvin
Chevrolet-Subaru, BMW and Mercedes-Benz
Denver, Colo.

1979—William c. Doenges
Ford-Toyota
Bartlesville, Okla.

1978—Robert P. Mallon
Ford
Tacoma, Wash.

1977—Reed T. Draper
Chevrolet
Saginaw, Mich.

1976—John J. Pohanka
Oldmobile-Fiat-Honda
Marlow Heights, Md.

1975—William E. Hancock Jr.
Buick-Opel
Columbus, S.C.

1974—Hugh R. Gibson
Ford
Cleveind, O.

1973—John S. Hinckley
Dodge
Ogden, Utah

1972—Charles J. Whittey
Chrysler-Plymouth
Bismarck, N.D.

1971—Warren J. McEleney
Chevrolet-Oldsmobile-Cadillac
Clinton, Ia.

1970—Sam H. White
Oldsmobile
Houston, Tex.

1969—Lyman W. Slack
Chevrolet
Portland, Ore.

1968—T. A. Williams Sr.
Chevrolet
Greensboro, N. C.

1967—William E. Voyce Jr.
Ford
Baltimore, Md.

1966—S. E. Kossman
Buick-Cadillac-Pontiac-GMC—Rambler-Jeep
Cleveland, Miss

1965—Peter Val Preda
Oldsmobile-Cadillac
Burlington, Vt

1964—C. Ed Flandro
Ford, Lincoln-Mercury
Pocatello, Idaho

1963—John H. Lander
Rambler
Atlanta, Ga.

1962—Thomas F. Abbott Jr.
Pontiac-Rambler
Fort Worth, Tex.

1961—Walter B. Cooper
Chevrolet
Fort Collins, Colo.

1960—Birkett Williams
Ford
Cleveland O.

1959—H. L. Galles
Chevrolet-Cadillac-Oldsmobile
Albuquerque, N. M.

1958—Dean Chaffin
Chevrolet-Buick
Bozeman, Mont.

1957—Frederick M. Sutter
Dodge-Plymouth
Columbus, Ind.

1956—Carl E. Fribley
Pontiac-Cadillac-GMC
Norwich, N. Y.

1955—Frank H. Yarnall
Chevrolet, Chicago

1954—Charles C. Freed
DeSoto-Plymouth
Salt Lake City

1953—Robert S. Armacost
Studebaker
Kansas City

1952—J. Saxton Lloyd
Buick-Cadillac
Daytona Beach, Fla.

1951—R. D. McKay
Chrysler-Plymouth
Wichita

1950—Fred L. Haller
Hudson, Washington

1949—George F. Ziesmer
Ford
Mankato, Minn.

1948—Ben T. Wright
Lincoln-Mercury
Chicago

1947—M. O. Anderson
Buick, Seattle

1945-46—W. L. Mallon
Pontiac
Newark, N. J.

1944—D. G. Kelly
Dodge-Plymouth
Grand Forks, N. D.

1942-43—D. E. Castles
Buick, St. Louis

1942—Harry Sommers
Chrysler-Plymouth, Atlanta

1941—L. Clare Cargile
Chevrolet, Texarkana, Ark.

1939-40—Stanley H. Horner
Buick, Washington

1938—J. W. Roby
Shreveport, La.

1936-37—E. M. Lied
Omaha

1933-35—F. W. A. Vesper
St. Louis

1932—Floris Nagelvoort
Seattle

1931—F. J. Edwards
Milwaukee

1930—J. R. Histed
Beverly Hills, Calif.

1929—W. E. Griffith
San Francisco

1928—C. C. Coddington
Charlotte, N. C.

1927—W. L. Hughson
San Francisco

1926—C. B. Warren
New York

1925—Charles F. Gambill
San Marino, Calif.

1924—John L. Butler
Los Angeles

1923—G. G. G. Peckham
Cleveland

1922—Thomas J. Hay
Chicago

1922—W. J. Brace
Kansas City

1921—Jesse A. Smith
Milwaukee

1920—H. B. Harper
Rosemont, Pa.

1918-19—F. W. A. Vesper
St. Louis

1917—George W. Browne
Milwaukee

AVERAGE DEALERSHIP PROFILE

	1978	1979	1980	1981	1982	1983	1984	% Change 1983-84
Total Dealership Sales	4,717,718	5,005,359	4,760,000	5,529,484	6,139,848	7,710,594	9,319,939	20.87
Total Dealership Gross	676,521	725,277	731,612	817,811	852,211	1,058,665	1,257,260	18.76
As % of Total Sales	14.34	14.49	15.37	14.79	13.88	13.73	13.49	
Total Dealership Expense	584,054	662,209	702,576	753,669	772,393	893,658	1,054,085	17.95
As % of Total Sales	12.38	13.23	14.76	13.63	12.58	11.59	11.31	
Net Profit Before Taxes	92,467	63,068	29,036	64,142	79,818	165,007	203,175	23.13
As % of Total Sales	1.96	1.26	0.61	1.16	1.30	1.14	2.18	
(Net Pre-tax Profit in Constant '67 Dollars)	47,312	29,005	11,765	23,550	27,607	55,293	65,308	18.11
New Vehicle Department Sales	3,024,057	3,178,403	2,932,160	3,378,515	3,769,867	4,888,517	6,095,240	24.68
As % of Total Sales	64.10	63.50	61.60	61.10	61.40	63.40	65.40	
Used Vehicle Department Sales	986,003	1,016,088	999,600	1,266,252	1,399,885	1,734,884	1,985,147	14.43
As % of Total Sales	20.90	20.30	21.30	22.90	22.80	22.50	21.30	
Service and Parts Sales	707,658	810,868	826,240	884,717	970,096	1,087,194	1,239,552	14.01
As % of Total Sales	15.20	16.20	17.40	16.00	15.80	14.10	13.30	
New Vehicle Average Selling Price	6,470	6,950	7,530	8,850	9,910	10,725	11,100	3.50
Average Net Worth (As of 12/31)	353,123	397,566	378,981	385,330	421,693	556,722	568,983	2.20
Net Profit as % of Net Worth	26.19	15.86	7.66	16.65	18.93	29.64	35.71	

SOURCE: NADA Industry Analysis Department

SUPPLIERS

REACTION INJECTION MOLDING (RIM) POLYURETHANE MARKETS

(Million Pounds)

Market Segment	1983	1988*	Annual Growth Rate (%)*
Agricultural Equipment	0.7	2.5	23.6
Appliance	0.4	15.0	83.0
Automotive	45.0	138.0	20.5
Electronic Enclosures	1.4	10.0	38.8
Furniture	1.0	2.0	12.2
Housing/Construction	0.3	1.5	38.8
Material Handling	7.1	10.0	5.9
Recreation	1.0	6.0	34.8
Miscellaneous	0.3	1.0	22.2
	57.2	186.0	21.7%

Source: Mobay Chemical Corp. * Forecast

RUBBER CONSUMPTION

Worldwide Forecast by Region*

(Thousand Metric Tons)

SYNTHETIC RUBBER	1983	1984	1985*
North America	2,012	2,209	2,236
W. Europe, Africa, M. East	1,523	1,570	1,608
Asia and Oceania	1,080	1,144	1,187
Latin America	447	478	505
TOTAL	5,062	5,401	5,536
NATURAL RUBBER			
North America	700	839	834
W. Europe, Africa, M. East	957	983	999
Asia and Oceania	1,218	1,296	1,333
Latin America	176	198	213
TOTAL	3,111	3,316	3,379
TOTAL RUBBER			
North America	2,772	3,048	3,070
W. Europe, Africa, M. East	2,480	2,553	2,607
Asia and Oceania	2,298	2,440	2,520
Latin America	623	676	718
World (Excluding CPEC)	8,173	8,717	8,915

*Excluding Centrally Planned Economy Countries. † Projection Source: International Institute of Synthetic Rubber Producers, Inc.

PAINT CHOICES 1984 PASSENGER CARS

Full and intermediate-size

Rank	Color	1984%	1983%	+/−
1.	Light red-brown	18.4	19.3	−0.9
2.	White	12.6	12.5	+0.1
3.	Dark blue	12.4	11.7	+0.7
4.	Light blue	9.0	9.5	−0.5
5.	Gray (silver)	7.8	7.8	—
6.	Beige	7.4	5.6	+1.8
7.	Light red	6.4	2.3	+4.1
8.	Dark red	5.9	7.9	−2.0
9.	Dark brown	5.8	7.9	−2.1
10.	Light gray-green	5.6	6.8	−1.2

Compact-size

Rank	Color	1984%	1983%	+/−
1.	Light red-brown	12.2	12.3	−0.1
2.	White	11.5	12.8	−1.3
3.	Light blue	11.2	12.6	−1.4
4.	Dark blue	9.8	11.1	−1.3
5.	Red	9.7	10.2	−0.5
6.	Gray (silver)	8.7	12.9	−4.2
7.	Dark brown	7.1	5.2	+1.9
8.	Beige	6.8	2.8	+4.0
9.	Black	5.5	4.3	+1.2
10.	Light gray-green	3.6	5.0	−1.4

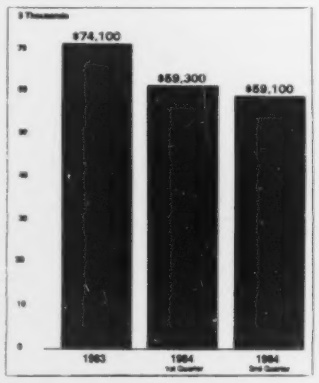
1984 TRUCKS

Rank	Color	1984%	1983%	+/−
1.	White	15.1	15.0	+0.1
2.	Light blue	14.2	14.5	−0.3
3.	Dark blue	13.0	11.4	+1.6
4.	Light gray	12.1	8.8	+3.3
5.	Red	10.2	3.9	+6.3
6.	Tan	9.1	9.8	−0.7
7.	Dark brown/ dark tan*	8.0	2.5	+5.5
8.	Black	5.8	10.3	−4.5
9.	Medium red/ dark red*	4.3	8.3	−4.0
10.	Gold	4.1	1.8	+2.3

*—Second named color is corresponding 1983 shade not offered in 1984. Source: DuPont Co.

AVERAGE ROBOT COST

Based on new orders



Source: Robotic Industries Assn.

ZINC DIE-CASTINGS CONTENT IN LBS.

U.S.-Built Cars by Model Year & Size Class

	Avg. Car	Standard	Intermediate	Small
1984*	23.0	34.0	23.0	14.2
1983	22.6	33.6	23.4	15.1
1982	23.1	33.7	23.5	19.2
1981	24.1	35.7	24.1	20.3
1980	25.0	36.6	26.2	22.5
1979	28.0	39.1	30.2	19.3
1978	30.0	42.1	29.8	21.6

*Estimate. Source: Zinc Institute, Inc.

Despite a surge in imports, domestic tire makers increased both sales and profitability last year. Their combined profits rose 16 percent from the 1983 fiscal year on a sales increase of 7 percent. Meanwhile, imported passenger units rose 31 percent and exports rose 36 percent but on a far smaller number: Imports outnumbered exports, six to one.

U.S. TIRE COMPANIES' FINANCIAL RESULTS

Millions of Dollars

	Sales			Earnings		
	1984	1983	1982	1984	1983	1982
Goodyear	$10,240.8	$9,735.8	$9,589.2	$411.0	$305.5	$329.8
Firestone*	4,001.0	3,669.0	3,869.0	102.0	111.0	6.0
B.F. Goodrich	3,437.9	3,191.7	3,005.3	60.6	18.4	(32.8)
GenCorp**	2,727.1	2,517.3	2,061.7	7.2	65.3	19.4
Uniroyal	2,121.7	1,935.6	1,967.2	77.1	67.0	25.6
Armstrong†	665.6	594.7	575.9	25.4	18.8	17.0
Cooper	555.4	457.8	430.4	24.6	21.4	19.0
TOTAL	$23,749.5	$22,101.9	$21,498.9	$707.9	$609.5	$384.0

*—Year ended Oct.31. **—Year ended Nov.30. Parentheses indicate loss. Source: Tire Business

TIRE IMPORTS TO U. S.

Passenger—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Canada	7,385,198	(86.6)	6,152,892	(84.2)	6,395,779	(70.2)
Japan	6,433,405	(97.7)	4,460,637	(95.9)	2,920,263	(91.6)
S. Korea	4,191,748	(96.6)	3,501,001	(96.8)	1,190,770	(81.7)
Brazil	2,880,197	(95.7)	801,401	(91.3)	255,686	(80.8)
W. Germany	1,980,280	(94.6)	1,317,794	(94.7)	1,160,610	(88.8)
France	1,790,192	(98.0)	1,920,927	(98.4)	1,637,201	(91.7)
Spain	993,972	(98.3)	887,563	(98.6)	405,294	(92.8)
Italy	870,562	(99.0)	782,786	(98.9)	788,386	(93.1)
U.K.	610,394	(88.9)	767,763	(97.1)	630,796	(85.2)
Yugoslavia	603,966	(73.6)	575,362	(56.9)	325,711	(45.3)
Others	2,378,851	(73.8)	1,243,295	—	1,282,930	—
TOTAL	30,118,763	(91.9)	23,011,430	(91.3)	16,993,426	(80.2)

Light Truck—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Japan	495,043	(83.9)	509,839	(86.3)	352,829	(77.1)
Canada	460,170	(42.5)	204,159	(41.1)	169,182	(57.2)
France	206,214	(98.5)	41,812	(95.2)	40,752	(86.0)
S. Korea	164,828	(5.7)	94,009	(2.1)	119,886	(11.7)
E. Germany	38,255	(64.2)	36,966	(47.3)	12,300	(69.9)
Others	187,955	(49.4)	119,153	—	64,769	—
TOTAL	1,552,465	(60.6)	1,005,938	(54.0)	759,718	(60.9)

Trucks & Bus—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Japan	1,596,815	(80.5)	1,277,089	(81.2)	1,311,191	(75.1)
Canada	1,321,382	(49.7)	834,146	(48.9)	539,783	(44.2)
S. Korea	630,269	(35.2)	513,591	(34.0)	450,908	(31.9)
France	309,058	(96.7)	147,907	(99.3)	192,187	(81.3)
Spain	147,208	(99.0)	20,701	(99.9)	16,507	(61.2)
Others	1,026,000	(49.4)	733,852	—	447,166	—
TOTAL	5,030,742	(81.9)	3,527,286	(83.0)	2,957,742	(61.1)

TIRE EXPORTS FROM U. S.

Passenger—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Canada	2,407,441	(87.2)	1,815,876	(88.9)	955,567	(75.6)
Venezuela	568,943	(51.6)	73,155	(43.8)	926,686	(23.4)
Japan	278,027	(97.1)	286,345	(96.5)	252,754	(82.6)
Italy	150,293	(95.4)	37,707	(94.7)	37,687	(94.4)
Ecuador	145,686	(89.2)	9,059	(55.1)	15,908	(41.2)
Australia	140,686	(88.5)	124,696	(93.6)	96,042	(86.3)
S. Arabia	132,439	(77.4)	222,736	(68.5)	225,636	(60.2)
W. Germany	101,905	(88.0)	100,779	(89.4)	82,641	(82.1)
Trinidad	74,580	(55.8)	67,236	(70.1)	77,384	(52.3)
Kuwait	52,507	(47.2)	34,484	(31.4)	94,616	(43.6)
Others	830,380	(53.6)	709,485	—	928,678	—
TOTAL	4,724,201	(79.4)	3,481,558	(80.4)	3,693,599	(54.8)

Light Truck—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Canada	642,995	(61.4)	379,169	(93.9)	311,333	(83.9)
Venezuela	89,898	(14.2)	15,626	(0.2)	266,128	(21.8)
France	50,128	(35.3)	32,079	(64.5)	38,605	(71.1)
Australia	37,296	(85.0)	21,968	(93.2)	36,375	83.3)
S. Arabia	34,055	(21.6)	70,946	(11.8)	86,882	(6.9)
Others	252,157	(40.6)	315,282	—	390,494	—
TOTAL	1,106,429	(51.2)	835,070	(58.4)	1,129,817	(43.8)

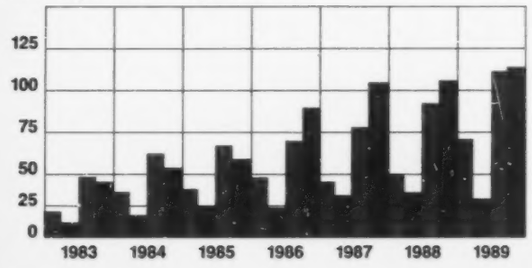
Truck & Bus—No. of Units

Country	1984	% radial	1983	% radial	1982	% radial
Canada	384,935	(91.4)	188,520	(93.1)	563,109	(97.5)
S. Africa	28,902	(0.1)	397	(61.5)	493	(0.0)
Panama	8,212	(17.4)	1,160	(5.8)	7,377	(12.6)
Mexico	6,949	(18.4)	3,410	(52.9)	37,049	(3.5)
Honduras	6,536	(3.1)	3,610	(2.1)	1,738	(1.4)
Others	43,450	(19.8)	33,410	—	50,442	—
TOTAL	478,984	(75.8)	230,507	(80.9)	660,208	(85.0)

SOURCE: U.S. Department of Commerce, Bureau of the Census and Office of Foreign Trade; Tire Business

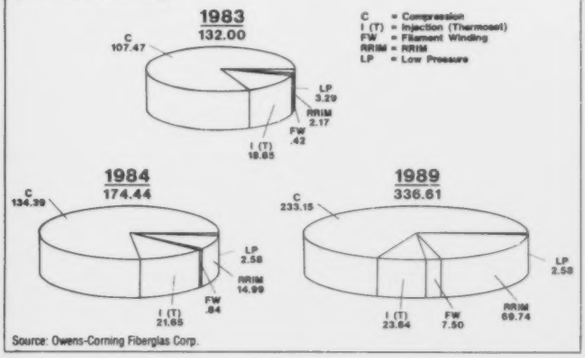
SUPPLIERS

FTC in Cars
Subcompacts, Compacts, Intermediates and Full-Size



■ Subcompacts
□ Compacts
■ Intermediate
□ Full-size

GLASS FIBER THERMOSET COMPOSITE USE IN PASSENGER CARS BY PROCESS
(Millions of Pounds)



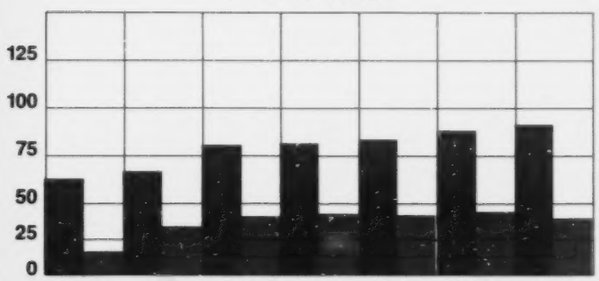
Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE BY APPLICATION
(Thousands of Pounds/Calendar Year)

	1984	1985*	1986*	1987*	1988*	1989*
Composite Use in Tailgates & Decklids						
Decklids, Car	2,659	2,352	4,283	7,541	7,407	7,536
Tailgates, Station Wagon	992	857	1,161	2,636	2,707	2,818
Total Car	**3,651**	**3,209**	**5,444**	**10,177**	**10,114**	**10,354**
Liftgates, Truck	4,910	8,247	8,936	8,636	8,718	8,718
Tailgates, Truck			178	712	730	712
Total Truck	**4,910**	**8,247**	**9,914**	**9,348**	**9,448**	**9,430**
Total Car & Truck	**8,561**	**11,456**	**15,358**	**19,525**	**19,562**	**19,784**
Composite Use in Front Ends/Rear Ends						
Front End Panels	71,764	80,654	87,070	98,026	99,064	104,400
Rear End Panels	13,215	23,955	38,151	45,798	47,341	53,320
Total	**84,979**	**104,609**	**125,221**	**143,824**	**146,405**	**157,720**
RRIM Use in Cars						
Fascia Panels (Front & Rear)	11,531	27,967	47,201	60,234	61,538	66,095
Other	3,461	3,462	4,512	3,591	3,560	3,645
Total RRIM in Cars	**14,992**	**31,429**	**23,713**	**63,825**	**65,098**	**69,740**
RRIM in Fiero	3,604	3,187	4,170	3,307	3,332	3,417

*Projection. Source: Owens-Corning Fiberglas Corp.

FTC in Trucks



■ Light trucks
■ Medium/heavy trucks

FIBERGLASS THERMOSET COMPOSITE USE IN PASSENGER CARS
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Subcompact	21,979	39,304	41,189	49,296	46,092	50,651	72,010	21.9%
Compact	13,721	19,572	25,994	24,186	31,482	32,518	35,070	16.9%
Intermediate	49,007	59,280	67,484	70,240	77,866	93,707	113,413	15.0%
Full	47,296	56,283	59,697	89,563	108,117	109,143	116,117	16.2%
TOTAL CAR	132,003	174,439	194,364	227,285	263,557	286,019	336,610	16.9%

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE IN CARS BY APPLICATION CATEGORY
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Body Panels	100,644	143,175	164,934	196,446	225,972	232,101	262,269	17.3%
Electrical	178	222	212	189	200	198	201	2.1%
Passenger Compartment	3,314	3,614	3,504	4,224	3,689	6,320	16,297	30.4%
Suspension, Chassis & Frame	1,229	2,013	3,052	5,802	11,622	25,436	38,462	77.5%
Underwood	26,618	25,388	22,662	20,625	22,073	21,964	19,380	(5.2%)
TOTAL CAR	132,003	174,439	194,364	227,286	263,556	286,019	336,609	16.9%

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE IN PASSENGER CARS BY PROCESS
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Compression	107,474	134,387	136,639	148,124	173,085	191,081	233,149	13.8%
Injection (Thermoset)	18,647	21,651	22,134	20,216	20,929	21,416	23,644	4.0%
Filament Winding	421	837	1,717	3,190	3,577	5,987	7,500	61.6%
RRIM	2,169	14,992	31,429	53,714	63,825	65,098	69,740	78.3%
Low Pressure	3,292	2,570	2,445	2,041	2,141	2,437	2,577	(4.0%)

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE IN TRUCKS
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Light	60,972	68,279	78,428	79,463	80,698	85,231	88,813	6.5%
Medium/Heavy	19,187	32,824	39,941	39,958	37,180	41,169	39,864	13.0%
TOTAL TRUCK	80,159	101,103	118,369	119,421	117,878	126,400	128,677	8.2%

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE IN TRUCKS BY APPLICATION CATEGORY
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Cab Interiors	29,967	31,156	32,608	30,602	30,149	31,438	30,616	0.4%
Cab Shell & Interiors	24,447	35,377	44,486	46,998	47,666	52,011	56,479	15.0%
Engine Drive	1,327	1,431	1,535	1,440	1,440	1,478	1,478	1.8%
Exterior Accessories	4,504	5,274	5,677	5,360	5,297	5,462	5,334	2.9%
Suspension, Chassis & Frame	989	1,869	4,696	5,926	5,695	5,825	5,704	33.9%
Tilt Front Ends	9,817	16,081	18,593	19,164	17,845	19,940	19,075	11.7%
Underhood	9,108	9,916	10,415	9,931	9,788	10,247	9,991	1.6%
TOTAL TRUCK	80,159	101,104	118,370	119,421	117,880	126,401	128,677	8.2%

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

FIBERGLASS THERMOSET COMPOSITE USE IN TRUCKS BY PROCESS
(Thousands of Pounds/Calendar Year)

	1983	1984	1985*	1986*	1987*	1988*	1989*	CGR† '83-'89
Compression	67,983	79,764	90,391	90,482	90,203	97,079	99,598	6.6%
Filament Winding	1,337	1,818	4,465	5,690	5,544	5,566	5,590	26.9%
Injection (Thermoset)	2,665	5,342	7,218	6,884	6,809	7,046	6,920	17.2%
Pultrusion	8	28	35	35	30	36	36	28.5%
RRIM	62	92	111	111	96	113	113	10.5%
Low Pressure	8,104	14,059	16,149	16,219	15,196	16,560	16,420	12.5%
TOTAL	80,159	101,103	118,369	119,421	117,878	126,400	128,677	8.2%

*—Projection. †—Compounded growth rate. Source: Owens-Corning Fiberglas Corp.

SUPPLIERS

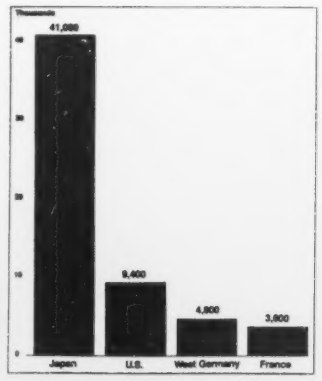
The continuing drive of the U.S. auto industry to build more corrosion protection into its products resulted in an 11.4-percent increase in per-vehicle use of zinc coatings during the '84 model year. In its annual survey of the nation's four largest auto companies, the Zinc Institute estimates the typical U.S.-built '84 car contained 6.15 pounds of zinc used as a coating material.

ZINC COATINGS CONTENT— TYPICAL U.S. CAR BY MODEL YEAR

	1984*		1983		1982	
Type	lbs./steel	lbs./zinc	lbs./steel	lbs./zinc	lbs./steel	lbs./zinc
One-side	66	1.15	59	0.96	52	0.85
Two-side	136	4.46	121	3.97	116	3.81
Zincrometal	88	0.54	95	0.95	109	0.68
Net total (in finished car)	290	6.15	275	5.52	277	5.34
Gross total (zinc consumed)	—	9.46	—	8.49	—	8.22
Zinc rich paint	—	1.00	—	1.25	—	1.25
Cumulative total of zinc consumed	—	10.46	—	9.74	—	9.47

*—Estimate. Source: Zinc Institute Inc.

WORLD ROBOT POPULATION AT END OF 1983



Source: Robotics Industries Assn.

The Robotics Industry Assn. estimates some 13,000 industrial robots are installed in the U.S., about 35 percent of them in the auto industry. According to the RIA, U.S.-based suppliers shipped more robots in 1983 and 1984 than in the previous 20 years combined. Based on new orders, the average price of a robot dropped from $74,100 in 1983 to $59,200 during 1984.

ROBOT STATISTICAL HIGHLIGHTS

for the year ended December 31, 1983 and the three month periods ended March 31, 1984 and June 30, 1984

	Units	Millions
Year ended December 31, 1983:		
Unfilled orders @ 1/1/83	585	$ 43.7
New Orders	4,057	300.8
Shipments	3,060	194.4
Unfilled orders @ 12/31/83	1,582	$150.1
Quarter ended March 31, 1984:		
Unfilled orders @ 1/1/84:	1,264	$122.8
New orders	914	54.2
Shipments	1,232	81.5
Unfilled orders @ 3/31/84/	1,264	$122.3
Quarter ended June 30, 1984:		
Unfilled orders @ 4/1/84	1,264	$122.8
New orders	1,455	86.0
Shipments	1,065	66.5
Unfilled orders @ 6/30/84	1,654	$142.4

Source: Robotic Industries Assn.

PRIMARY MAGNESIUM PRODUCTION BY WORLD ZONE

(Metric Tons)

	U.S. & Canada	Latin Amer.	West'n. Europe	Africa & Mid. East	Asia & Oceania	TOTAL
1978	143,900	.....	54,000	.....	11,300	209,200
1979	156,400	.....	58,700	.....	11,400	226,500
1980	163,000	.....	64,400	.....	9,200	236,600
1981	138,400	.....	64,400	.....	5,700	208,500
1982	97,800	.....	52,800	.....	5,800	156,400
1983	109,000	.....	51,000	.....	6,000	166,000
1984	152,800	1,000	71,600	.....	6,700	232,100

Source: International Magnesium Assn.

ESTIMATED AMOUNT OF ALUMINUM IN U.S. CARS—1960-1985

Model year	Average car weight lbs. (1)	Aluminum application lbs./car (2)	% Aluminum
1960	.....	54	.....
1961	.....	63	.....
1962	.....	67	.....
1963	.....	70	.....
1964	.....	72	.....
1965	.....	71	.....
1966	.....	73	.....
1967	.....	71	.....
1968	3,863	72	1.9
1969	3,942	73	1.9
1970	3,877	78	2.0
1971	3,887	77	2.0
1972	3,942	78	2.0
1973	3,969	81	2.0
1974	3,968	83	2.1
1975	4,058	84	2.1
1976	4,059	87	2.1
1977	3,944	100	2.5
1978	3,589	114	3.2
1979	3,485	118	3.4
1980	3,100	120	3.9
1981	3,073	130	4.2
1982	3,051	133	4.4
1983	3,115	135	4.3
1984	3,103	137	4.4
1985	.....	139	.....

(1) "Passenger Car Fuel Economy . . . Trends through 1984." J. D. Murrell et al, EPA.

(2) Alcoa (model years 1960-1971); Automotive & Truck Committee, Aluminum Assn. (model years 1972-present).

TOTAL INDUSTRY SHIPMENTS MACHINE TOOLS – CUTTING AND FORMING

1984 Shipments by Month

	Domestic	Foreign	Total
January	$ 100,900,000	$ 12,050,000	$ 112,950,000
February	135,700,000	11,600,000	147,300,000
March	172,350,000	16,900,000	189,250,000
April	145,000,000	13,750,000	158,750,000
May	194,400,000	15,650,000	210,050,000
June	182,250,000	21,300,000	203,500,000
July	182,000,000	11,750,000	193,750,000
August	155,150,000	9,200,000	164,350,000
September	189,850,000	20,900,000	210,750,000
October	187,050,000	20,700,000	207,750,000
November	195,450,000	16,300,000	211,750,000
December	247,750,000	19,800,000	267,550,000
1984	$2,087,800,000	$189,900,000	$2,277,700,000

Source: National Machine Tool Builders' Assn.

PRIMARY PRODUCER SHIPMENTS OF MAGNESIUM BY AREA

(Metric Tons)

	U.S. & Canada	Latin Amer.	West'n. Europe	Africa & Mid. East	Asia & Oceania	TOTAL
1978	108,000	15,000	61,000	1,000	25,000	210,000
1979	117,000	18,000	67,000	2,000	25,000	229,000
1980	111,000	17,000	66,000	2,000	23,000	219,000
1981	104,000	12,000	61,000	2,000	24,000	203,000
1982	96,000	8,000	44,000	1,000	20,000	169,000
1983	98,600	9,600	60,400	2,400	33,400	204,000
1984	110,100	8,000	66,800	1,600	29,500	216,000

Source: International Magnesium Assn.

INDUSTRY SHIPMENTS METAL CUTTING – TYPE MACHINE TOOLS

1984 Shipments by Month

	Domestic	Foreign	Total
January	$ 65,350,000	$ 7,200,000	$ 72,550,000
February	95,300,000	7,750,000	103,050,000
March	112,350,000	10,150,000	122,500,000
April	92,700,000	8,800,000	101,500,000
May	142,100,000	7,900,000	150,000,000
June	138,750,000	11,550,000	150,300,000
July	127,500,000	5,750,000	133,250,000
August	111,050,000	5,900,000	116,950,000
September	138,700,000	12,650,000	151,350,000
October	129,450,000	15,700,000	145,150,000
November	147,150,000	11,900,000	159,050,000
December	178,650,000	14,050,000	192,700,000
1984	$1,479,050,000	$119,300,000	$1,598,350,000

Source: National Machine Tool Builders' Assn.

MACHINE TOOL SHIPMENTS—1983-1984

(Thousands of Dollars)

	Metal Cutting			Metal Forming			Total Cutting and Forming		
	Domestic	Foreign	Total	Domestic	Foreign	Total	Domestic	Foreign	Total
1984	1,479,050	119,300	1,598,350	608,750	70,600	679,350	2,087,800	189,900	2,277,700
1983	1,199,600	171,900	1,371,500	430,450	43,100	473,550	1,630,050	215,000	1,845,050
% Change 1984/1984	+23.3	−30.6	+16.5	+41.4	+63.8	+43.5	+28.1	−11.7	+23.4

Source: National Machine Tool Builders' Assn.

INDUSTRY SHIPMENTS METAL FORMING – TYPE MACHINE TOOLS

1984 Shipments by Month

	Domestic	Foreign	Total
January	$ 35,550,000	$ 4,850,000	$ 40,400,000
February	40,400,000	3,850,000	44,250,000
March	60,000,000	6,750,000	66,750,000
April	52,300,000	4,950,000	57,250,000
May	52,300,000	7,750,000	60,050,000
June	43,450,000	9,750,000	53,200,000
July	54,500,000	6,000,000	60,500,000
August	44,100,000	3,300,000	47,400,000
September	51,150,000	8,250,000	59,400,000
October	57,600,000	5,000,000	62,600,000
November	48,300,000	4,400,000	52,700,000
December	69,100,000	5,750,000	74,850,000
1984	$608,750,000	$70,600,000	$679,350,000

Source: National Machine Tool Builders' Assn.

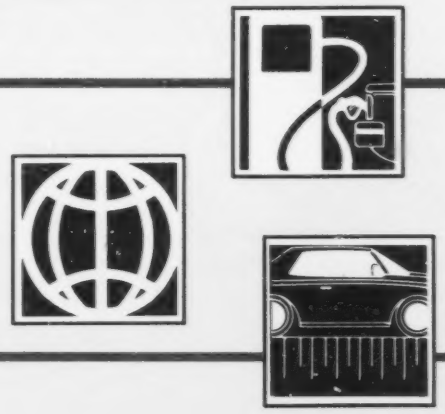
REINFORCED PLASTICS SHIPMENTS BY MARKETS

(Including thermoset and thermo plastic resin composites, reinforcements and filters)

(Shipments in millions of pounds)

MARKETS	1979	1980	1981	1982	1983	1984 Estimate	1985 Forecast
Aircraft/ Aerospace	23	25	28	22	25	29	32
Appliance/Business Equipment	130	104	117	82	106	123	129
Construction	335	287	317	312	400	422	425
Consumer Products	126	103	115	84	128	143	146
Corrosion-Resistant Equipment	238	252	275	235	288	320	329
Electrical/Electronic	180	162	178	140	170	189	196
Marine	385	275	290	230	276	309	310
Transportation/Land	**550**	**416**	**445**	**359**	**458**	**540**	**560**
Specialties/Other	79	70	75	64	72	80	83
TOTAL	2,046	1,694	1,840	1,528	1,923	2,155	2,210

Sources: Actuals and Estimates—SPI Reinforced Plastics/Composites Institute.
Forecast—PPG Industries, Fiber Glass Products.
Data include all composites except printed circuit board laminates.



ET CETERA

IMPORTED NEW-CAR INVENTORIES

(Compiled by Automotive News)

	Unit Count	Days' Supply
1981		
July 1	441,114	51
August 1	414,736	44
September 1	380,572	43
October 1	304,932	45
November 1	328,674	54
December 1	349,353	55
1982		
January 1	383,228	60.5
February 1	375,784	56.5
March 1	371,553	51
April 1	366,059	49
May 1	368,113	56
June 1	399,030	52.5
July 1	438,113	57
August 1	429,663	56
September 1	387,780	51
October 1	354,500	48.5
November 1	365,467	56
December 1	374,775	51
1983		
January 1	380,316	54
February 1	355,603	49
March 1	316,745	41
April 1	287,408	35
May 1	294,703	40
June 1	275,411	33
July 1	251,787	28
August 1	227,819	26.5
September 1	195,418	25
October 1	200,939	30
November 1	217,965	29
December 1	224,290	29
1984		
January 1	223,527	30
February 1	205,337	26
March 1	207,683	28
April 1	212,315	27
May 1	221,547	32
June 1	213,780	23
July 1	216,815	25
August 1	197,688	24
September 1	184,513	23.5
October 1	179,171	24
November 1	186,567	24
December 1	232,152	27
1985		
January 1	259,033	32.5
February 1	262,990	33
March 1	250,216	31

LOCAL ADVERTISING BY FRANCHISED DEALERS

Estimated totals in millions spent in 1984 by all dealers.

By Media Used

Newspapers	$1,204
Radio	543
TV	231
Direct Mail	95
Outdoor (Billboards, Signs)	44
Displays, Demonstrations	25
Programs (Theater, Sports, School, etc.)	20
Handouts, Handbills	9
Other	19
TOTAL	$2,190

By Type of Advertising

New Vehicle	$1,150
Used Vehicle	613
Institional	230
Service	197

Source: NADA Data for 1985; NADA Industry Analysis Dept.

NEW-CAR INTENDERS VS. 1984 BUYERS

	Total Population		1984 New-Car Buyers			
	Driving-Age Public	New-Car Intenders	Total Industry	Domestic	European	Japanese
Male	42%	53%	59%	59%	66%	57%
Median Age	44 Yrs.	44 Yrs.	43 Yrs.	46 Yrs.	37 Yrs.	35 Yrs.
Married	58%	53%	66%	68%	68%	59%
Median House. Income	$22,400	$29,380	$36,450	$35,450	$57,570	$37,480
College Grad.	27%	41%	38%	33%	63%	52%

Source: J. D. Power Asso. "1984 New-Car Buyer Survey."

NEW-CAR BUYER DEMOGRAPHICS

	% Male	Median Age Years	% Married	Median Household Income	% Two Full-Time Wage-Earners	Median Price Paid
Domestic	**59**	**46**	**65**	**$35,310**	**29**	**$11,467**
AMC/Renault	50	35	64	31,498	34	8,260
Buick	60	52	72	38,955	25	12,485
Cadillac	70	59	79	57,702	21	21,773
Chevrolet	56	41	65	33,423	31	10,466
Chrysler	60	50	70	38,861	30	13,392
Dodge	59	40	62	31,795	30	9,710
Ford	58	43	65	30,222	30	9,553
Lincoln	67	57	76	63,427	23	23,381
Mercury	57	51	70	35,406	27	11,966
Oldsmobile	63	51	72	37,339	29	12,517
Plymouth	59	42	68	30,322	27	8,817
Pontiac	56	38	61	34,070	31	11,682
Japanese	**57**	**35**	**59**	**$37,480**	**36**	**$10,102**
Honda	56	34	58	37,477	36	10,092
Isuzu	58	35	58	40,715	38	11,333
Mazda	59	33	49	34,853	30	11,127
Mitsubishi	62	33	52	38,031	38	9,984
Nissan	56	36	61	37,808	35	9,781
Subaru	59	35	66	34,591	44	9,360
Toyota	59	37	60	38,798	36	10,280
European	**66**	**37**	**68**	**$57,570**	**35**	**$17,500**
Audi	67	40	73	62,918	38	18,422
BMW	65	35	58	61,030	45	18,780
Jaguar	64	44	80	100,000+	28	33,520
Mercedes-Benz	68	46	76	87,501	29	28,904
Porsche	78	36	62	81,251	32	26,118
Saab	62	35	62	53,001	37	15,000
Volkswagen	66	32	55	36,754	37	9,529
Volvo	65	37	75	51,393	36	15,202

Source: J. D. Power Assoc. "1984 New-Car Buyer Survey"

Import Vehicle Television Advertising:

January-September 1983-84

	1983			1984		
	Spot TV	Network TV	Total TV	Spot TV	Network TV	Total TV
Nissan	$30,499,000	$19,067,400	$49,566,400	$33,003,400	$33,880,400	$66,883,800
Toyota	34,999,500	12,803,300	47,802,800	44,366,700	9,405,200	53,771,900
Volkswagen	9,524,700	12,167,000	21,691,700	12,649,500	8,963,100	21,612,600
Mazda	1,568,100	20,152,200	21,720,300	2,091,000	18,365,200	20,456,200
Honda	9,809,900	2,388,700	12,198,600	3,300,000	11,241,500	14,541,500
Subaru	4,146,200	6,958,600	11,104,800	3,859,800	7,248,200	11,108,000
Mercedes-Benz	581,600	6,807,000	7,388,600	73,500	8,306,200	8,379,700
Mitsubishi	8,141,300	—	8,141,300	7,872,000	—	7,872,000
BMW	2,585,400	1,488,200	4,073,600	4,710,200	1,920,700	6,630,900
Isuzu	2,338,400	1,735,800	4,074,200	1,490,300	3,199,700	4,690,000
Volvo	1,878,900	225,300	2,104,200	4,056,900	331,700	4,388,600
Peugeot	2,874,600	—	2,874,600	1,615,400	—	1,615,400
Saab	361,300	—	361,300	608,600	—	608,600
Total	109,308,900	83,793,500	193,102,400	119,697,300	102,861,900	222,559,200

Note: Includes cars and trucks. Source: Television Bureau of Advertising from Broadcast Advertisers Reports data.

1983 FACTORY ADVERTISING FOR CARS AND TRUCKS IN U.S.

Thousands of dollars

	Newspapers	Magazines	Farm pub.	Network TV	Spot TV	Network Radio	Spot Radio	Outdoor	Unmeasured	Total 1983	Total 1982
General Motors	88,578.5	89,020.0	1,740.9	201,350.4	25,678.4	9,410.7	29,079.4	4,183.3	146,087.9	595,129.5	549,000.0
Ford Motor Co.	49,602.6	80,346.3	3,431.3	172,308.1	37,857.4	7,185.6	12,993.1	1,805.9	113,529.7	479,060.0	387,000.0
Chrysler Corp.	31,845.7	44,845.2	716.6	84,193.7	18,626.0	2,858.0	16,651.1	679.3	29,604.5	230,020.1	214,000.0
VW of America	9,947.4	37,902.2	—	22,177.6	16,921.8	—	2,984.6	4.3	22,562.1	112,500.0	103,000.0
American Motors	8,314.5	15,644.5	84.2	50,972.3	6,221.7	—	120.7	1,088.3	18,354.6	100,800.7	78,587.0
American Honda	8,059.4	19,850.4	813.7	41,529.3	10,806.9	2,636.1	11,035.8	2,450.7	18,000.0	115,182.3	94,891.8
INDUSTRY TOTAL	196,348.1	287,348.1	6,786.7	572,531.4	116,112.2	22,090.4	72,864.7	10,211.8	348,138.8	1,632,692.6	1,426,478.8

Expenditures based on Advertising Age estimates.

1983 DIRECT MEDIA ADVERTISING BY MAJOR IMPORTERS

Thousands of dollars

	Magazine	Network TV	Spot TV	Newspapers	Spot Radio	Network Radio	Outdoor	Unmeasured	Total 1983	Total 1982
Toyota	12,416.4	22,852.5	42,505.9	12,570.7	3,342.8	20.0	2,284.1	17,656.6	113,649.0	111,342.3
Nissan	13,351.9	33,602.9	37,723.6	9,443.6	10,880.6	—	995.1	16,619.1	122,616.8	117,566.7
Mazda	14,550.5	27,159.7	2,270.7	1,970.6	—	—	—	28,548.5	74,500.0	70,531.4
Subaru	3,921.5	11,593.7	5,148.5	—	—	—	34.0	11,000.0	31,067.7	25,375.4
BMW	6,212.0	1,488.2	3,721.7	17.0	—	—	2.9	6,500.0	17,941.8	19,480.3
Volvo	7,450.0	225.3	4,274.5	47.0	—	—	3.0	5,500.0	17,499.8	14,265.3
Mitsubishi	3,672.6	—	9,995.3	—	—	—	—	2,000.0	15,667.9	7,936.0
Isuzu	1,913.0	589.4	2,176.3	300.0	300.0	—	13.2	2,000.0	7,291.9	9,600.0
TOTAL	62,857.9	97,511.7	107,816.5	24,348.9	14,523.4	20.0	3,332.3	89,824.2	400,234.9	376,097.4

Toyota, Nissan, Mazda expenditures supplied by Advertising Age. Subaru, BMW, Volvo, Mitsubishi, and Isuzu numbers based on Leading National Advertiser reports and Automotive News estimates.

JAPAN'S TOP EXPORT MARKETS

1984 Pos.	Country	1984 Units	1983 Pos.
1	United States	2,579,439	1
2	West Germany	320,288	3
3	Australia	279,597	4
4	Saudi Arabia	227,842	2
5	United Kingdom	220,825	5
6	Canada	219,128	6
7	Indonesia	157,657	9
8	Malaysia	129,117	7
9	Holland	123,699	8
10	Thailand	105,730	10
11	Belgium	91,690	11
12	New Zealand	90,364	19
13	Puerto Rico	88,391	14
14	China	84,666	*
15	South Africa	78,977	15
16	Switzerland	69,235	12
17	Denmark	64,996	*
18	France	62,391	17
19	Austria	61,113	13
20	Finland	60,015	18
*	Iran	—	16
*	Greece	—	20

*—Not in Top Twenty.
SOURCE: Japan Automobile Manufacturers Assn.

ET CETERA

Announcement dates of U.S. models

	1981	1982	1983	1984	1985
AMERICAN MOTORS					
Eagle	Sept. 25, 1980	Sept. 24, 1981	Sept. 22, 1982	Sept. 29, 1983	Oct. 1, 1984
Concord	Sept. 25, 1980	Sept. 24, 1981			
Spirit	Sept. 25, 1980	Sept. 24, 1981	Sept. 22, 1982		
BUICK					
Century	Sept. 25, 1980	Jan. 14, 1982	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Electra (FWD)					April 5, 1984
Electra (RWD)	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 23, 1983	
LeSabre	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Regal	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Riviera	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Skyhawk		March 4, 1982	Sept. 23, 1982	Sept. 22, 1983	Nov. 8, 1984
Skylark	Sept. 25, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Somerset Regal					Oct. 2, 1984
CADILLAC					
Cadillac (RWD)	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Cimarron		May 21, 1981	Sept. 23, 1982	Sept. 22, 1983	Nov. 8, 1984
DeVille (FWD)					April 5, 1984
Eldorado	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Limousine	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Seville	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
CHEVROLET					
Camaro	Sept. 25, 1980	Jan. 14, 1982	Nov. 18, 1982	Sept. 22, 1983	Nov. 8, 1984
Cavalier		May 21, 1981	Sept. 23, 1982	Sept. 22, 1983	Nov. 8, 1984
Celebrity		Jan. 14, 1982	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Chevette	Sept. 25, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 22, 1983	Nov. 21, 1984
Citation	Sept. 25, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Corvette	Sept. 25, 1980	Jan. 14, 1982		Apr. 21, 1983	Oct. 2, 1984
Impala/Caprice	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Malibu	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982		
Monte Carlo	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Nova					June 13, 1985
CHRYSLER					
Cordoba	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982		
Exec. Sedan/Limousine				Sept. 29, 1983	Oct. 1, 1984
N. Yorker/Fifth Ave.	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Laser				Sept. 29, 1983	Oct. 1, 1984
LeBaron	Oct. 13, 1980	Oct. 29, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
LeBaron GTS					Jan. 2, 1985
New Yorker/E-Class			Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
DODGE					
Aries	Oct. 2, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Daytona				Sept. 29, 1983	Oct. 1, 1984
Diplomat	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Dodge 400		Oct. 29, 1981	Oct. 5, 1982		
Dodge 600			Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Dodge (std.)	Oct. 13, 1980				
Lancer					Jan. 2, 1985
Mirada	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982		
Omni	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
024/Charger	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
FORD					
Crown Victoria	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Escort	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
EXP		April 19, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984

Continued on Page 196

U.S. CAR SCRAPPAGE SINCE 1950

	CARS IN USE ON JULY 1		CARS IN USE ON JUNE 30	Growth of Cars In Use During Period	New Cars Registered 7/1-6-30	Cars Scrapped During Period	Growth % of Cars in Use	Scrappage % of New Cars Regis. During Period	Scrappage % of Cars in Use on July1
1950	35,923,583	1951	38,515,538	2,591,955	6,305,372	3,713,417	7.7	58.9	10.3
1951	38,515,538	1952	39,769,741	1,254,203	4,392,192	3,137,989	3.3	71.4	8.1
1952	39,769,741	1953	42,202,349	2,432,608	4,898,544	2,465,936	6.1	50.3	6.2
1953	42,202,349	1954	44,387,113	2,184,764	5,675,764	3,491,000	5.2	61.5	8.3
1954	44,387,113	1955	47,377,970	2,990,857	6,238,293	3,247,436	6.7	52.1	7.3
1955	47,377,970	1956	49.803,977	2,426,007	6,738,766	4,312,759	5.1	64.0	9.1
1956	49,803,977	1957	51,432,460	1,628,483	5,937,636	4,309,153	3.3	72.6	8.7
1957	51,432,460	1958	52,492,509	1,060,049	5,281,656	4,221,607	2.1	79.9	8.2
1958	52,492,509	1959	55,086,761	2,594,252	5,575,893	2,981,641	4.9	53.5	5.7
1959	55,086,761	1960	57,102,676	2,015,915	6,364,634	4,348,719	3.7	68.3	7.9
1960	57,102,676	1961	58,854,380	1,751,704	6,045,822	4,294,118	3.1	71.0	7.5
1961	58,854,380	1962	60,919,579	2,065,199	6,425,973	4,360,774	3.5	67.9	7.4
1962	60,919,579	1963	63,493,277	2.573,698	7,314,715	4,741,017	4.2	64.8	7.8
1963	63,493,277	1964	66,051,415	2,558,138	7,877,424	5,319,286	4.0	67.5	8.4
1964	66,051,415	1965	68,939,770	2,888,355	8,592,728	5,704,373	4.4	66.4	8.6
1965	68,939,770	1966	71,263,738	3,023,968(1)	9,197,480	6,173,512	4.4	67.1	9.0
1966	71,263,738	1967	72,967,686	1,703,948	8,688,162	6,984,214	2.4	80.4	9.8
1967	72,967,686	1968	75,358,034	2,390,348	8,590,365	6,200,017	3.3	72.2	8.5
1968	75,358,034	1969	78,494,938	3,136,904	9,485,392	6,348,488	4.2	66.9	8.4
1969	78,494,938	1970	80,448,463	1,953,525	9,414,509	7,460,984	2.5	79.2	9.5
1970	80,448,463	1971	83,137,324	2,688,861	8,709,902	6,021,041	3.3	69.1	7.5
1971	83,137,324	1972	86,438,957	3,120,633(2)	10,178,662	7,058,029	3.8	69.3	8.5
1972	86,438,957	1973	89,805,159	3,366,202	11,353,586	7,987,384	3.9	70.4	9.2
1973	89,805,159	1974	92,607,551	2,802,392	9,996,071	7,193,679	3.1	72.0	8.0
1974	92,607,551	1975	95,240,602	2,633,051	8,301,759	5,668,708	2.8	68.3	6.1
1975	95,240,602	1976	97,818,221	2,577,619	9,406,522	6,828,903	2.6	72.6	7.2
1976	97,818,221	1977	99,903,594	2,085,373	10,319,298	8,233,925	2.1	79.8	8.4
1977	99,903,594	1978	102,956,713	3,053,119	10,960,194	7,907,075	3.1	72.1	7.9
1978	102,956,713	1979	104,676,507	1,719,794	11,032,068	9,312,274	1.7	84.4	9.0
1979	103,365,589*	1980	104,563,781	1,198,192	9,603,185	8,404,993	1.2	87.5	8.1
1980	104,563,781	1981	105,838,582	1,274,801	8,817,281	7,542,480	1.2	85.5	7.2
1981	105,838,582	1982	106,867,108	1,028,526	7,949,799	6,921,273	1.0	87.1	6.5
1982	106,867,108	1983	108,961,215	2,094,107	8,336,651	6,242,544	2.0	74.9	5.8
1983	108,961,215	1984	112,018,640	3,057,425	9,732,353	6,674,928	2.8	68.6	6.1

*—Adjusted to reflect transfer of 1,310,918 passenger vans to truck total.
(1)--Each year many trucks are issued passenger car license plates due to their intended usage or local state laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the estimated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.
(2)--Each year vehicles registered in one state to an address in a different state have been excluded from the count of vehicles in operation. Beginning in 1971 approximately 181,000 passenger cars registered to fleets at out-of-state addresses have been included.
Adjustments for the absence of Oklahoma and other states have been made where applicable.

R.L. POLK & CO. MOTOR STATISTICAL DIVISION

U.S. TRUCK SCRAPPAGE SINCE 1950

	TRUCKS IN USE ON JULY 1		TRUCKS IN USE ON JUNE 30	Growth of Trucks In Use During Period	New Trucks Registered 7-1/6-30	Trucks Scrapped During Period	Growth % of Trucks in Use	Scrappage % of New Trucks Regis. During Period	Scarppage % of Trucks in Use on July 1
1950	7,577,037	1951	8,064,883	487,846	1,147,854	660,008	6.4	57.5	8.7
1951	8,064,883	1951	8,419,855	354,972	886,807	531,835	4.4	60.0	6.6
1952	8,419,855	1953	8,692,574	272,719	888,651	615,932	3.2	69.3	7.3
1953	8,692,574	1954	8,880,408	107,834	888,347	780,513	1.2	87.9	9.0
1954	8,800,408	1955	9,162,444	362,036	829,695	467,659	4.1	56.4	5.3
1955	9,162,444	1956	9,544,082	381,638	977,895	596,257	4.2	61.0	6.5
1956	9,544,082	1957	9,775,950	231,868	862,171	630,303	2.4	73.1	6.6
1957	9,775,950	1958	10,056,567	280,617	782,862	502,245	2.9	64.2	5.1
1958	10,056,567	1959	10,532,145	475,578	847,663	372,085	4.7	43.9	3.7
1959	10,532,145	1960	10,802,959	270,814	961,382	690,558	2.6	71.8	6.6
1960	10,802,959	1961	11,042,770	239,811	886,602	646,791	2.2	73.0	6.0
1961	11,042,770	1962	11,463,381	420,611	996,514	575,903	3.8	57.8	5.2
1962	11,463,381	1963	11,902,039	438,658	1,158,697	720,039	3.8	62.1	6.3
1963	11,902,039	1964	12,444,964	542,925	1,322,795	779,870	4.6	59.0	6.6
1964	12,444,964	1965	13,126,579	681,615	1,417,590	735,975	5.5	51.9	5.9
1965	13,126,579	1966	14,356,591	530,012(1)	1,603,605	1,073,593	4.0	66.9	8.2
1966	14,356,591	1967	14,988,491	631,900	1,578,549	946,649	4.4	60.0	6.6
1967	14,988,491	1968	15,684,917	696,426	1,556,968	860,542	4.6	55.3	5.7
1968	15,684,917	1969	16,586,368	901,451	1,867,454	966,003	5.7	51.7	6.2
1969	16,586,368	1970	17,687,505	1,101,137	1,938,310	837,173	6.6	43.2	5.0
1970	17,687,505	1971	18,462,287	774,782	1,818,659	1,043,877	4.4	57.4	5.9
1971	18,426,287	1972	19,772,938	1,310,651	2,358,682	1,048,031	7.1	44.4	5.7
1972	19,772,938	1973	21,411,931	1,638,993	2,846,529	1,207,536	8.3	42.4	6.1
1973	21,411,931	1974	23,312,245	1,900,314	2,947,521	1,047,207	8.9	35.5	4.9
1974	23,312,245	1975	24,812,843	1,500,598	2,408,297	907,699	6.4	37.7	3.9
1975	24,812,843	1976	26,560,296	1,747,453	2,844,910	1,097,457	6.6	38.6	4.4
1976	26,560,296	1977	28,221,661	1,661,365	3,329,018	1,667,653	5.9	50.1	6.3
1977	28,221,661	1978	30,564,701	2,343,040	3,769,334	1,426,294	8.3	37.8	5.1
1978	30,564,701	1979	32,582,991	2,018,290	3,934,432	1,916,142	6.6	48.7	6.3
1979	33,893,909*	1980	35,267,535	1,373,626	3,105,296	1,731,670	4.1	55.8	5.1
1980	35,267,535	1981	36,069,197	801,662	2,320,208	1,518,546	2.3	65.4	4.3
1981	36,069,197	1982	36,986,537	917,340	2,376,135	1,458,795	2.5	61.4	4.0
1982	36,986,537	1983	38,143,304	1,156,767	2,647,738	1,490,971	3.1	56.3	4.0
1983	38,143,304	1984	40,142,872	1,999,568	3,601,457	1,601,889	5.2	44.5	4.2

*-Adjusted to reflect transfer of 1,310,918 passenger vans from passenger car total to truck total.
(1)—Each year many trucks are issued passenger car license plates due to their intented usage or local states laws. Beginning in 1966 VIN prefixes were utilized to achieve an accurate means of identifying these trucks in all states. The 1965 growth and scrappage figures have been adjusted to reflect the esitmated 700,000 trucks which were selected from the passenger car file and properly counted as trucks.
Note: Adjustments for the absence of Oklahoma and other states have been made where applicable.

R.L. POLK & CO. MOTOR STATISTICAL DIVISION

ET CETERA

Announcement dates of U.S. models

Continued from Page 195

	1981	1982	1983	1984	1985
Fairmont	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982		
Granada/LTD	Oct. 3, 1980	Sept. 24, 1981	Oct. 14, 1982	Sept. 22, 1983	Oct. 4, 1984
Mustang	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Tempo				May 26, 1983	Oct. 4, 1984
Thunderbird	Oct. 3, 1980	Sept. 24, 1981	Feb. 17, 1983	Sept. 22, 1983	Oct. 4, 1984
HONDA					
Accord			Oct. 27, 1982	Sept. 12, 1983	Sept. 13, 1984
IMPERIAL	Oct. 2, 1980	Oct. 1, 1981			
LINCOLN					
Lincoln	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Continental		Oct. 1, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Mark VI/MarkVII	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Nov. 10, 1983	Oct. 4, 1984
MERCURY					
Capri	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Cougar/Marquis	Oct. 3, 1980	Sept. 24, 1981	Oct. 14, 1982	Sept. 22, 1983	Oct. 4, 1984
Cougar (XR-7)	Oct. 3, 1980	Sept. 24, 1981	Feb. 17, 1983	Sept. 22, 1983	Oct. 4, 1984
Grand Marquis	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
LN7		April 9, 1981	Sept. 23, 1982		
Lynx	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 4, 1984
Topaz				May 26, 1983	Oct. 4, 1984
Zephyr	Oct. 3, 1980	Sept. 24, 1981	Sept. 23, 1982		
OLDSMOBILE					
Calais					Oct. 2, 1984
Cutlass Ciera		Jan. 14, 1982	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Cutlass Supreme	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
88	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Firenza		March 4, 1982	Sept. 23, 1982	Sept. 22, 1983	Nov. 8, 1984
Ninety-Eight (FWD)					April 15, 1984
Ninety-Eight (RWD)	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	
Omega	Sept. 25, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
Toronado	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 22, 1983	Oct. 2, 1984
PLYMOUTH					
Caravelle					Oct. 1, 1984
Gran Fury	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Horizon	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
Reliant	Oct. 2, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
TC3/Turismo	Oct. 13, 1980	Oct. 1, 1981	Oct. 5, 1982	Sept. 29, 1983	Oct. 1, 1984
PONTIAC					
Fiero				Sept. 12, 1983	Jan. 10, 1985
Firebird	Sept. 25, 1980	Jan. 14, 1982	Sept. 23, 1982	Sept. 12, 1983	Nov. 8, 1984
Grand Am					Oct. 2, 1984
Grand Prix	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 12, 1983	Oct. 2, 1984
Lemans/Bonneville	Sept. 25, 1980	Sept. 24, 1981	Sept. 23, 1982	Sept. 12, 1983	Oct. 2, 1984
1000	April 19, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 12, 1983	Nov. 21, 1984
Pontiac/Parisienne	Sept. 25, 1980		Feb. 25, 1983	Sept. 12, 1983	Oct. 2, 1984
Phoenix	Sept. 25, 1980	Nov. 12, 1981	Sept. 23, 1982	Sept. 12, 1983	Oct. 2, 1984
6000		Jan. 14, 1982	Sept. 23, 1982	Sept. 12, 1983	Oct. 2, 1984
2000/Sunbird		May 21, 1981	Sept. 23, 1982	Sept. 12, 1983	Nov. 8, 1984
RENAULT					
Alliance			Sept. 22, 1982	Sept. 29, 1983	Oct. 1, 1984
Encore				Sept. 29, 1983	Oct. 1, 1984
VOLKSWAGEN					
Rabbit	Oct. 20, 1980	Oct. 21, 1981	Oct. 21, 1982	Sept. 26, 1983	
Golf					Nov. 15, 1984

1984 CROSS BORDER AUTO SHIPMENTS

Company Division & Makes Names	# Cars Built in Canada for sale in the U.S. in 1984 Cal. Yr.	# Cars Built in U.S. for sale in Canada in the 1984 Cal. Yr.
American Motors	21,731	20,022
Encore	—	10,083
Eagle	21,731	—
Alliance	—	9,939
CHRYSLER CORP.	—	167,906
Plymouth Total	—	61,571
Horizon	—	18,313
Reliant	—	33,788
Caravelle	—	9,470
Chrysler Total	—	41,588
LeBaron	—	9,874
LaBaron GTS	—	1,863
Laser	—	8,794
New Yorker E Class	—	11,049
Fifth Avenue	—	10,008
Dodge Total	—	64,747
Omni	—	18,757
Aries	—	28,882
Daytona	—	3,628
Dodge 600	—	10,313
Lancer	—	894
Diplomat	—	2,273
FORD MOTOR	367,588	94,689
Ford Division	249,684	58,144
Escort	44,184	18,348
Mustang	—	10,489
LTD	—	17,062
Thunderbird	—	6,689
Crown Victoria	118,242	1,024
EXP	—	425
Tempo	87,258	3,907
L-M Division	117,904	36,545
Mercury Total	117,904	30,898
Lynx	7,205	7,945
Capri	—	3,300
Marquis	—	9,637
Cougar	—	5,417
Grand Marquis	86,870	2,465
Topaz	23,829	2,134
Lincoln Total	—	5,647
Continental	—	778
Lincoln	—	4,365
Mark VII	—	504
GENERAL MOTORS	439,909	271,598
Buick Division	—	56,211
Cadillac Division	—	7,135
Chevrolet Division	168,550	86,859
Celebrity	31,471	—
Chevrolet	137,079	—
Oldsmobile Division	26,147	59,022
Cutlass Supreme	26,146	—
Pontiac Division	245,213	62,371
Bonneville	46,133	—
Grand Prix	53,738	—
6000	120,103	—
Parisienne	25,239	—
VOLKSWAGEN	—	—
VOLVO	3,091	9,136
TOTAL CARS	832,319	563,351

DOMESTIC-CAR INVENTORIES

(Compiled by Automotive News)

	Unit Count	Days Supply
1977		
January 1	1,464,657	55
February 1	1,535,279	66
March 1	1,645,127	59
April 1	1,697,158	51
May 1	1,696,984	53
June 1	1,746,603	52
July 1	1,805,829	51
August 1	1,762,740	60
September 1	1,526,874	57
October 1	1,628,237	62
November 1	1,629,347	49
December 1	1,709,015	58
1978		
January 1	1,730,914	70
February 1	1,887,540	86
March 1	1,951,780	74
April 1	1,991,003	61
May 1	2,007,914	61
June 1	1,970,221	58
July 1	1,911,089	53
August 1	1,724,195	52
September 1	1,510,410	57
October 1	1,606,309	54
November 1	1,629,382	48
December 1	1,717,906	56
1979		
January 1	1,729,221	67
February 1	1,872,697	76
March 1	1,957,340	69
April 1	1,974,082	62
May 1	1,913,597	62
June 1	2,033,997	66
July 1	2,152,834	80
August 1	2,026,315	73
September 1	1,752,661	67
October 1	1,751,694	70
November 1	1,743,012	65
December 1	1,767,097	73
1980		
January 1	1,661,718	75
February 1	1,598,548	71
March 1	1,610,544	68
April 1	1,567,187	61
May 1	1,584,804	76
June 1	1,597,866	83
July 1	1,627,857	80
August 1	1,506,681	72
September 1	1,336,595	69
October 1	1,373,383	71
November 1	1,389,549	56
December 1	1,439,998	65
1981		
January 1	1,448,450	80
February 1	1,421,023	78
March 1	1,334,919	59
April 1	1,216,068	44
May 1	1,348,836	66
June 1	1,471,656	70
July 1	1,664,871	83
August 1	1,675,193	87
September 1	1,485,692	64
October 1	1,426,922	69
November 1	1,480,768	81
December 1	1,491,078	83
1982		
January 1	1,471,053	107
February 1	1,431,983	97
March 1	1,325,073	70
April 1	1,246,648	58
May 1	1,260,633	66
June 1	1,212,727	52
July 1	1,364,214	78
August 1	1,377,130	83
September 1	1,379,434	88
October 1	1,350,366	69
November 1	1,295,704	69
December 1	1,164,338	52
1983		
January 1	1,125,989	65
February 1	1,180,291	71
March 1	1,248,384	68
April 1	1,235,313	55
May 1	1,193,296	53
June 1	1,194,510	47
July 1	1,209,000	47
August 1	1,102,103	48
September 1	1,108,570	55
October 1	1,195,755	55
November 1	1,224,092	48
December 1	1,307,756	55
1984		
January 1	1,357,995	63
February 1	1,477,399	63
March 1	1,537,290	59
April 1	1,579,155	56
May 1	1,541,985	53
June 1	1,467,214	47
July 1	1,445,799	52
August 1	1,297,864	47
September 1	1,277,484	57
October 1	1,266,201	54
November 1	1,296,182	51
December 1	1,405,417	58
1985		
January 1	1,417,164	63
February 1	1,565,456	65
March 1	1,603,527	59

U.S. TRADE IN MOTOR VEHICLE AND PARTS WITH CANADA AND THE WORLD

(Dollars in Billions)

	U.S. Exports			U.S. Imports			Net Exports		
Year Quarter	To All Countries	To Canada	Percent with Canada	From all Countries	From Canada	Percent with Canada	To All Countries	To Canada	To all Countries Less Canada
1970	4.1	2.9	71.4	5.9	3.5	59.3	-1.8	-0.6	-1.2
1971	5.0	3.8	76.2	7.9	4.5	57.0	-2.9	-0.7	-2.7
1972	6.0	4.5	75.0	9.6	5.3	55.2	-3.6	-0.8	-2.8
1973	7.3	5.7	78.1	11.3	6.0	53.1	-4.0	-0.3	-3.7
1974	9.3	6.8	73.1	12.4	5.6	45.2	-3.1	1.2	-4.3
1975	11.2	7.6	67.9	12.1	5.8	47.9	-0.9	1.8	-2.7
1976	12.6	9.0	71.4	16.8	8.0	47.6	-4.2	1.0	-5.2
1977	13.7	10.3	75.2	19.4	9.3	47.9	-5.7	1.0	-6.7
1978	16.2	11.0	67.9	25.1	10.5	41.8	-8.9	0.5	-9.4
1979	18.8	12.3	65.4	26.5	9.7	36.6	-7.7	2.6	-10.3
1980	17.9	10.6	59.2	28.0	8.8	31.4	-10.1	1.8	-11.9
1981	20.4	12.1	59.3	30.8	10.6	34.4	-10.4	1.5	-11.9
1982	17.5	10.9	62.3	34.3	13.3	38.8	-16.8	-2.4	-14.4
1983	19.3	14.6	75.6	42.0	16.9	40.2	-22.7	-2.3	-20.4

SOURCE: Statistics Canada and U.S. Department of Commerce, Bureau of the Census.

WHERE JAPAN EXPORTED VEHICLES

Region	1984 Units	Percent	1983 Units	Percent
North America	2,798,567	45.81	2,447,313	43.17
U.S.	2,579,439	42.22	2,234,375	39.4
Canada	219,128	3.59	212,938	3.76
Europe	1,267,591	20.75	1,274,223	22.48
EEC	946,435	15.66	916,187	16.16
Southeast Asia	659,379	10.79	539,851	9.52
Middle East	428,614	7.02	623,313	10.99
Oceania	412,874	6.76	346,656	6.12
Africa	259,594	4.25	208,551	3.68
Central America	201,600	3.30	162,855	2.87
South America	61,885	1.01	55,179	0.97
Others	19,080	0.31	11,569	0.20
TOTAL	6,109,184	100.00	5,669,510	100.00

SOURCE: Japan Automobile Manufacturers Assn.

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C2700-1

Ford, Fiat whisper; all Europe strains to hear

By Richard Feast
European Editor

LONDON.—The one fact everyone is agreed on is that top executives of Ford of Europe and Fiat Auto have their heads together discussing each other's problems and how they are going to solve them.

Robert A. Lutz, chairman of Ford of Europe, and Vittorio Ghidella, managing director of Fiat Auto, have admitted it. What no one outside the dynamic duo's immediate entourage knows are the specifics.

Even sources who would normally be indiscreet have their mouths shut on this one. The stance has inevitably led to intense speculation right across Europe.

One thing seems certain: The two companies are not talking about nuts and bolts. The belief is that what is being discussed is so serious, so high level that it could alter the face of the European industry.

Given the significant problems faced by both companies—both specific to them and general to the industry as a whole—radical developments are expected. A Ford executive suggests some sort of declaration of intent within three months, which would tie in with Lutz's timetable for implementing large-scale personnel reductions at Ford of Europe.

• Company spokesmen say nothing is being ruled out of the discussions. That alone could point toward mutual shareholdings, joint companies, collaboration on whole cars and certain high-cost components, shared manufacturing and joint marketing.

It seems fair to assume that they involve passenger cars, however. This is where the key problems exist, even if Ford and Fiat do share interests in trucks and telecommunications.

On the passenger-car front, all volume makers are faced with a serious overcapacity problem, identified by Lutz at about 2.6 million units. Aligning output to demand, while trying to maintain profits, will mean scaling back on employment.

In European countries, any such moves have substantial political and social repercussions.

At the same time, the Europeans are watching the latest moves by the Japanese auto makers, who have about 10 percent of European sales. Because of various trade restrictions, that share seems unlikely to alter significantly.

The Japanese companies, therefore, are moving into assembly and manufacture in Europe, making alliances with weaker companies (Honda and Austin Rover,

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Automotive News

April 29, 1985

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Japan's role due to grow at expense of Big Three

By Michelle Krebs
Financial Editor

Japanese auto makers will supply a third of the world's passenger cars and a third of North America's demand by the turn of the decade, according to the latest Automotive News World Outlook.

The Japanese companies will sell 3 million cars in North America by 1991, causing the Big Three auto makers to suffer erosion of position on their home turf, the quarterly service of Data Resources, Inc. (DRI) and Automotive News shows.

The Japanese companies presently supply just under a quarter of the world's passenger-car demand and about a fifth of North America's.

Squeezed by flat domestic demand and hikes in Japanese sales over the next years, the Big Three will see sales drop by one million units per year, said John Hammond, DRI's U.S.-based economist.

"To maintain enough profits for the capital investments needed to be world-class manufacturers, they will have to continue to lower costs as well as emphasize other markets worldwide," he said.

The course for North American car production will be bumpy throughout the decade. Production will dip below 8.3 million units in 1987 and close out the decade at 8.8 million units, virtually no higher than production forecasted for this year, the World Outlook shows.

• At the same time, Japanese domestic production will enjoy steady, yearly increases, rising by 15 percent—or one million units—by 1990 to 8.2 million units.

In addition, the Japanese companies will spread production throughout the world. By 1990, one million units will be built in the U.S.

They also will add at least 300,000 units of production capacity in Europe, bringing the total to 1.2 million units annually, based on already announced plans.

Throughout the rest of the world, including Australia, South Africa, Mexico and Taiwan, the Japanese manufacturers will produce 1.1 million cars a year.

On the sales side, U.S. passen-

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'86½ Fiero GT

Jim Dunne

To debut sans turbo

A restyled GT version of the 1986½ Fiero runs the test track. Earlier versions of the car were tested with a long-awaited turbocharged V-6 engine, but insiders say an overheating problem will mean the high-output power plant will have to wait until the 1987 model year. Fiero's hang-on skin panels make it easy to restyle the car. This is the third new body style in three years.

Austin Rover plans for U. S. unveiled

By John A. Russell, Dan McCosh and Anne Hope
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Austin Rover, Ltd., has named Norman Braman, well known Florida auto dealer and owner of the Philadelphia Eagles football team, U.S. distributor for the car it will begin selling in the U.S. in 1987. The operation will be headed by the former director of product planning for Volkswagen of America.

Automotive News learned Raymond Ketchledge has left VWoA to become president of Austin Rover of North America, based in the Miami area.

The new firm will import Austin Rover's version of the car it is building jointly with Honda.

The car, codenamed XX by Austin Rover, probably will be called Vitesse, not Rover, in the U.S., according to European sources. It is a name already used for the sporty, top-of-the-line Rover in Europe.

Austin Rover is planning to make a major announcement in New York next week, detailing its U.S. plans.

Calls to Braman and the manufacturer were not returned.

However, Automotive News did confirm Braman was named distributor and that a Miami-area company has been established under the title of Austin Rover of North America.

Braman hit the headlines last year in the controversy over the Porsche distribution plan that would have eliminated the franchised dealer. He was vice chairman of the Porsche Dealer Action Committee and took an active role in stopping Porsche from implementing the plan.

Two years ago, Braman's Honda dealership was in the news after a lawsuit was filed alleging the dea-

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Hahn to be keynoter at World Congress

Carl H. Hahn, chairman of Volkswagenwerk AG, will deliver the keynote address, The State of the Industry—A European View, at the 10th annual Automotive News World Congress in Detroit.

The 10th anniversary of the World Congress will mark the first time the keynote address is delivered by an overseas auto executive.

Carl H. Hahn

Automotive News Week will be observed in Detroit Aug. 25-29, with the World Congress in session Aug. 25-28 at the Westin Hotel in the Renaissance Center and the fourth annual Automotive News World Expo taking place Aug. 27-29 at nearby Cobo Hall.

In presenting a European view of the state of the auto industry as World Congress keynoter, it is expected that Hahn will draw on his wide international management experience and knowledge of the European economy.

Hahn has been chairman of Volkswagenwerk since 1981 Previously, he served as vice president and general manager and then executive vice president of Volkswagen of America before returning to Germany to assume responsibility for VW sales and service throughout the world.

Hahn received his doctorate from the University of Bern where he specialized in problems relating to the economic unification of Europe.

During the four-day World Congress, participants will have the opportunity to share ideas with 34 top-level industry leaders and observers who will deliver presentations. General sessions and seminars will cover the concerns of manufacturers, suppliers and dealers.

Global trends and government regulations will be addressed at the World Congress, as well as a wide range of automotive subjects including research, design, engineering, sales and service.

World Congress attendees in past years have included executives involved in managing, planning, designing, engineering, manufacturing and retailing in the automotive and related fields.

These, as well as purchasing executives, will be drawn to World

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breaking news

Fiat leads in Europe for first quarter

LONDON.—Provisional registration statistics put Fiat Auto in the sales lead in the Europe at the end of the first quarter. Fiat had 12.9 percent, followed by Ford and General Motors, 12.2 percent each; Volswagen-Audi, 12.1 percent; Peugeot, 11.7 percent, and Renault, 11.0 percent. Total sales were 2.74 million, down 4.8 percent from last year.

New quota gives GM, Chrysler more imports

WASHINGTON.—Japanese affiliates of U.S. auto makers will receive 310,000 of of the 450,000 added imports coming to the U.S. under new quota guidelines by the Japanese Ministry of International Trade and Industry (MITI). According to high

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Car sales plunge, new products not ready, Renault commitment in question

AMC struggles to survive as troubles mount

By Richard Johnson
Detroit Reporter

A day of reckoning may be at hand for American Motors, with nothing less than the company's survival at stake.

AMC's fate is apparently hanging in the balance as its French partner Renault—under new management—reevaluates its commitment to auto production in North America.

News Analysis

At last week's annual shareholders' meeting, AMC officials went out of their way to dispel talk that Renault is about to pull the plug on its North American ally. Indeed, AMC President and Chief Executive Officer Jose Dedeurwaerder produced a letter from Renault's new chairman, Georges Besse, pledging continued support for AMC.

Yet, doubts about Renault's long-term involvement persist, what with losses of $1.35 billion last year for the French auto maker and political considerations in France that could make a North American pullout altogether expedient.

Renault is scrutinizing its worldwide operations and most observers agree that changes of some kind are in the offing for North America. AMC, the company's most visible North American presence, earned $15.5 million last year after dropping $146.7 million in 1983 (despite earning $111 million in asset sales), and losing $154 million in 1982.

After five consecutive profitable quarters, AMC has reported a $29 million loss for the first three months of 1985. Two weeks ago, the company announced across-the-board department budget cuts of 25 percent.

Meanwhile, the man who last fall was handed the task of developing and coordinating Renault's North American strategy, AMC Chairman Paul Tippett, stepped down last week as a full-time employe of AMC.

Conditions at AMC and Renault have given rise to lots of speculation. There is talk that AMC might sell its profitable Jeep operation, abandon the subcompact passenger-car segment or even get out of the passenger-car business altogether.

There are occasional rumors of a partnership with Volkswagen of America or, perhaps, absorption by one of the Big Three U.S. auto makers.

It's been hinted that AMC will close its Kenosha (Wis.) manufacturing operations no matter what contract concessions are granted this year by the UAW in Wisconsin, and there are some doubts about whether the company's new Canadian passenger-car plant will ever be built. Word has even circulated that Dedeurwaerder may be on his way out.

AMC is caught in a squeeze that threatens to drain the lifeblood from the company. While AMC undergoes an agonizing wait for new products, sales of its main passenger-car entries, the Alliance and Encore subcompacts, have fallen drastically in recent months.

At the same time, AMC is beset with serious labor problems at its Toledo Jeep plant while it seeks to bring labor costs at Kenosha in line with those at other U.S. auto manufacturing plants.

More than six years and almost $550 million into its AMC partnership, there are reports from across the Atlantic that Renault is losing patience.

But if the AMC-Renault union has not exactly lived up to its promise, some observers blame Renault for not doing its part in the product realm.

Officials of both companies ballyhoo the fact that Renault has become the biggest-selling European brand name in the U.S.

But while sales of the U.S.-built Alliance and Encore boost the nameplate here, Renault continues as a relatively minor importer. U.S. sales of Renault's 18i and Fuego models totaled just over 12,000 in 1984.

"The bulk of the European auto

Please turn to Page 49, Col. 3

Joe Wilssens

Deluged by a flood of questions

Reporters surrounded AMC President Jose J. Dedeurwaerder, left, and AMC Chairman Paul Tippett after last week's annual shareholders' meeting. Dedeurwaerder reiterated the commitment of AMC's French partner, Renault, to AMC and the North American market. Tippett announced he was stepping down as a full-time employe of AMC.

Will remain as chairman, but not as full-time employe

Tippett gives up his job at AMC

By Michelle Krebs
Financial Editor

SOUTHFIELD, Mich.—American Motors Chairman Paul Tippett stepped down as a full-time employe of the auto company, telling shareholders at last week's annual meeting he saw no need for a full-time chairman and a full-time chief executive officer.

"I approached the board with the idea, and the board felt it was the right idea and the right time to do it," Tippett said. He will remain as chairman and a director, though he will not be involved with the day-to-day operations of the company.

"I think we've got to set an example at the top of the company at a time when we're trying to get lean and mean," he said, referring to AMC's intentions to cut 25 percent of its costs. "In my opinion, we didn't need a full-time chairman and a full-time chief executive."

Chairman since September, 1982, Tippett had been chief executive officer until last September when the title went to AMC President Jose J. Dedeurwaerder.

Tippett said his salary, which amounted to $360,000 in 1984, will be cut to whatever the board recommends.

As for AMC's $29-million loss in the first quarter of 1985 and subsequent cost-cutting moves, Tippett told shareholders it is "nothing to get hysterical about."

AMC's $29-million loss, or 29 cents per share, compared with a profit of $5.1 million, or 3 cents per share, in the first quarter last year. Sales in the first quarter of 1985 dropped to $919 million from last year's $1.1 billion. Total worldwide sales were also down, slipping to 89,010 cars and Jeeps from 113,487 last year.

A market shift away from small cars to larger cars, of which AMC has none to offer, was blamed for the loss. Jeep sales were up.

"If anything, our loss in the first quarter only underscores the importance of broadening our market coverage and reducing our vulnerability to drastic swings in the high-volume subcompact car market," Dedeurwaerder said.

"Our plan for reducing that vulnernability is on schedule but won't be complete until 1987, when we launch a new line of intermediate-size passenger cars," he said.

Shareholders approved a proposal that finalizes the financing for the $675 million plant in Brampton, Ont., where the intermediate-size cars will be produced.

Pete Fob, representing UAW Local 72 at AMC-Renault's Alliance/Encore plant in Kenosha, Wis., objected to the proposal, saying Local 72's membership could launch the car at a third of

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Company earns $507 million for quarter

Chrysler now a taxpayer; net dips

By Michelle Krebs
Financial Editor

Chrysler Corp. reported its best-ever quarter for sales and pre-tax earnings.

Net income for the first three months of 1985 amounted to $507.6 million, or $4.18 per share, compared with $705.8 million, or $5.64 per share, in the first quarter of 1984. Pre-tax earnings totaled $725.1 million, up from $706.2 million a year ago.

Sales were up 10 percent from last year's first quarter at $5.4 billion from $4.9 billion, setting a new record for sales in any quarter. The previous record was the fourth quarter of 1984 at $5.3 billion in sales.

Even though Chrysler resumed paying taxes, which amounted to $217.5 million in the first quarter, it was the company's second best first quarter for net income.

Chrysler entered 1985 with no more tax loss carryforwards from its years of no profits. The company rejoined the ranks of corporate taxpayers in the fourth quarter of 1984.

Factory sales for the first quarter were 547,047 cars and trucks, up 6 percent from 516,672 for the same period in 1984.

North American market share for the combined retail car and truck market rose to 13.2 percent from 11.4 percent in 1984's first quarter.

Chrysler Chairman Lee Iacocca said profits would have been $30 million to $40 million higher if the company had not been offering incentives, including 8.8-percent financing, on some models. However, he said incentives were necessary for softer segments of the market.

Iacocca added that some incentives may be continued though no decision has been made yet.

"After a great year last year, we're actually off to an even better start in 1985," Iacocca said at a press conference to announce the financial results.

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Ford earnings drop 13 pct. on peak sales

By Michelle Krebs
Financial Editor

Ford Motor Co. reported a 13-percent drop in profits for the first quarter of 1985 on record first-quarter sales.

Net income was $783 million, or $4.20 per share, compared with $897 million, or $4.90 per share last year, which was Ford's best first quarter. Ford's best quarter for earnings was the second quarter of 1984 with $909 million.

The company attributed the earnings drop to higher taxes paid.

Pre-tax earnings hit a new record of $1.3 billion, up $18 million from a year ago, and despite the lower net earnings, the first quarter of 1985 proved to be the next-best first quarter in Ford's history.

Sales were up 2 percent at $13.2 billion, surpassing the former first-quarter record of $13.0 billion set last year. Ford's best-ever quarter was $14.1 billion in the second quarter last year.

Factory sales for the first quar-

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GM sales set record but profit dips 34 pct.

By Michelle Krebs
Financial Editor

General Motors reported a 34-percent decline in earnings for the first quarter of 1985 though sales in the quarter were the corporation's highest in history.

Net income for the quarter was $1.07 billion, or $3.26 per share, down from $1.61 billion, or $5.11 per share, a year ago. The first quarter of 1984 was GM's best-ever quarter and, despite the earnings decline, the first quarter of 1985 was GM's next-best first quarter.

Sales hit an alltime record $24.18 billion, up 6 percent from $22.89 billion in 1984's first quarter. Worldwide factory sales increased 3 percent to 2,382,000 units.

GM's profit margin declined to 4.4 percent from 7.1 percent a year ago, and income from nonconsolidated affiliates, primarily General Motors Acceptance Corp., was down about one percent from 1984 at $221 million.

Earnings for Electronic Data Systems Corp., acquired by GM last fall, amounted to $38 million, or $1.26 per share.

GM Chairman Roger B. Smith and President F. James McDonald said the financial results were adversely effected by "advanced engineering cost pressures associated with new products and plants—pressures that began last year and extended into the first quarter."

"The costs related to the 'front loading' of design and engineering for future model programs and costs related to the accelerated training of employes for new technologies and new plants are investments in the future which should yield substantial returns," they said.

They reaffirmed the company's intentions to proceed with the ongoing reorganization and major investments needed to integrate modern technology into its design and manufacturing process.

Smith and McDonald said U.S. industry is still on track for a year of more than 15 million car and truck sales.

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60th year—No. 5072

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Inquiry on warranty, leakage is too broad, company says

AMC seeks to quash FTC probe

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—American Motors has asked the FTC to end its broad investigation into whether the company failed to honor its auto warranties or, in the alternative, to limit the scope to alleged engine oil and automatic tranmission fluid leaks in 1983 and 1984 Alliance and Encore models.

AMC's motion to quash the FTC's civil investigative demands (CIDs) claims the questions are vague and too broad and the time for answers is far too short.

The CIDs were served on AMC President Jose J. Dedeurwaerder on March 11 with an April 1 return date.

FTC's purpose is to discover whether AMC has violated Section 5 of the FTC Act or the Magnuson-Moss Warranty Act by any practice relating to warranty issuance or performance.

AMC's lawyers said the FTC started its non-public investigation in response to consumer complaints about oil and transmission fluid leaks in 1983 and 1984 Alliances. AMC said that in answer to a letter from FTC in March, 1984, the company produced more than 4,000 pages of information in June, 1984, and filed even more data in August and October of that year.

Now, said AMC's lawyers, the FTC has illegally broadened its investigation to cover whether AMC "ever" violated Section 5 of the FTC Act "in any fashion."

In any case, they added, 20 days is not enough time to go through "nearly every piece of paper or data base" related in any way to any AMC warranty. They said that to answer just one question for warranty or service contracts for the Alliance or Encore since July 1, 1982, means reviewing hundreds of thousands of pages of reports.

Not only may this be burdensome and costly, but it may mean unfavorable publicity for the smallest company in an "intensely competitive" industry.

AMC feels the results "will harm the domestic auto industry, competition in the auto industry as a whole and, ultimately, the American consumer"—especially since AMC has shown that engine oil leakage in those 1983 Renault cars is not a problem and any problem that may have existed for transmission fluid leaks has been solved.

"Engine oil leaks and automatic transmission fluid leaks on the 1985 Alliance and Encore vehicles are virtually nonexistent," AMC said.

In explaining why the FTC probe will be "extremely disruptive" to AMC and harm the industry and consumers, the AMC memo mentioned the recent plight of the U.S. industry with special focus on AMC.

It said that bad publicity may mislead the public into thinking the Alliance and the Encore are not reliable cars and may even jeopardize the reception of future AMC products.

In addition, AMC said, the public could be hurt by "further erosion" in the domestic industry and even by using public money to pursue a probe that is "unnecessary in the first instance."

AMC maintained that if FTC refuses to quash its CIDs, its questions should be limited to alleged leaking fluid in 1983 and 1984 Alliances and Encores, but FTC should not go on a "fishing expedition" into all AMC/Jeep/Renault vehicles dating back to 1980 models.

Besides, the lawyers added, some of the data requested by FTC consists of "privileged documents" which AMC wants to protect.

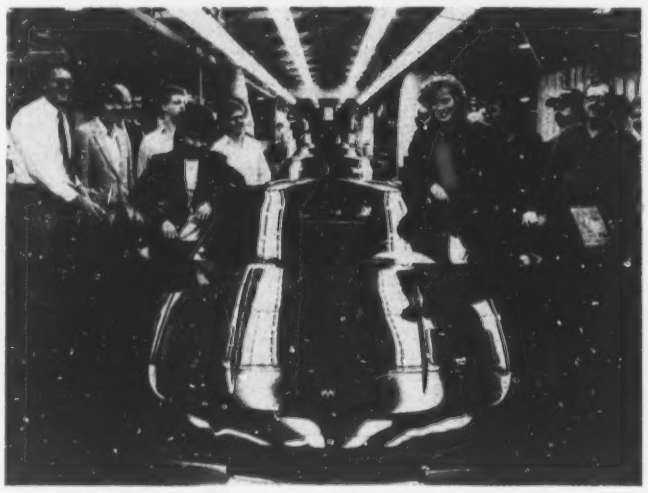
AMC even objected to definitions of AMC, Renault, AMC employe, the word "identify" and such phrases as "Alliance/Encore oil leakage" and "Alliance/Encore transmission leakage."

AMC further objected to FTC's "instructions" and "specifications." And to cap it all, AMC wants to be reimbursed if it has to comply with all the FTC civil investigative demands.

DOMESTIC SALES

	Apr. 11-20, 1985	Apr. 11-20, 1984
Renault		
Alliance-Encore	3,200*	4,765*
AMC	225*	500*
AMERICAN MTRS.	3,425	5,265*
Chrysler	10,642	9,122
Plymouth	11,619	8,729
Dodge	14,471	10,402
CHRYSLER CORP.	36,732	28,253
Ford	50,574	31,205
Mercury	19,836	15,191
Lincoln	4,226	3,495
FORD MOTOR CO.	74,636	49,891
Buick	29,801	27,290
Cadillac	8,955	10,138
Chevrolet	54,890	48,728
Oldsmobile	39,804	36,331
Pontiac	30,584	21,256
GENERAL MTRS.	164,034	143,743
VOLKSWAGEN	2,133	1,915
HONDA	3,530	3,089
U.S. INDUSTRY TOTAL	284,490	232,156

*Estimate.



Hall and Oates on tour

Pontiac General Manager Mike Losh opens the door of a Pontiac Fiero for John Oates. To the right of the car is Daryl Hall, the other member of the pop duo Hall and Oates. The singers toured the General Motors plant in Pontiac when they were in Detroit to give a concert.

Total is 284,490, highest since 1978

Mid-April car sales jump 22 pct.

By Edward Lapham
Marketing Editor

Boom!

That was the sound of the six major domestic auto makers exploding into the spring selling season with a 22.5 percent mid-April sales increase.

Aided by a host of small-car interest-rate incentives and unseasonably warm weather throughout much of the country, the industry reported total sales of 284,490.

That compared with 232,156 units sold in the same period last year. There were nine selling days in the period this year and last.

The total was the third highest for the April 11-20 period, behind 296,621 in 1978 and 289,519 in 1977.

It brought the year-to-date total to 2,547,792, up 4.5 percent from 2,437,160 sold through the same date last year.

"The industry is absolutely on fire," said auto analyst Art Davis of Prescott, Ball & Turben. "I think the public is excited about Detroit's offerings for the first time."

Davis, who put the annualized selling rate for the period at 11.6 million units including imports, said he believes there is still a backlog of demand that will carry into next year.

"It's not just the small cars with the financing incentives," he said. "The whole line is selling. It looks like the industry will build out the model year at maximum capacity."

The sales surge was indeed widespread, with only the Cadillac, Renault and AMC marketing units reporting year-to-year downturns.

Ford Division's 62.1 percent increase to 50,574 units was the biggest gain and paced Ford Motor Co. to a 49.6 percent increase, best among the six major U.S. producers.

Chrysler Corp. posted a 30 percent increase during the period with sales of 36,732 U.S.-built car sales of 36,732.

Sales of U.S.-built Hondas increased 14.3 percent to 3,530 units from 3,089 units in mid-April last year.

GM's domestic-built sales total for the period was 164,034, up 14.1 percent from last year. The GM corporate total was bolstered by a 43.9 percent increase in Pontiac sales. Chevrolet sales in the April 11-20 period were up 12.6 percent.

Volkswagen sales in the period rose 11.4 percent to 2,133 units, despite low stock levels in GTI models.

Corporate market shares, within the domestic segment, shifted accordingly. Ford's share rose nearly five points to 26.24 percent from 21.49 percent. Chrysler's share rose to 12.91 percent from 12.17 percent in the corresponding 1984 period.

Meanwhile, GM's market-dominating share fell to 57.66 percent from 61.92 percent; AMC's penetration declined to 1.20 percent from 2.27 percent; VW's share dropped to 0.75 percent from 0.82 percent, and Honda's slipped to 1.24 percent from 1.33 percent

The top selling nameplates in mid-April were Chevrolet Cavalier with 20,158 retail deliveries, Ford Tempo with 13,234 sales, Oldsmobile Ciera with 11,977, Chevrolet Celebrity with 10,569 and Ford Escort with 10,530 sales.

Some Chrysler incentives to continue; new ones eyed

By Michelle Krebs
Financial Editor

Chrysler Corp. Chairman Lee Iacocca said last week that the company will continue some sales incentive programs beyond their April 30 expiration dates and may add incentives on other models.

"We're going to continue some of these programs—not all of them—for a while because the market is softening in some spots," he said.

"We have no plans to continue the 8.8-percent financing, but we may," he added.

Free automatic transmissions in the L-body Dodge Omni and Plymouth Horizon models will definitely continue, Iacocca said.

However, he said, other incentives on the small cars have worked so well and dropped inventory levels to such an extent that incentives on smaller cars probably will be allowed to expire.

For example, Chrysler has reduced inventories on the L-body models from a 130-day supply when the incentives started to 25 days. Sales of the Omni/Horizon models were up 44 percent in the first quarter.

"We might be having incentives on some of the bigger cars," Iacocca said.

He said the five-year, 50,000-mile warranty program also will continue.

During the first quarter, Chrysler launched 8.8-percent annual-percentage-rate retail financing on its slower-selling, smaller models.

Covered are the Dodge Omni, Charger and Daytona, Plymouth Horizon and Turismo and Chrysler Laser lines.

The 8.8-percent financing and other sales programs for Plymouth Reliant and Dodge Aries and trucks are due to expire April 30.

Chrysler also launched a Thank You America campaign in the first quarter. Under the program, purchasers of 1979 through 1984 Chrysler Corp. vehicles received a $500 certificate toward the purchase or lease of any new 1985 Chrysler vehicle built in North America and delivered by June 6.

Iacocca said the campaign has been a success.

1985½ Escorts, Lynxes recalled

DEARBORN.—Ford Motor Co. is recalling 2,000 Escorts and Lynxes built in mid-1985 to eliminate throttle-lever interference that could cause the throttle to stick in a nearly wide-open position.

Cars with 1.9-liter engines and air conditioning are affected. Ford said it knows of no related accidents or injuries. It said it discovered the problem during testing at assembly plants.

The cars are not scheduled to be introduced until May 2, but dealers were allowed to sell them before formal introduction. In addition to the 2,000 being recalled for inspection, Ford said another 8,000 in dealer stocks also will be inspected.

breaking news

Continued from Page 1

government sources here, the increase will go to Isuzu and Suzuki, which supply General Motors, and Mitsubishi, which has been asked by Chrysler Corp. to supply it with 200,000 more cars than it now gets annually.

Coalition formed to seek CAFE reduction

WASHINGTON.—AutoChoice, a coalition of General Motors, Ford Motor Co., NADA and the Recreation Vehicle Industry Assn., is expected to be announced this week to promote a reduction in CAFE from 27.5 MPG to 26 MPG, for which both GM and Ford have petitioned NHTSA. A Washington firm, E. Bruce Harrison, has been hired, apparently only for public relations, not for lobbying.

Americar chief indicted on rollback charges

ALEXANDRIA, Va.—Richard J. Gillis, past president of American Car Rental Assn., an industry association, was indicted in federal court here last week on charges of tampering with the odometers of 178 cars sold by Americar Car Rental Assn., a Washington D.C.-based firm. He is president of the company. The Virginia attorney general also filed a $290,000 suit against Americar on behalf of consumers. The suit is said to be one of the largest ever for odometer tampering.

Conferees to meet on business vehicles

WASHINGTON.—House and Senate conferees are expected this week to try to reconcile legislation that would repeal record-keeping rules for business vehicles. (Earlier story on Page 32.)

Eaton, China sign deal on transmissions

KALAMAZOO, Mich.—The Transmission Division of Eaton Corp. entered into a license agreement with the People's Republic of China to provide engineering documentation, technical assistance and training necessary for the manufacture of Fuller Roadranger transmissions in China.

Under contract terms, Fuller will provide technical aid in China, and Chinese engineers will be trained in the U.S. to make three 9-speed Roadrangers.

According to Derek Dawson, Transmission Division general manager, two of the 9-speed models selected are also the most popular models with fleets in the U.S. The third is a hybrid model intended for specific Chinese use.

Typical applications for the transmissions are over-the-road hauling of general freight and specialized commodities, as well as combined on/off highway uses such as construction and logging.

In addition to the licensing agreement, Fuller will also supply Roadranger transmission kits for assembly in China until that nation's manufacturing capability reaches self-sufficiency.

China's transmission program will develop manufacturing proficiency, one component at a time, over a period of years.

"China's State Planning Commission has made inter-province highway construction and motor truck transportation a top priority in the national modernization program," Dawson said.

"Their National Automotive Industry officials have indicated that accelerated plans call for import of up to 10,000 heavy-duty trucks in the next five years," he added.

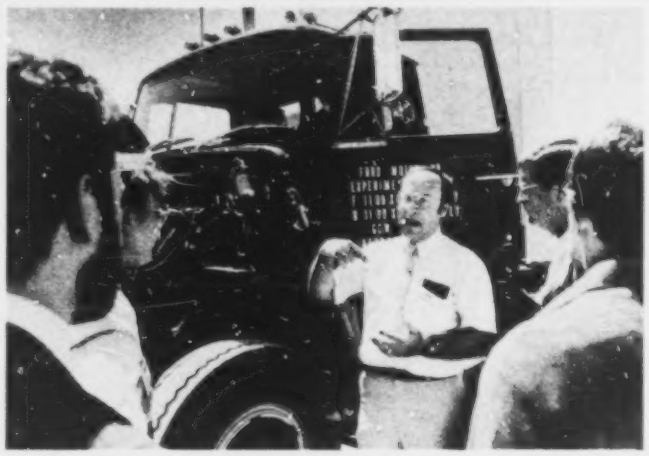
Those will be knocked down for assembly in China with Fuller Roadrangers. The company believes this is a clear signal that China is opening its domestic market in order to become a world-class industrial nation.

Current Roadrangers were selected over earlier models because of China's insistence on having the most advanced technology.

Fuller was selected after an international study by China National Automotive Industry Import and Export Corp. and Heavy Duty Truck Corp., China's largest producer of heavy trucks.

Fuel sipper

With the new Detroit Diesel 270-HP Silver 6-71 providing the power, this 1984 GMC Brigadier won Best Stock Truck Overall in the 1984 Ontario Trucksave Fuel Economy Challenge. It got 9.24 MPG in the 60,000-to-80,000-pound GCW stock-truck category.



Ford moves with new diesel

Ray Morawski, supervisor, engine development, Ford Tractor Operations, describes the advantages of the firm's new line of Brazilian built mid-range turbocharged diesel engines. Ford will introduce the engine in its new Cargo truck this fall and in its full medium-duty line in the 1987 model year.

New Ford engine line debuts on '87 models

By Arthur Fla...
Assistant Truck Editor

PALM SPRINGS, Calif.—Ford Motor Co. turbodiesel engines built in Brazil will power the company's 1987-model medium-duty trucks, Edward T. Mabley, Ford product development manager, announced at the engine introduction here.

Ford, however, will continue to offer Detroit Diesel Allison and Caterpillar engines in its trucks and as for moving to an all-Ford engine line, Mabley said the company will "see what happens."

There are no current plans to sell the engines for use in trucks outside the Ford line.

The engines will be available in the U.S. in 6.6- and 7.8-liter inline six-cylinder turbocharged variations.

The first engine in the new line scheduled to reach the U.S. is a 6.6-liter version rated at 165 HP at 2,600 RPM. It is due to appear this fall in the Cargo, a Class 6-7 truck also built in Brazil with U.S. and European designed components.

The new engines will be built at a renovated Ford plant in Sao Paulo. Ford spent some $100 million for the renovation, according to Mabley.

The engines are based on a line of Ford Tractor Operations agricultural diesels. The line also includes a four-cylinder truck engine, in production since 1982; naturally aspirated six-cylinder truck engines for use outside the U.S, and three-, four- and six-cylinder agricultural diesel engines.

Changes made in the development of the truck engines will be incorporated into the agricultural engines, according to Richard C. Ronzi, chief engineer of the Product Engineering Office for Ford Tractor Operations.

"The new Ford turbodiesel family is a key element in the company's plan for long-term success in medium and heavy trucks," Mabley said.

He noted that Ford has been one of the industry's largest purchaser of diesel engines and the company's competitors have integrated diesel engines.

Diesel engines account for some 30 percent of the cost of a mid-range truck and some 60 percent of mid-range trucks are diesel-powered, according to Mabley.

He added, "Selection of Ford Tractor Operations as the source for these mid-range truck diesel engines followed a worldwide search that included many suppliers and alternate business approaches."

The truck manufacturing business, he said, has become a worldwide industry and, in order to be competitive, "cost is key."

To that end, Ford has aligned itself with parts sources from low-cost locations.

Ford, Mabley added, is leading its suppliers to worldwide product configurations. He said the Cargo and its engine will have all North American parts numbers. For example, the Rockwell axles, which are built in Brazil for the Cargo, are interchangeable with axles manufactured in the U.S.

Engine production started in February, but those engines are naturally aspirated 6.6-liter units

Please turn to Page 30, Col. 1

Grumman moves to new HQ site in Michigan

BETHPAGE, N.Y.—Grumman Corp. is reorganizing its Vehicle Division and moving the headquarters of Grumman Olson, manufacturer of aluminum truck bodies, from Melville, N.Y., to Sturgis, Mich.

"This consolidation of management at operational sites will give us better lines of communication, make us more cost-competitive and result in increased operating efficiency," said Ronald B. Peterson, division president.

In Sturgis, Grumman Olson builds the Kurbmaster walk-in delivery bodies, Kurbette cutaway-van bodies, Kubemaster 26-foot gooseneck trailer, bodies for the gooseneck-towing Krew Kab and bodies for the United Parcel Service Package Car.

The Vehicle Division includes Gumman Olson and Grumman Emergency Products, Roanoke, Va., manufacturer of fire trucks and other emergency vehicles.

Samuel T. Rozzi, president, Grumman Emergency Products, replaces Norman Reinertsen as Grumman Olson president. The latter is the division's senior vice president.

Leonard Rothenberg, vice president, Grumman Energy Systems, succeeds Rozzi as president in Roanoke.

truck industry news

2-month registrations continue strong trend

Truck registrations were up in all segments, except Class 2, for the first two months of 1985, with Ford increasing its lead over Chevrolet.

In the heavy segment, Ford continued to narrow the gap on leader International Harvester.

Table on Page 30.

Through February, companies registered 679,958 trucks, up 16.3 percent from 584,758 in like 1984, according to R.L. Polk & Co.

New York and Oklahoma figures were compiled from manufacturers sales records. No registrations were available for Minnesota.

Ford's 185,588 registations led Chevrolet's 171,915 by 8.0 percent. During the same 1984 period, Ford led Chevrolet by a slimmer 3.9 percent: 170,816 vs. 164,476.

Both manufacturers, though, lost market share. Ford's market share of 27.30 percent was off 1.91 percentage points from last year, and Chevrolet's share of 25.29 percent was off 2.84 percentage points.

No. 3 Dodge registered 78,550 vehicles, up 36.6 percent.

Its market share of 11.55 percent was up 1.72 percentage points from a year ago.

The biggest share increase, however, was in the miscellaneous category, heavily dominated by imports.

That category registered 132,363 vehicles, up 33.3 percent. Miscellaneous trucks grabbed a 19.47 percent market share, up 2.49 percentage points from a year ago.

Registrations in the light-duty segment totaled 639,393, up 15.5 percent from 553,512.

Virtually all of the gain came in Group 1. A total of 438,587 trucks were registered in this group, up from 312,380 in like 1984.

Group 2 light-duty vehicle registrations dropped to 195,406 from 235,805 last year.

Group 3 showed a slight increase to 5,400 from 5,327 last year.

The medium-duty segment showed a hefty 34.0 percent increase, jumping to 9,189 from 6,855 a year ago.

Within the medium-duty segment, Group 4 vehicles showed a modest increase to 109 from 101 a year earlier.

Group 5 vehicle registrations nearly tripled, with 914 against 345 a year earlier.

And Group 6 had a nice gain of 27.4 percent: 8,166 against 6,409 a year earlier.

Heavy-duty registrations were up 28.6 percent, with 31,376 against 24,391 a year earlier.

Here, Group 7 grew to 11,165 from 8,389 a year earlier; while Group 8 jumped to 20,211 from 16,002.

In the heavy-duty segment, International Harvester held a narrower 6.5 percent lead over Ford compared with last year's 18.8 percent edge.

IH lost 0.56 percentage points with a market share of 21.84 percent. It was 22.40 percent last year.

Ford gained 1.64 percentage points in the heavy-duty field with a market share of 20.50 percent compared with 18.86 percent last year.

Mack's market share increased nicely to 12.32 percent, up 2.78 percentage points from a year earlier.

U.S. TRUCK REGISTRATIONS

TWO MONTHS, 1985 VS. 1984

Make	2 Mos., 1985	Percent Share of '85 Market	2 mos., 1984	Percent Share of '84 Market	Pct. Pt. Change, '85-'84
Ford	185,588	27.30	170,816	29.21	−1.91
Chevrolet	171,915	25.29	164,476	28.13	−2.84
Dodge	78,550	11.55	57,499	9.83	+1.72
GMC	47,225	6.94	44,044	7.53	−0.59
Jeep	25,913	3.81	21,056	3.60	+0.21
Plymouth	15,053	2.22	9,514	1.63	+0.59
International	9,914	1.45	7,615	1.30	+0.15
Mack	4,487	0.66	2,737	0.47	+0.19
Kenworth	1,579	0.23	2,276	0.39	−0.16
Freighliner	2,573	0.38	1,990	0.34	+0.04
Peterbilt	1,813	0.27	1,733	0.30	−0.03
White	1,623	0.24	950	0.16	−0.08
Mercedes-Benz	603	0.09	313	0.05	+0.04
Volvo	373	0.05	244	0.04	+0.01
Autocar	189	0.03	154	0.03	0.00
Western Star	187	0.02	72	0.01	+0.01
Miscellaneous	132,363	19.47	99,269	16.98	+2.49
TOTALS	679,958	100.00	584,758	100.00	

*—Registrations of all truck groups in New York and Oklahoma compiled from manufacturer's sales records. No registrations for District of Columbia.
+—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

TWO MONTHS, 1985 VS. 1984

Make	2 Mos., 1985	Percent Share of '85 Market	2 mos., 1984	Percent Share of '84 Market	Pct. Pt. Change, '85-'84
International	6,851	21.84	5,464	22.40	−0.56
Ford	6,432	20.50	4,600	18.86	+1.64
GMC	3,972	12.66	3,223	13.21	−0.55
Mack	3,865	12.32	2,328	9.54	+2.78
Kenworth	1,579	5.03	2,276	9.33	−4.30
Freightliner	2,573	8.20	1,990	8.16	+0.04
Peterbilt	1,813	5.78	1,733	7.11	−1.33
Chevrolet	1,449	4.62	1,134	4.65	−0.03
White	1,623	5.17	950	3.90	+1.27
Volvo	373	1.19	244	1.00	+0.19
Autocar	189	0.60	154	0.63	−0.03
Mercedes-Benz	221	0.70	103	0.42	+0.28
Western Star	187	0.60	72	0.30	+0.30
Miscellaneous	249	0.79	120	0.49	+0.30
TOTALS	31,376	100.00	24,391	100.00	

*—Group 7 and 8 trucks only.

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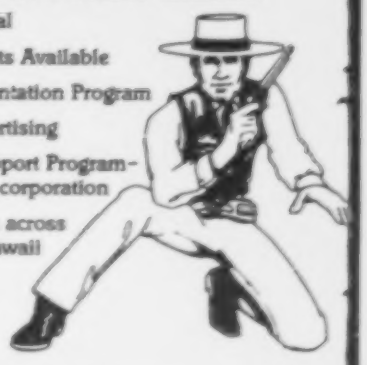

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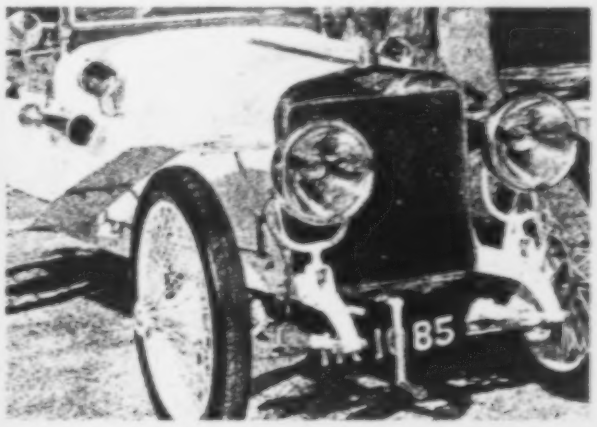

A REARVIEW

Automotive News looks back at the HISPANO-SUIZA

The Spanish car of kings was known equally for performance and styling, with coachwork produced by independent designers. This 1912 Hispano-Suiza Alfonso, built for the king of Spain, featured the famous winged emblem, but overlooked front brakes.

Automotive News hasn't overlooked any major facet of the last century of automotive development, in our special plus issue The Centennial Celebration of the Car. This issue will be published Wednesday, October 30, 1985. The ad closing date is September 4, 1985.

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THE CENTENNIAL CELEBRATION OF THE CAR

Automotive News

TV ADVERTISING EXPENDITURES BY LEADING UNITS

(includes passenger cars and trucks)

	1984 Network	1984 Spot TV	1984 Total TV	1983 Network	1983 Spot TV	1983 Total TV	Percent Change
General Motors	$202,934,100	$37,456,900	$240,391,000	$172,041,400	$25,225,600	$197,267,000	+22
Ford	161,332,700	39,323,500	200,656,200	165,091,100	37,014,500	202,105,600	− 1
Chrysler	93,637,400	27,446,500	121,083,900	84,193,700	18,608,900	102,802,600	+18
Nissan	50,665,800	41,022,400	91,688,200	33,602,900	43,116,900	76,719,800	+20
Toyota	18,544,100	58,337,100	76,881,200	22,852,500	42,505,600	65,358,100	+18
American Motors	56,621,700	6,068,200	62,689,900	50,972,300	6,221,400	57,193,700	+10
Volkswagen	22,023,900	15,656,600	37,680,500	22,120,000	15,357,400	37,477,400	+ 1
Mazda	26,381,900	4,186,600	30,568,500	27,175,900	2,265,500	29,441,400	+ 4
Honda	21,440,600	3,458,400	24,899,000	19,943,900	2,514,700	22,458,600	+11
Subaru	12,615,000	5,247,400	17,862,400	11,908,700	5,175,900	17,084,600	+ 5
Mercedes-Benz	13,818,000	422,400	14,240,000	12,677,100	2,229,100	14,906,200	− 4
Mitsubishi	——	14,045,500	14,045,500	——	11,438,200	11,438,200	+23
BMW	2,963,300	6,541,800	9,525,100	1,488,200	3,719,000	5,207,200	+83
Volvo	331,700	6,969,100	7,300,800	225,300	4,242,400	4,467,700	+63
Isuzu (Amer. Isuzu)	3,199,700	1,775,000	4,974,700	1,735,800	2,560,800	4,296,600	+16
Peugeot	——	3,937,800	3,937,800	——	4,742,900	4,742,900	−17
BL	——	1,414,100	1,414,100	——	1,687,100	1,687,100	−16
Saab	——	1,207,400	1,207,400	——	689,000	689,000	+75
TOTAL	$689,280,300	$274,353,100	$963,633,400	$626,031,100	$225,208,800	$851,239,900	+13

Source: Television Bureau of Advertising from Broadcast Advertisers Reports

1984 total rises 25 pct. to $1.7 billion

Auto industry boosts TV spending

By Edward Lapham
Marketing Editor

The auto industry increased its television ad spending last year to take advantage of special-event programming and heightened viewer interest, recently released statistics show.

Automobile advertising on television, the medium's second largest ad category, jumped 25 percent in 1984 to $1.7 billion, according to the Television Bureau of Advertising (TVB).

"The Olympics and the election were the two major ongoing events which brought more money to the medium in 1984," said Fred Danzig, editor of the industry trade publication Advertising Age.

"Advertisers took advantage of the large viewing audiences to deliver their messages to a greater number of people."

The single largest category, advertising by the auto companies themselves, increased 13 percent to nearly $964 million.

However, because the advertising rates increased, the jump in expenditures does not reflect a corresponding jump in the amount of advertising.

"The rates went up 10 to 12 percent last year, so any increase over that reflects an increase in advertising," Danzig said. "Anything less means a decrease."

Although real increases in TV advertising by the auto companies were slight after factoring out the rate hikes, spending by dealers and dealer associations seemed to reflect bargain spot-buying tied to special events.

Expenditures for TV advertising by the 15 biggest-spending dealers rose 49 percent to $257 million.

Meanwhile, TV ad spending by leading-make dealer associations rose 63 percent to more than $249 million.

Within the company spending category, there were some hefty increases, despite the overall category stasis.

TVB showed BMW with the largest overall increase, 83 percent, for total 1984 TV spending of more than $9.5 million.

Saab registered the second largest increase with a 75 percent jump in outlays to $1.2 million.

Volvo's spending rose 63 percent to $7.3 million.

General Motors, of course, spent the most in 1984. Its total of $240 million was up 22 percent.

Ford Motor Co.'s total ad spending actually declined one percent in 1984 to $200.7 million, while Chrysler Corp.'s 1984 TV ad expenditures of $121 million were up 18 percent.

American Motors' total rose 10 percent to $62.7 million.

Among the imports, Nissan remained the largest corporate advertiser, with total spending up 20 percent to $91.7 million.

Toyota's 1984 TV ad spending was up 18 percent to $76.9 million.

At the other end of the spectrum, Peugeot whacked its TV ad spending 17 percent to $3.9 million. Jaguar cut its expenditures 16 percent to $1.4 million.

Among the top 15 dealer advertisers, Cal Worthington's Los Angeles operation remained the biggest spender, despite a 4 prcent total decrease, with outlays of more than $2.8 million.

Cal Worthington's Sacramento operation spent $1.8 million and the new Seattle operation spent an additional $1.3 million, earning the well-known TV ad personality three of the top 15 spots.

The single largest increase in TV ad spending among the top 15 dealerships was registered by Long-Lewis Ford, Birmingham, Ala., with a whopping 326 percent increase to $958,300.

Vaughn Burrell, Long-Lewis vice president and general manager, said the increase reflected a shift in buying. "We used to spend a little in TV, a little in radio and a little in newspaper but, long-term, we found out we can get twice or three times the coverage on TV for half the money," Burrell said.

Long-Lewis, founded in 1911, is the oldest dealership in Alabama, he said, but the intrusion of a new freeway leg isolated the store from traffic patterns.

"We tried running a map in newspaper ads, but that didn't help people find the store," Burrell said. "Now, we just give the address in the TV ads and hope people can find us with maybe only one stop to ask for directions.

"We're getting 100 to 125 buyers a month from more than 75 miles away. That alone makes it worth it."

The dealership retails about 300 new cars and trucks and 169 used cars a month.

BMW dealer associations posted the biggest total spending increase in that category, with a 381 percent jump to nearly $6.9 million.

AMC dealer associations also showed a large increase, 337 percent, to a spending total of more

Please turn to Page 32, Col. 5

TOP TV DEALER ASSOCIATION ADVERTISERS

	1984	1983	Percent Change
Nissan/Datsun	$33,515,100	$23,842,100	+ 41
Ford	28,026,400	13,406,400	+109
Chevrolet	23,755,600	14,995,200	+ 58
Oldsmobile	19,058,200	17,657,900	+ 8
Pontiac	18,046,000	6,784,900	+166
Buick	13,709,900	11,970,600	+ 15
Dodge	10,585,100	7,988,300	+ 33
Mazda	10,255,700	4,378,900	+134
Subaru	9,715,700	8,301,500	+ 17
Toyota	9,689,600	7,115,400	+ 36
Honda	7,236,300	3,959,900	+ 83
Lincoln-Mercury	7,085,000	1,923,100	+268
BMW	6,879,300	1,430,700	+381
American Motors	6,342,800	1,451,800	+337
Cadillac	5,597,400	2,545,900	+120
Renault	5,435,400	4,700,500	+ 16
Volkswagen	5,333,700	3,296,500	+ 62
Chrysler-Plymouth	5,203,700	2,336,900	+123
General Motors	4,824,400	2,494,200	+ 93
Audi	3,217,400	2,442,900	+ 32
TOTAL	$249,325,700	$152,348,400	+ 63

Source: Television Bureau of Advertising

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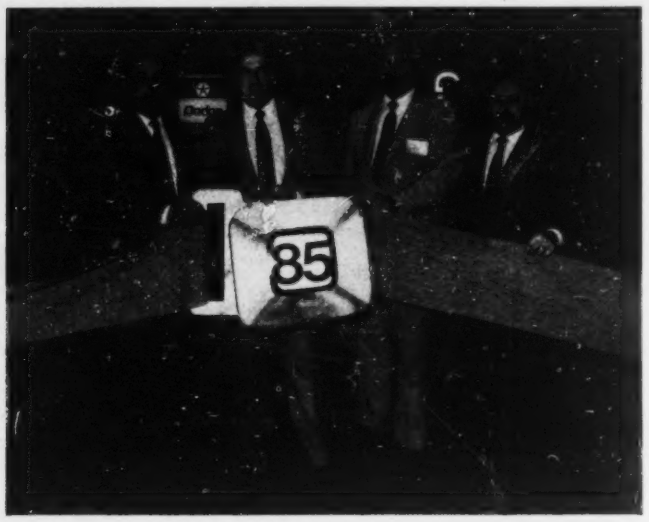


Getting on with the show

Greater St. Louis Automotive Assn. representatives officially open the auto show at Cervantes Convention Center. The show attracted 250,000 persons and there were 418 confirmed floor sales. From left are: Elmer Jung, Jung Chevrolet, domestic lines chairman; Jim Meagher, Meagher Chevrolet-Oldsmobile, president of the group; Don Gilbert, executive vice president, and Ted Weiner, operations director, Cahners Exposition Group, Boston.

Ford turbodiesel engines set to debut on '87 models

Continued from Page 16

intended for Brazilian Cargos only.

Production of the U.S.-bound 6.6-liter units will begin in mid-May. Production of the 7.8-liter engines is scheduled to start in April, 1986.

Power outputs for the 7.8-liter engines will be 185, 210 and 235 HP. The 210 and 235-HP units will feature turbocharger aftercooling.

Mabley said Ford could, in the future, bump power output to 250 HP.

When Ford brings in the engines to power its full line of mid-range trucks, 160- and 170-HP 6.6-liter units will be added to the range.

The 6.6- and 7.8-liter engines will be offered in Ford's L, F and B series trucks with gross vehicle weights ranging from 17,000 to 66,000 pounds and tractors with gross combination weights up to 80,000 pounds.

Ford is not placing application restrictions on the engines, and Mabley said they will carry a warranty that is competitive with the industry's best.

Although Ford has not announced plans to import its four-cylinder diesel truck engine to the U.S., Ronzi indicated that engine might also find its way into a North American Cargo truck. The four-cylinder diesel with turbocharger is currently used to power Ford's F-4000, a Brazilian commercial truck which resembles older models of the U.S. F-350 pickup truck.

"The Cargo can go bigger or smaller," Ronzi hinted. "There is a possibility of downsizing the Cargo."

Ford will produce 7,000 to 8,000 truck engines to power an equal number of Cargos in its first year with the engine and truck line, according to Mabley.

Ronzi noted that the cylinder heads and blocks for the first-year engines will be produced in England and shipped to Brazil. However, the Brazilian plant will produce complete engines when it gets up to full steam.

The new, U.S.-bound truck engines are designed so they will be able to meet the new EPA emission standards for commercial-size diesel engines when they become effective in 1988.

The engines, according to a Ford engineer, could be adjusted to meet the standards now, but with a fuel-economy penalty.

In the intervening years before the EPA rules take effect, Ford will make changes to improve economy in an emission-controlled engine, the engineer said.

GM extends insurance plan for belt users

DETROIT.—General Motors' insurance arm, Motors Insurance Corp., is offering a new, separate $10,000 seat-belt-user insurance program in 39 states to encourage motorists to "buckle up," MIC President J.J. MacDonald announced.

A year ago, GM began providing seat-belt-user insurance for a one-year period at no cost to purchasers of new GM cars and light trucks. Similar coverage was available through GM of Canada.

Since the program is expiring for many GM vehicle owners, GM's insurance subsidiary allows customers to purchase extension coverage for nominal fees.

In addition, it is being extended to owners of other than GM vehicles as long as the vehicle is equipped with manufacturer-installed safety belts.

The premiums are $6.25, $9.75 and $13.25 for one, two and three years, respectively.

The policy provides $10,000 to the estate of the insured person or any relative who lives with the insured person if an automobile accident causes the death of one of the individuals while wearing a seat belt or child-restraint.

NADA names Brooks director in Arizona

SCOTTSDALE, Ariz.—C.M. (Bud) Brooks, Brooks Cadillac here, has been chosen as the Arizona director for NADA.

Brooks served as president of the Arizona Automobile Dealers Assn. in 1980-81 and was president of the Scottsdale Automobile Dealers Assn. from 1972 to 1976.

NEW TRUCK SALES BY MAKE AND GVW CLASS

FEBRUARY 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Feb. '85	.....	.....	.....	.....	.....	.....	.....	83	83
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	71	71
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	189	189
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	154	154
CHEVROLET	Feb. '85	48,223	37,578	1,824	.....	16	418	807	33	88,899
	Feb. '84	42,097	37,356	2,810	.....	10	368	578	27	83,246
	Year to Date '85	92,080	73,892	3,507	.....	36	951	1,390	59	171,915
	Year to Date '84	83,952	73,495	5,134	.....	31	730	1,079	55	164,476
(Memo Units)#	Feb. '85	36,657	14,111	.....	.....	.....	.....	.....	.....	50,768
	Feb. '84	28,176	14,990	.....	.....	.....	.....	.....	.....	43,166
	Year to Date '85	68,643	26,611	.....	.....	.....	.....	.....	.....	95,254
	Year to Date '84	56,686	29,210	.....	.....	.....	.....	.....	.....	85,896
DODGE	Feb. '85	28,389	12,387	.....	.....	.....	.....	.....	.....	40,776
	Feb. '84	21,302	10,526	.....	.....	.....	.....	.....	.....	31,828
	Year to Date '85	54,673	23,877	.....	.....	.....	.....	.....	.....	78,550
	Year to Date '84	37,769	19,730	.....	.....	.....	.....	.....	.....	57,499
(Memo Units)#	Feb. '85	20,504	6,350	.....	.....	.....	.....	.....	.....	26,854
	Feb. '84	14,199	6,563	.....	.....	.....	.....	.....	.....	20,762
	Year to Date '85	40,178	12,490	.....	.....	.....	.....	.....	.....	52,668
	Year to Date '84	25,260	12,357	.....	.....	.....	.....	.....	.....	37,617
FORD	Feb. '85	54,821	35,568	.....	.....	.....	1,245	2,157	899	94,680
	Feb. '84	22,852	59,662	.....	.....	.....	1,298	1,585	661	86,058
	Year to Date '85	103,761	73,056	.....	.....	.....	2,339	4,558	1,874	185,588
	Year to Date '84	46,579	117,504	.....	.....	.....	2,133	3,145	1,455	170,816
(Memo Units)#	Feb. '85	39,031	11,409	.....	.....	.....	.....	.....	.....	50,440
	Feb. '84	21,972	19,896	.....	.....	.....	.....	.....	.....	41,868
	Year to Date '85	71,690	23,958	.....	.....	.....	.....	.....	.....	95,648
	Year to Date '84	44,242	39,469	.....	.....	.....	.....	.....	.....	83,711
FREIGHTLINER	Feb. '85	.....	.....	.....	.....	.....	.....	.....	1,175	1,175
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	924	924
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,573	2,573
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	1,990	1,990
GMC	Feb. '85	10,579	8,976	559	.....	434	364	1,173	810	22,895
	Feb. '84	9,830	10,208	74	.....	160	420	960	886	22,538
	Year to Date '85	20,670	19,420	1,516	.....	855	792	2,218	1,754	47,225
	Year to Date '84	19,537	20,021	173	.....	314	776	1,784	1,439	44,044
(Memo Units)#	Feb. '85	7,596	3,090	.....	.....	.....	.....	.....	.....	10,686
	Feb. '84	5,844	3,543	.....	.....	.....	.....	.....	.....	9,387
	Year to Date '85	14,344	6,352	.....	.....	.....	.....	.....	.....	20,696
	Year to Date '84	11,917	6,690	.....	.....	.....	.....	.....	.....	18,607
INTERNATIONAL	Feb. '85	.....	.....	.....	.....	.....	1,380	1,099	2,264	4,743
	Feb. '84	.....	.....	.....	.....	.....	1,142	1,054	1,817	4,013
	Year to Date '85	.....	.....	.....	.....	.....	3,063	2,378	4,473	9,914
	Year to Date '84	.....	.....	.....	.....	.....	2,151	2,039	3,425	7,615
JEEP	Feb. '85	10,683	1,567	.....	.....	.....	.....	.....	.....	12,250
	Feb. '84	8,444	1,947	.....	.....	.....	.....	.....	.....	10,391
	Year to Date '85	22,440	3,473	.....	.....	.....	.....	.....	.....	25,913
	Year to Date '84	17,001	4,055	.....	.....	.....	.....	.....	.....	21,056
(Memo Units)#	Feb. '85	10,683	1,395	.....	.....	.....	.....	.....	.....	12,078
	Feb. '84	8,444	1,638	.....	.....	.....	.....	.....	.....	10,082
	Year to Date '85	22,440	3,098	.....	.....	.....	.....	.....	.....	25,538
	Year to Date '84	17,001	4,055	.....	.....	.....	.....	.....	.....	21,056
KENWORTH	Feb. '85	.....	.....	.....	.....	.....	.....	.....	769	769
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	1,251	1,251
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,579	1,579
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,276	2,276
MACK	Feb. '85	.....	.....	.....	.....	.....	315	65	1,775	2,155
	Feb. '84	.....	.....	.....	.....	.....	225	32	1,155	1,412
	Year to Date '85	.....	.....	.....	.....	.....	622	146	3,719	4,487
	Year to Date '84	.....	.....	.....	.....	.....	409	49	2,279	2,737
MERCEDES-BENZ	Feb. '85	.....	.....	.....	.....	.....	145	116	.....	261
	Feb. '84	.....	.....	.....	.....	.....	88	45	.....	133
	Year to Date '85	.....	.....	.....	.....	.....	382	221	.....	603
	Year to Date '84	.....	.....	.....	.....	.....	210	103	.....	313
PETERBILT	Feb. '85	.....	.....	.....	.....	.....	.....	.....	876	876
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	952	952
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,813	1,813
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	1,733	1,733
PLYMOUTH	Feb. '85	7,636	.....	.....	.....	.....	.....	.....	.....	7,636
	Feb. '84	5,410	19	.....	.....	.....	.....	.....	.....	5,429
	Year to Date '85	15,063	.....	.....	.....	.....	.....	.....	.....	15,063
	Year to Date '84	9,469	45	.....	.....	.....	.....	.....	.....	9,514
VOLVO	Feb. '85	.....	.....	.....	.....	.....	.....	97	60	157
	Feb. '84	.....	.....	.....	.....	.....	.....	94	29	123
	Year to Date '85	.....	.....	.....	.....	.....	.....	204	169	373
	Year to Date '84	.....	.....	.....	.....	.....	.....	179	65	244
WESTERN STAR	Feb. '85	.....	.....	.....	.....	.....	.....	.....	87	87
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	39	39
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	187	187
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	72	72
WHITE	Feb. '85	.....	.....	.....	.....	.....	.....	.....	793	793
	Feb. '84	.....	.....	.....	.....	.....	.....	.....	325	325
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,623	1,623
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	950	950
MISCELLANEOUS☆	Feb. '85	66,390	830	179	43	12	6	26	111	67,597
	Feb. '84	53,001	513	12	40	.....	.....	7	54	53,627
	Year to Date '85	129,900	1,688	377	109	23	17	50	199	132,363
	Year to Date '84	98,073	955	20	101	.....	.....	11	109	99,269
TOTALS	Feb. '85	226,721	96,906	2,562	43	462	3,873	5,540	9,725	345,832
	Feb. '84	169,936	120,231	2,896	40	170	3,541	4,355	8,191	302,360
	Year to Date '85	438,587	195,406	5,400	109	914	8,166	11,165	20,211	679,958
	Year to Date '84	312,380	235,805	5,327	101	345	6,409	8,389	16,002	584,758

*—New York and Oklahoma registrations compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. ☆—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

NADA, leasing groups ask IRS for help

Business-car problems persist

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Although contemporaneous record-keeping requirements for business vehicles are to be repealed by Congress—pending a House-Senate conference to reconcile legislation—auto dealers and auto leasing companies, as well as those who buy and lease automobiles for business purposes, still have problems with proposed tax regulations for business vehicles.

In recent IRS hearings on tax treatment of non-cash fringe benefits, NADA and attorneys for the National Vehicle Leasing Assn. and the American Automotive Leasing Assn. spoke in favor of amending the proposed IRS rules.

Each group asked the IRS to further simplify withholding requirements for personal use of business vehicles.

NVLA also asked that certain changes be made regarding the eligibility of leased vehicles for the Investment Tax Credit and that a recapture mechanism be included in the rules applicable to vehicles that do not fully benefit from the ITC during the life of the lease.

AALA asked for a greater range of safe-harbor exemptions that would cover fleet vehicles on the road for most of the business day with a fairly constant percentage of business use.

The lease group also asked that all trucks and vans used exclusively for business be exempted from the "luxury automobile" limitations and that IRS exempt persons without an office or other regular place of business from commuting restrictions.

AALA further urged an increase in the special commuting valuation of $3 per day.

In the matter of rules governing valuation of automobiles by Annual Lease Values, AALA sought elimination of the requirement that fair market values be determined "without regard to any group or volume discount." It called that "unclear and impracticable."

All three groups expressed concern that the new regulations would hurt car sales, particularly sales of domestically produced vehicles.

Sales would suffer, they said, because many fleet buyers are opting to provide vehicle allowances to their employes rather than providing them with cars.

Although employes who are given vehicle allowances are likely to purchase a vehicle, NADA said the average period of use for an employer-provided car is only 30 months, while the average period for a car owned by an individual is 48 months.

"Clearly, the regulations will have an adverse impact on sales even if company cars are replaced by personal cars," the dealer group said.

The IRS was also told that the overwhelming majority of leased vehicles in the U.S. are of domestic origin and that a shift to vehicle allowances will mean a greater share of import sales in the U.S.

According to James Culotta, president of Detroit-based McCullough Leasing, Inc., the proposed IRS rules governing tax treatment of leased vehicles would mean that "a significant portion of the five million corporate leased vehicles—of which less than 4 percent are now foreign—could be replaced by Japanese imports which now account for 18 percent of the U.S. market."

Views similar to those expressed by Culotta were presented before the IRS by both leasing associations.

NVLA said, "The end result of the proposed rules is likely to be that a program designed to generate tax revenues ultimately ends up creating exactly the opposite result because of the dampening effect on domestic vehicle sales combined with additional administrative costs."

A membership survey by the NVLA showed that an average fleet that placed 934 vehicles in service last year had lost 32 vehicles per fleet thus far in 1985 and that an average of 109 vehicles per fleet for all of 1985 were expected to be lost due to record keeping and compensation regulations.

Although the survey was conducted prior to congressional action on the record-keeping issue, all three groups indicated that the atmosphere surrounding the tax law changes had fostered uncertainty and confusion among fleet customers and had contributed to decisions to sell corporate cars, cancel leasing plans, or not to purchase new fleet vehicles.

It has also been suggested that the rules have given corporations a convenient rationale to rid themselves of an increasingly expensive prerequisite.

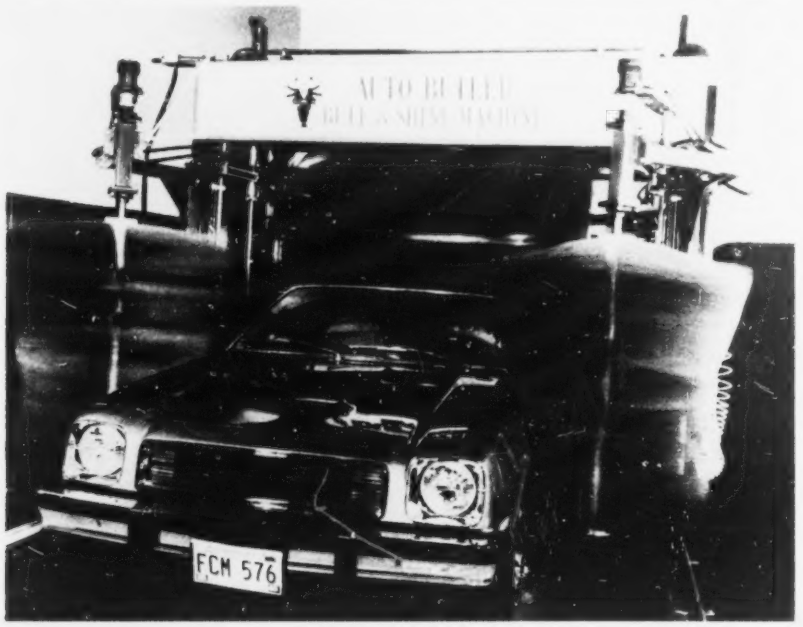
Because the rate of increase in vehicle operating costs has been greater than the rate of inflation, some corporations are expected to use the new tax law to cut costs by moving to vehicle allowances, which are easier to control.

NADA also asked the tax agency to lift what NADA believes to be "unreasonable and unnecessary burdens on dealers who provide company cars to employes, other than salespersons who are provided demonstrators."

According to Robert Wade, NADA chief counsel, the proposed rules mean a dealer must evaluate employe use each time the employe is assigned a new car and that the value of each new car must also be computed. He said this would be a substantial task even if the standard for determining fair market value were clear.

Wade told IRS that while NADA understands that the personal use of an employer-provided car constitutes income to the employe, NADA "strongly urges IRS and the Department of the Treasury to provide a means for measuring that income that takes into account the unique pattern of employe automobile use in the automobile business."

Wade said the IRS should allow dealers to treat an employe as if he or she used one car for 12 months and value that car by reference "to some average figure that would apply for all of the dealer's employes," such as the average sticker price of all cars sold by the dealer in the previous year.



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QUALIFIED NEW CAR DEALERS ONLY

Maryland dealer agrees to refund extra charges

ROCKVILLE, Md.—A local auto dealership has agreed to make refunds that could total $20,000 to customers as a result of a settlement agreement with the Montgomery County Office of Consumer Affairs (OCA).

OCA alleged that Montgomery County Cars had routinely added a charge for "mechanical and appearance labor" to the selling price of the automobiles it sold, when this charge actually represented additional dealer profit.

OCA alleged that it was a misrepresentation, in violation of the County's Consumer Protection Act, to describe additional dealer profit as mechanical and appearance labor.

While denying any violation of the Consumer Protection Act, Montgomery County Cars agreed to provide a fund of $20,000 for refunds to consumers who have had such charges included in the selling price of automobiles purchased. A consumer should first file a complaint with OCA to request a refund, according to George Rose, Chief of OCA's automotive unit.

"We will review all complaints filed to determine who is eligible for a refund under the agreement," said Rose. "To qualify for reimbursement from the fund, a complaint must be filed within 180 days."

Montgomery County Cars has also agreed to disclose clearly any charges for additional dealer profit on both the purchase order and on a dealer's window sticker located next to the manufacturer's window sticker.

Auto industry hikes spending for TV ads

Continued from Page 24

than $6.3 million. That was augmented by Renault dealer association spending which increased 16 percent to $5.4 million.

Lincoln-Mercury dealer associations spent more than $7 million in 1984, a 268 percent boost.

The Nissan/Datsun dealer associations once again had the deepest pockets in 1984 with total TV ad outlays of ‡33.5 million, a 41 percent increase over 1983 spending.

Ford Dealer associations boosted their TV spending by 109 percent to bump Chevrolet dealer associations out of the second spot with a total of $28 million.

In 1984, Chevrolet dealer associations spent $23.8 million, an increase of 58 percent over 1983 TV ad spending.

All of the dealer associations monitored by TVB showed net increases. In fact, all of the increases were double-digit jumps except for the 8 percent increase posted by Oldsmobile dealer associations.

LEADING TV AUTO DEALER ADVERTISERS

	1984	1983	Percent Change
Cal Worthington (Los Angeles)	$2,867,700	$2,992,900	– 4
Potamkin Cadillac (New York)	2,603,200	1,194,800	+118
Cal Worthington (Sacramento)	1,830,900	1,661,300	+ 10
Celozzi-Ettleson (Chicago)	1,815,500	914,300	+ 99
Jeff Legum (Baltimore)	1,690,100	1,489,400	+ 13
Pete Ellis Dodge (Los Angeles)	1,508,200	547,800	+175
Wilson Ford (Los Angeles)	1,443,500	386,000	+274
Wagstaff House (Salt Lake)	1,419,000	567,800	+150
Cal Worthington (Seattle)	1,288,100	.....	+
Casey Chevrolet (Norfolk)	1,162,000	393,600	+195
Town & Country Ford (Charlotte)	1,144,300	1,127,400	+ 1
Fremont Ford (San Francisco)	1,114,300	472,100	+136
Gulf Coast Dodge (Houston)	993,700	463,300	+114
Nationwide Datsun (Baltimore)	979,700	1,095,500	– 11
Long-Lewis Ford (Birmingham)	958,300	224,700	+326
TOTAL	$257,027,500	$172,875,300	+ 49

Source: Television Bureau of Advertising

factories list auction dates

American Motors

April 30—Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Chrysler Corp.

April 30—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; NuCar-Prep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 1—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 2—Clanton's Auto Auction, Darlington, S.C.

May 3—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 7—Hatfield Auto Auction, Hatfield, Pa., and Golden Gate Auto Auction, Fremont, Calif.

May 8—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; South Seattle Auto Auction, Kent, Wash., and Indianapolis Auto Auction, Indianapolis.

May 9—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga., and Arena Auto Auction, Chicago.

Ford Motor Co.

April 30—Harrisonburg Auto Auction, Harrisonburg, Va.

May 1—Golden Gate Auto Auction, Fremont, Calif; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

May 2—Nashville Auto Auction, Nashville.

May 8—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

May 9—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

May 15—Indianapolis Auto Auction, Indianapolis; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

May 16—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 1—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

May 2—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

May 7—Florida Auto Auction of Orlando, Orlando.

May 8—Northstar Auto Auction, Shakopee, Minn.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha.

May 9—Nashville Auto Auction, Nashville.

May 14—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

May 15—Clanton's Auto Auction, Darlington, S.C.

May 16—Indianapolis Auto Auction, Indianapolis, and Big H Auto Auction, Houston.

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

April to date	$4,957
Month ago	$4,928
Year ago	$5,418

Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$11,656	$12,924	$14,691
1984	$8,678	$9,046	$8,850
1983	$6,448	$6,028	$6,171
1982	$5,224	$5,332	$5,185
1981	$3,965	$4,544	$4,049
1980	$3,563	$3,474	$3,301
1979	$2,583	$2,809	$2,742
1978	$1,929	$1,578	$1,907
Overall Average	$4,957	$4,928	$4,782

Used-car auction directory

SOUTH CAROLINA

Bruce Auto Auction & Recon Center.—Fleet and Lease car and truck disposal our thing. AAA credit. 803-242-3090, Greenville, South Carolina.

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

Since 1970
Jim Wheatley's
AA
Harrisonburg
Auto Auction
Exit 62 A I-81 P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5915

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

Carpenter's marks 92 years; Chevrolet deal since 1915

DURHAM, N.C.—Carpenter's Chevrolet, one of the oldest GM dealerships, will observe its 92nd anniversary in May by offering special anniversary prices on automobiles, trucks and used cars.

The company, which has been operated by five generations of Carpenters, was formed in 1893 by J.E. Carpenter and J.W. Carpenter and their father, Duane Carpenter. It sold groceries, wagons and buggies.

In 1910, the firm began to sell Metz automobiles and Kohler trucks from catalog pictures. Both of those lines were chain-driven similar to a present-day bicycle, and the Kohler truck was cranked from the side.

Between 1912 to 1915, the firm became the first Ford dealership and the first Dodge dealership in Durham. In 1915 it added Chevrolet.

During the years, the firm also handled Reo, Pullman, Oakland, Oldsmobile, Liberty and Elgin cars, company officials said.

In 1923, third-generation family member Marcus G. Carpenter moved the company to another downtown location.

Since 1955, the firm has been operated by Marcus G. Carpenter Jr., as president, and Fred G. Guthrie Jr., as vice president.

Recently, Marcus G. Carpenter III and Roy R. Wade, of the family's fifth generation, have joined the firm. Carpenter is sales manager and Wade is assistant general manager.

Company officials said, "The great-great grandsons of Duane Carpenter are now selling to some of the same families that started trading with the Carpenters when they sold wagons and buggies in 1893. Today, Carpenter's has six acres of modern downtown sales and service facilities."

Ketchum to handle Honda Acura ads

GARDENA, Calif.—American Honda has selected Ketchum Advertising to handle its Acura Automobile Division account effective May 1. Ketchum will open a Los Angeles office to service the $15 million Acura account.

Honda plans to launch the new line of "sporty, upscale performance" cars in April, 1986. The new line will have a separate dealer network, with distinct marketing and sales apparatus.

The 1986 Acura sales target is 45,000 units. Honda plans to appoint 150 Acura dealers by the end of next year with a total of 600 by 1990.

Sport Chevrolet participates in expo for disabled

SILVER SPRING, Md.—Sport Chevrolet will participate in the three-day 1985 Exhibition of the President's Committee on Employment of the Handicapped, May 1-3 at the Washington Hilton Hotel.

This is the second consecutive year that Sport Chevrolet has joined the exhibition, which is cosponsored by the Paralyzed Veterans of America and brings together 3,500 attendees and providers of all types of products and services for the disabled.

Those attending Sport's exhibit will be eligible to win a 40-channel CB receiver in a raffle.

As part of its services to the handicapped, the dealership offers a Directions Directory which includes information on suppliers and installers of adaptive equipment for the disabled.

Robb Henry, Sport Chevrolet salesman, heads a special sales group to provide expert service to disabled persons in the market for cars, vans and trucks that can be adapted to their special needs.

50th anniversary in Wisconsin

Leon A. Voegeli, center, Voegeli Chevrolet-Buick, Inc., Monticello, Wis., receives a 50-year-dealer award from Scott Bergstrom, left, organizational manager of Buick's Milwaukee zone, and Larry Shields, zone service manager.

movers and shakers

General Motors

Thomas H. Wyman, chairman of CBS, Inc., is a new member of the company-proposed slate of directors that will be voted on by shareholders at the General Motors annual meeting May 24.

Wyman joined CBS as chairman and chief executive in 1980 after serving with Pillsbury Co., Green Giant Co., Polaroid Corp. and Nestle Co.

John T. Connor and **John D. deButts** will retire from the GM board after the annual meeting. Both are 70. Connor was president and chief executive of Merck & Co. when he joined the GM board in 1964. He resigned in 1965 when he was appointed U.S. Secretary of Commerce, but returned in 1967 and has served continuously since then. He has been chairman of Schroders, Inc., since 1980.

DeButts has been a GM director since 1976. He was chairman and chief executive of American Telephone & Telegraph when he joined the GM board.

Oldsmobile

David E. Knecht has been appointed general service manager for Oldsmobile. He succeeds **Kenneth E. McCourt,** who has moved to the General Motors Customer Sales and Service Staff.

Richard C. Kuhn has replaced Knecht as assistant general service manager for the Western U.S. Kuhn formerly was Midwest regional service manager.

Knecht has been with Oldsmobile since 1965. He has held field service posts in Dallas and Houston and has been service manager of the Central region and assistant general service manager—East.

Kuhn has been with Oldsmobile since 1961. He has held service positions in the Houston, Charlotte (N.C.) and Detroit zones.

David E. Knecht

Richard C. Kuhn

Jimmie C. Anderson

Palmer E. Bunker

Jimmie C. Anderson has been appointed Kansas City zone manager for Oldsmobile. He succeeds **Charles E. Hebard Jr.,** who has retired.

Palmer E. Bunker replaces Anderson as Indianapolis zone manager. Bunker has been advertising manager for the division.

Anderson joined Oldsmobile in 1946 and has served in Lansing and in field assignments in Kansas City, Dallas and Memphis. He became Indianapolis zone manager in 1981.

Bunker was named advertising manager in 1982 after field posts in Atlanta, Detroit, Dallas and Houston. He has been with Oldsmobile since 1972.

Volkswagen of America

William A. Gelgota Jr. has been appointed manager of Volkswagen advertising for Volkswagen of America. He replaces **Michael V. Howe,** who resigned late in 1984 to join Chrysler-Plymouth as national advertising manager.

William A. Gelgota Jr.

Gelgota formerly was with J. Walter Thompson in Detroit as vice president, management supervisor for Ford Division car advertising. He has been in the advertising business since 1973.

Ford Motor Co.

Robert P. Sparvero has been named president of Ford Argentina, and **Richard E. Van House** has succeeded him as director of the business and product strategy office for Ford Asia-Pacific and Latin American Operations. Van House had been chief engineer, advance vehicle engineering and technology, with Ford's Car Engineering and Planning organization.

Sparvero joined Ford in 1964 and has served with the Finance Staff, Ford Division and the Product Development Group. He moved to Ford's International Automotive Operations and became director of the Business and Product Strategy Office in April, 1983.

Van House, with Ford since 1968, has served as programs manager for the 1983 Thunderbird and Cougar XR-7 and for luxury-car and Thunderbird. He was named executive director of luxury and mid-size car planning in 1982 and chief engineer, advanced vehicle engineering and technology, in 1983.

Automotive News World Outlook sees market loss for Big Three

Japan's role due to keep growing

Continued from Page 1

ger-car sales will rise by only about 7 percent from now until 1990, the analysis shows. Yet the Japanese makers' major focus will continue to be on North America where they will sell 3 million cars a year by 1991.

Honda will move ahead of the pack as the No. 1 seller of Japanese cars in the North American market. Honda's North American sales are expected to increase 56 percent to 711,000 units by 1991. About half will be built at Honda's Marysville (O.) plant.

Toyota Motor Co. sales in North America are expected to increase 10 percent to 673,000 units by 1991. Not included is the GM-Toyota production of the Nova, counted in GM figures.

Nissan will see North American sales up 20 percent to 660,000 units annually,including about 200,000 cars to be built each year at its Smyrna (Tenn.) plant.

Mazda will make substantial gains in North America. By 1991, Mazda will increase North American sales by 75 percent to 341,000 units, the study found. Mazda will build 240,000 cars at its plant in Flat Rock, Mich.

The other smaller Japanese makers, who have suffered the most from the U.S. trade restraints, are expected to make inroads in the North American market.

Subaru of America, the U.S. marketing and distributing arm of Fuji Heavy Industries, will gain 5 percent in North American sales. The company says it has no immediate plans to produce cars in the U.S.

Mitsubishi will enjoy a 20-percent rise in North American sales. Mitsubishi is planning a joint venture with Chrysler Corp. The plant, to be located in a yet undetermined location in the Midwest, will have capacity of 180,000 units per year, split evenly between the two companies.

Suzuki, which produces the Sprint for Chevrolet, will hit the 80,000-unit sales mark in North America by 1991. Suzuki sold 11,000 units in 1984, its first year in the North American market. In addition, Suzuki is considering building a plant in Canada.

Isuzu, which produces the Spectrum for Chevrolet, will see a North American sales gain of 500 to 600 percent to 141,000 units by 1991.

Across the Atlantic, the Japanese manufacturers are due to follow a similar trend in Western Europe, where trade barriers in some countries are far more stringent.

Nissan and Honda have been the leaders in Europe as they have been in North America, and announcements for European production by Toyota and Mazda are expected, said John Lawson, DRI's London-based economist.

Lawson said the Japanese companies apparently have chosen a strategy of working around trade barriers in the heavily restricted markets but potentially larger-volume markets of the U.K., Italy, Spain and France rather than trying for a greater share in the free markets or the relatively free but highly competitive West German market.

European production by Japanese companies will be up a minimum of 300,000 units by 1990 at 1.2 million cars a year, the World Outlook shows. However, it could go significantly higher, Lawson said.

Based on already announced plans, Nissan will build 100,000 cars in the U.K. and an undetermined number in Spain. In addition, Nissan has capacity of 50,000 units through its joint venture with Alfa Romeo in Italy.

Honda, meanwhile, has capactiy of 80,000 units at the Austin Rover plant in the U.K. In addition, Honda is jointly planning an executive car with BL.

"It has proven to be a fruitful relationship," Lawson said, "and another vehicle is being considered."

The financial weakness of the European makers could speed up joint ventures with Japanese companies. Europe's volume producers have lost money for the past five years. Last year's losses were even larger than the previous year's. This year is expected to be another losing one, though the losses will be narrowed, Lawson said.

At the same time, contemplation of emission control legislation like that in the U.S. has triggered the need for massive capital investment in new technology. The Japanese companies have the emission control technology from their experience in the U.S. market, giving them a competitive edge and better positioning them for joint ventures.

"The volume European manufacturers are so financially weak there is no way they can recover those investment costs," Lawson said.

Diesel engines are becoming increasingly popular in Europe and the Japanese have good diesel technology, Lawson added.

At home, the Japanese auto makers will enjoy some sales increases though not dramatic, growing at a rate of 2 percent annually.

Importers to Japan will fare no better than they have in the past, the World Outlook said. Only Western European makers will see minimal rises with Volkswagen continuing to be the market leader.

For the rest of the world, the Japanese companies, which have been the leaders particularly in Third World production, will see sales in those countries increase by about 200,000 units to a total of 1.1 million units by 1991.

JAPANESE CAR MANUFACTURERS' PRODUCTION & SALES PROJECTIONS

Units in Thousands

	1984	1986	1990
TOYOTA TOTAL PRODUCTION	2,413	2,474	2,561
Domestic Sales	1,275	1,337	1,388
Sales to North America	626	630	654
Sales to Europe	228	237	250
Sales to Rest of World	258	270	269
NISSAN TOTAL PRODUCTION	1,846	1,935	2,018
Domestic Sales	805	894	932
Sales to North America	529	600	642
Sales to Europe	287	293	314
Sales to Rest of World	194	202	201
HONDA TOTAL PRODUCTION	844	950	941
Domestic Sales	246	263	274
Sales to North America	580	635	691
Sales to Europe	115	120	132
Sales to Rest of World	75	77	79
MAZDA TOTAL PRODUCTION	764	889	904
Domestic Sales	215	252	264
Sales to North America	192	197	332
Sales to Europe	200	209	226
Sales to Rest of World	176	201	203
MITSUBISHI TOTAL PRODUCTION	548	606	654
Domestic Sales	198	232	259
Sales to North America	143	161	173
Sales to Europe	111	118	128
Sales to Rest of World	83	85	85
SUBARU TOTAL PRODUCTION	243	261	275
Domestic Sales	88	95	98
Sales to North America	167	163	169
Sales to Europe	31	32	33
Sales to Rest of World	39	45	48
SUZUKI TOTAL PRODUCTION	164	234	258
Domestic Sales	77	90	94
Sales to North America	11	62	78
Sales to Europe	43	44	47
Sales to Rest of World	27	28	30
DAIHATSU TOTAL PRODUCTION	162	184	199
Domestic Sales	107	108	119
Sales to North America	0	0	0
Sales to Europe	24	29	31
Sales to Rest of World	30	32	34
ISUZU TOTAL PRODUCTION	89	200	258
Domestic Sales	41	64	66
Sales to North America	19	87	137
Sales to Europe	4	5	5
Sales to Rest of World	27	35	40
TOTAL JAPANESE PRODUCTION	7,073	7,735	8,069

Historical Data Source: Japan Automobile Manufacturers Assn.
Notes: 'Sales to North America' for Honda, Nissan and Mazda include cars produced in the U.S., but U.S. sourcing is netted out of total production; GM-Toyota (NUMMI) is counted under GM.
Production includes only domestic production, not international sourcing.
Source: DRI International Automotive Services.

Court refuses dealers' bid to halt credit-union sales

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—A Superior Court judge has refused to grant an injunction sought by the Motor Car Dealers Assn. of Southern California to stop several credit union sales of new cars.

Saying that the Department of Motor Vehicles has closed the loophole that allowed the sales in the first place, Judge John Cole ruled against the dealers and paved the way for several more sales under conditions provided by the DMV.

The dispute has grown out of a provision in the DMV code that allows the issuance of temporary branch permits for the sale of new cars. Dealers have used the permits in the past to sell cars at special events such as auto shows.

Recently, a number of companies have obtained the permits to conduct one-day or two-day sales on behalf of credit unions and their members. The companies buy cars near invoice from franchised new-car dealers, truck them to the sale site and price them at or below the Manufacturer's Suggested Retail Price. The credit union arranges the car loans for its members at the sale.

One such company, Autoland, is a licensed used-car dealership. It was that company's April 27 sale at the Hollywood Bowl that the car dealers were trying to stop when the suit was filed against the DMV for granting Autoland a temporary branch permit.

Last month, the DMV ruled that it would no longer issue the temporary branch permits to parties other than new-car dealers. However, the DMV also ruled that it would issue permits to those companies which obtained them in the past and had already invested money in upcoming sales.

Autoland's March 30 sale in San Diego was held under that provision and an earlier attempt by the dealer group to stop that show with an injunction also failed.

Judge Cole's decision against the dealers will also allow Brown & Clarkson of Northern California to go ahead with its sale in early May in Oakland. However, after those last several sales, it's not clear if those companies can show sufficient investment to continue the practice.

Judge Cole said the case was "easy to decide" and added that he saw it as "equal wrong on both sides." He added that the "problem should be resolved on the legislative or administrative level," and he said he felt the DMV has taken adequate steps to correct the code and enforce it as it was originally promulgated.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,469	10,163	10,079	10,594	10,766	10,930	11,064	11,261
Germany	2,427	2,394	2,255	2,536	2,504	2,572	2,650	2,697
France	2,018	1,758	1,840	1,936	1,980	2,019	1,968	2,045
United Kingdom	1,792	1,750	1,698	1,732	1,773	1,715	1,771	1,802
Italy	1,581	1,636	1,672	1,635	1,686	1,736	1,757	1,722
Total U.S.	9,178	10,330	10,810	10,580	10,980	11,170	11,350	11,620
Asia-Pacific**	1,025	1,137	1,240	1,314	1,372	1,409	1,495	1,568
Japan	3,136	3,096	3,231	3,385	3,320	3,398	3,459	3,550
Total Africa-MidEast	1,271	1,242	1,305	1,450	1,575	1,635	1,603	1,645
Total Latin America	1,401	1,350	1,457	1,517	1,580	1,762	1,949	2,068
Total Eastern Bloc	2,085	2,118	2,155	2,222	2,302	2,366	2,407	2,457
CAR PRODUCTION								
Total Western Europe*	11,121	10,726	10,816	11,253	11,499	11,700	11,809	12,089
Germany	3,878	3,790	3,683	3,924	3,942	4,043	4,121	4,212
France	2,961	2,713	2,728	2,847	2,968	3,027	2,997	3,006
United Kingdom	1,045	909	987	997	1,022	992	1,018	1,094
Italy	1,396	1,439	1,435	1,416	1,439	1,478	1,499	1,516
Total North American	7,746	8,894	8,786	8,435	8,264	8,600	8,660	8,806
Asia-Pacific**	7,911	7,969	8,392	8,860	8,981	9,078	9,298	9,501
Japan	7,152	7,073	7,380	7,735	7,736	7,761	7,906	8,069
Total Latin America	1,113	1,082	1,236	1,346	1,467	1,681	1,831	1,944
Mexico	207	245	297	342	387	463	495	518
NEW TRUCK REGISTRATIONS								
Western Europe***	1,139	1,117	1,152	1,192	1,196	1,220	1,242	1,263
U.S.	3,161	4,092	4,680	4,710	4,860	4,990	5,080	5,140
TRUCK PRODUCTION								
Western Europe***	1,307	1,224	1,294	1,341	1,353	1,390	1,423	1,446
North America	2,971	3,958	4,276	4,245	4,459	4,510	4,586	4,612

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Taiwan, South Korea Peninsular Malaysia, India, Australia and New Zealand but excludes Japan, which is listed separately.
***Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands and Belgium.

Right in line with top week of 1984

Makers schedule 188,167 cars

By Louise Kertesz
Detroit Reporter

Scheduling production at the high levels of the final weeks of 1984, U.S. auto makers last week continued to aim for the best weekly output so far this year.

The targeted build of 188,167 cars last week topped the 185,788 for the week ended March 30 and was 1,831 under the best weekly output for 1984: 189,998 for the week ended Dec. 15.

Last week's estimated output was 2.45 percent better than the previous week's 183,669 and 9.19 percent more than the year-ago week's 172,329.

The prior week's actual production fell some 2,000 cars short of target.

Year-to-date, 2,876,528 cars have been assembled, 1.91 percent ahead of the 2,822,648 completed last year at this point.

Companies shared last week's targeted build as follows: General Motors, 57.59 percent; Ford Motor Co., 20.57 percent; Chrysler Corp., 16.53 percent; American Motors, 1.94 percent; American Honda, 1.76 percent; Volkswagen of America, 1.06 percent; Nissan Motor Mfg. Co., U.S.A., 0.31 percent, and New United Motor Mfg. Co., 0.24 percent.

Honda lost two hours of production during the week ended April 20 due to a power shortage.

Four hours of daily overtime was scheduled last week at Honda's plant in Marysville, O.

General Motors scheduled two overtime shifts Saturday (April 27) at the following plants: Pontiac G; Detroit; Arlington, Tex.; Framingham, Mass.; Lakewood, Ga., and Wilmington, Del.

Chrysler scheduled two overtime shifts Saturday at its plant in Belvidere, Ill.

Chrysler plants in Belvidere, Newark (Del.) and St. Louis are scheduled to work two nine-hour daily shifts this week (April 29).

Chrysler's Jefferson (Detroit) plant will work two 8½-hour daily shifts this week.

Ford's Lorain (O.) plant worked overtime Saturday.

Ford has slated daily overtime this week at its plants in Atlanta; Chicago; Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Overtime is planned at Ford's Dearborn plant Saturday, May 4.

Tippett gives up his job as full-time AMC chairman

Continued from Page 3

the cost of the Canadian plant and launch it sooner.

Despite AMC's dismal performance in the first quarter and Renault's troubles at home, Dedeurwaerder reiterated Renault's continued commitment to AMC and the North American market.

He read a letter from Renault's new chief executive officer, Georges Besse, which said: " . . . the intentions of Renault expressed in this letter remain unchanged and I intend—despite Renault's difficulties—that we continue our long-term program with you."

Renault, which holds a 46-percent stake in AMC, also reported a loss last week. For 1984, Renault lost $1.35 billion compared with a loss of $170 million in the previous year, despite a 6-percent increase of sales at $12.67 billion.

It has been speculated that Renault would back away from its AMC partnership to tend to problems at home.

Dedeurwaerder also denied rumors that AMC planned to sell its profitable Jeep division. "We will not sell Jeep," he said emphatically.

Dedeurwaerder defended the company's reactions to worker sabotage at the Jeep plant in Toledo. He said that a few workers cannot "play with the future of all the workers . . . 99 percent of the workers are responsible workers, and we are not going to give up from the pressure of a couple."

In response to the sabotage, AMC filed a lawsuit against the UAW and its Toledo leadership seeking restitution for the $300,000 worth of damage. The workers are protesting the company's means of repaying them for their investment during the recession.

Dedeurwaerder also stood tough on the situation at the Alliance/Encore assembly plant in Kenosha. The company has threatened to close the plant if it doesn't win concessions from workers there.

"If we are competitive with the rest of the industry, we have no reason to close the Wisconsin plant," he said. "If we are not, then we do have a problem. And the union knows what competitive is. They know what they have to do."

Dedeurwaerder said a competitive contract means not only being competitive with General Motors and Ford Motor Co. but competitive with Mazda and Toyota and their auto-making operations in the U.S.

Truck production declines a bit from year's high

Domestic makers scheduled production of 69,067 trucks last week, down 2.63 percent from the previous week's 70,932.

The prior week's build topped the 70,825 for the week ended April 13, the former 1985 high, and was the highest weekly production since June, 1979.

Last week's targeted output was 5.58 percent more than the year-ago week's 65,416.

So far this year, 1,121,905 trucks have been assembled, 7.31 percent more than the 1,045,502 built last year at this point.

General Motors scheduled two overtime shifts Saturday (April 27) at its plants in Flint (Nos. 1 and 2); St. Louis; Janesville, Wis., and Pontiac (No. 2).

GM's Baltimore plant worked one overtime shift Saturday.

Ford Motor Co. scheduled daily overtime this week (April 29) at the following plants: Wayne, Mich.; Kansas City; Lorain, O; Norfolk; Twin Cities, and Louisville.

Overtime Saturday (May 4) is scheduled at Ford plants in Kansas City and Norfolk.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to operate two nine-hour daily shifts this week.

Canada sights another peak for 1985 output

For the third consecutive week, Canadian auto makers scheduled their highest weekly production of the year.

Estimated output of 24,328 cars last week was 4.91 percent better than the previous week's 23,190 and 3.65 percent more than the year-ago week's 23,471.

The 23,190 was the highest total of 1985, topping the week ended Jan. 12, when 23,068 cars were assembled.

So far this year, 330,077 cars have been assembled, 12.18 percent less than the 376,270 completed last year at this point.

Truck makers scheduled 20,073 units last week, about the same as (down 0.46 percent) the previous week's 20,166, which topped 20,000 for the first time ever.

Last week's estimate was 11.96 percent more than the year-ago week's 17,928.

Year-to-date, 300,577 trucks have been built, 6.90 percent more than the 281,183 assembled last year at this time.

Chrysler Corp.'s Windsor (Ont.) plant scheduled 2,670 Plymouth Voyagers, 2,826 Dodge Caravans and 612 Mini Ram Vans last week, bringing the T-115 total for the year to 96,124.

CANADIAN CAR PRODUCTION

	Week Ended April 27, 1985	Week Ended April 28, 1984	Week Ended April 20, 1985	April to Date	Jan. 1 to April 28, 1984	Jan. 1 to April 27, 1985
AMERICAN MOTORS	400	0	411	1,146	8,120	3,898
FORD MOTOR	10,368	9,619	10,121	36,988	140,493	164,020
GENERAL MOTORS	13,335	13,627	12,433	47,086	223,962	158,520
VOLVO	225	225	225	855	3,695	3,639
Total Cars, Canada	24,328	23,471	23,190	86,075	376,270	330,077

TRUCK PRODUCTION IN U.S.☆

	Week Ended April 27, 1985	Week Ended April 28, 1984	Week Ended April 20, 1985	April to Date	Jan. 1 to April 28, 1984	Jan. 1 to April 27, 1985
CHEVROLET	21,067	19,746	23,849	86,589	332,307	378,712
DODGE	4,600	4,279	4,579	17,529	69,503	68,653
FORD	26,377	26,885	26,838	100,699	399,452	400,152
GMC	7,898	6,848	7,456	28,403	107,133	114,039
INTERNATIONAL	1,660	1,769	1,756	6,502	24,509	26,793
JEEP	4,400	2,974	3,355	13,714	63,316	65,860
NISSAN	1,295	1,865	1,329	5,413	30,792	36,160
AM GENERAL	50	50	50	190	890	820
MISCELLANEOUS	1,720	1,000	1,720	6,536	17,600	30,716
Total Trucks, U.S.	69,067	65,416	70,932	265,575	1,045,502	1,121,905

CANADIAN TRUCK PRODUCTION

	Week Ended April 27, 1985	Week Ended April 28, 1984	Week Ended April 20, 1985	April to Date	Jan. 1 to April 28, 1984	Jan. 1 to April 27, 1985
CHRYSLER	8,760	8,107	8,962	32,592	119,101	139,316
FORD	4,800	3,410	4,682	16,121	54,418	59,582
GENERAL MOTORS	6,248	6,257	6,256	23,069	105,301	97,706
INTERNATIONAL	265	154	266	967	2,363	3,973
Total Trucks, Canada	20,073	17,928	20,166	72,749	281,183	300,577
N. American Trucks	89,140	83,344	91,098	338,324	1,326,685	1,422,482

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended April 27, 1985	Week Ended April 28, 1984	Week Ended April 20, 1985	April to Date	Jan. 1 to April 28, 1984	Jan. 1 to April 27, 1985
AMERICAN MOTORS	3,650	0	3,650	7,300	64,257	32,819
Renault Total	3,650	0	3,650	7,300	64,257	32,819
Alliance	2,150	0	2,161	4,311	34,518	19,373
Encore	1,500	0	1,489	2,989	29,739	13,446
CHRYSLER CORP.	31,100	30,001	30,100	117,051	442,505	452,400
Plymouth Total	9,200	9,106	8,675	34,762	131,582	132,236
Horizon	3,500	3,627	3,000	12,574	53,475	46,256
Reliant	4,400	4,684	4,365	16,578	69,039	60,536
Caravelle	900	297	938	3,972	3,039	19,030
Gran Fury	400	498	372	1,638	6,029	6,414
Chrysler Total	9,400	10,518	9,435	35,924	147,108	149,416
LeBaron	2,000	3,292	2,005	7,966	43,765	38,016
LeBaron GTS	2,500	0	2,480	9,201	0	29,929
Laser	1,200	1,595	1,237	4,412	26,673	17,184
New Yorker/E-Class	1,500	2,644	1,475	5,876	36,921	24,759
Fifth Avenue	2,200	2,987	2,238	8,469	39,749	39,528
Dodge Total	12,500	10,377	11,990	46,365	163,815	170,748
Omni	3,600	3,363	3,159	12,944	49,721	49,074
Aries	3,600	3,160	3,583	13,667	54,223	47,623
Daytona	1,000	1,252	991	3,740	20,976	15,246
Dodge 600	1,400	1,877	1,383	5,492	28,461	24,642
Lancer	1,900	0	1,877	7,080	0	22,671
Diplomat	1,000	725	997	3,442	10,434	11,492
FORD MOTOR	38,700	41,257	36,097	140,457	591,077	593,642
Ford Division	25,647	25,830	23,594	93,867	386,724	392,330
Escort	7,878	8,050	7,139	27,872	119,486	103,120
Mustang	3,064	3,125	2,831	12,750	43,237	59,110
LTD	6,116	4,174	6,106	23,173	78,643	83,050
Thunderbird	4,577	3,313	3,396	14,574	54,889	72,815
Crown Victoria	0	1,586	0	0	27,561	7,122
EXP	0	646	0	0	11,149	3,838
Tempo	4,012	4,936	4,122	15,498	51,759	63,275
L-M Division	13,053	15,427	12,503	46,590	204,353	201,312
Mercury Total	9,553	11,269	8,993	33,254	147,890	144,082
Lynx	2,558	1,807	1,924	6,156	24,486	24,963
Capri	398	556	397	1,289	6,051	6,611
Marquis	2,978	3,076	2,944	11,299	36,035	40,688
Cougar	2,481	2,717	2,702	10,458	34,726	46,749
Grand Marquis	0	2,038	0	0	31,341	4,733
Topaz	1,138	1,075	1,026	4,052	15,251	20,338
Lincoln Total	3,500	4,158	3,510	13,336	56,463	57,230
Continental	631	1,098	633	2,412	11,132	10,367
Lincoln	2,479	2,600	2,487	9,448	32,115	40,538
Mark VI/VII	390	460	390	1,476	13,216	6,325
GENERAL MOTORS	108,371	95,215	107,945	403,725	1,645,628	1,705,378
Buick Total	23,614	20,940	24,644	89,175	349,814	334,987
Skylark	2,385	2,136	2,460	9,206	32,692	39,209
Skyhawk	2,074	3,187	2,740	8,428	56,500	35,511
Somerset Regal	2,920	0	2,410	10,711	0	43,598
Century	6,420	4,805	6,745	23,833	76,903	78,723
Regal	2,968	4,817	2,981	10,336	76,737	37,091
LeSabre/Electra(rwd)	3,122	3,812	3,554	12,867	80,106	47,063
Riviera	1,718	900	1,393	5,416	19,085	22,158
Electra(fwd)	2,007	1,283	2,361	8,378	7,791	31,634
Cadillac Total	7,915	5,907	7,353	28,816	118,042	128,979
Cimarron	576	368	583	2,104	6,859	9,850
Seville	961	888	784	3,290	14,248	14,614
Eldorado	1,790	1,688	1,468	6,147	26,304	27,001
Cadillac (rwd)	1,284	1,766	1,288	4,799	62,079	18,907
DeVille (fwd)	3,304	1,197	3,230	12,476	8,552	58,607
Chevrolet Total	34,486	34,643	36,309	131,272	564,673	593,807
Chevette	3,627	6,039	3,307	12,404	79,515	53,945
Cavalier	9,360	8,431	11,374	37,571	141,453	164,392
Celebrity	5,757	6,817	6,206	22,886	101,495	99,192
Camaro	4,942	5,720	4,955	18,719	90,182	78,361
Citation	1,615	2,496	1,606	6,162	37,630	27,491
Malibu/El Camino	0	734	0	0	11,776	0
Monte Carlo	3,848	1,165	3,254	13,612	51,397	54,621
Chevrolet	4,337	2,619	4,759	16,299	39,735	101,257
Corvette	1,000	622	848	3,619	11,490	14,548
Oldsmobile Total	27,682	22,828	24,974	99,878	415,387	428,288
Omega	0	1,155	0	0	18,365	0
Firenza	1,500	1,702	1,600	5,876	26,082	25,767
Cutlass Supreme	5,065	4,484	4,649	18,302	120,462	71,402
Cutlass Ciera	7,936	6,728	6,414	27,474	93,735	130,025
88/96 (rwd)	5,627	6,545	5,448	20,133	132,438	81,567
Olds 98 (fwd)	2,962	1,249	2,996	11,433	8,644	48,712
Calais	3,705	0	3,238	13,431	0	55,182
Toronado	887	965	629	3,229	15,661	15,633
Pontiac Total	14,674	10,897	14,665	54,584	197,712	219,317
Acadian**	0	777	234	717	7,066	4,826
2000 Sunbird	2,715	3,188	3,160	10,608	49,040	46,424
1000	422	1,196	559	1,661	15,286	10,549
Firebird	2,678	2,301	2,565	9,848	38,069	42,077
Phoenix	0	470	0	0	5,783	0
6000	1,530	0	1,479	4,757	0	11,952
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,119	287	1,307	4,641	11,317	22,881
Fiero	2,640	2,678	2,648	10,512	41,418	38,570
Grand Am	3,570	0	2,713	11,840	0	42,038
HONDA	3,306	3,373	2,904	12,528	40,145	54,764
NISSAN	585	0	510	1,684	0	2,080
NUMMI (Nova)*	455	0	400	1,405	0	2,605
VOLKSWAGEN	2,000	2,483	2,063	7,579	39,036	32,840
Total Cars, U.S.	188,167	172,329	183,669	691,729	2,822,648	2,876,528
Total Cars, Canada	24,328	23,471	23,190	86,075	376,270	330,077
N. American Cars	212,495	195,800	206,859	777,804	3,198,918	3,206,605
N. American Trucks	89,140	83,344	91,098	338,324	1,326,685	1,422,482
North American Cars and Trucks	301,635	279,144	297,957	1,116,128	4,525,603	4,629,087

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

October 28, 1985

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60th year—$45 per year, $1.00 per copy

4 Japanese makes lead sales-per-dealer ranking

By Jenny L. King
Detroit Reporter

The new-car sales-per-dealer story, freckled with averages and percentages, may be difficult to integrate, but the essence of it is: A profitable livelihood for most franchise holders. Especially those with import lines. And even more so for those with trucks as well as cars.

First-half figures included domestic car sales up about 2 percent, import sales up 7 percent, record overall truck sales, the domestic dealer population stable but down a bit and import dealers up nearly 25 percent due to the addition of Chevrolet import and Merkur outlets.

Combining car and truck sales brought some hefty numbers for many makes. Mitsubishi led the pack with an average of 432 sales per outlet in the first half, followed by Toyota at 403 and Nissan at 350. In fourth place was Honda, 334, which has no trucks to boost its figures.

Chevrolet led the domestics with 290 car-truck sales per dealer, and Ford was close behind with 288.

Dealers with domestic car franchises averaged 207 sales per outlet January through June, 1985, up slightly from 204. Import dealers had a 94-per-outlet car average for the first half, down from 117 a year earlier. The new-car dealer average figured to 228 this year compared with the year-ago 221.

With domestic-car sales beginning to stall out at the end of the first half, there were no U.S. makes with record averages per franchise. Imports were another story. Accompanying record sales for many lines were best-ever averages. Honda, Volvo, Mercedes-Benz, BMW and Saab dealers notched sales-per-outlet records. So did Alfa Romeo, Jaguar, Isuzu and Mitsubishi dealers.

It was a mixed bag for the major U.S. auto makers during the first half. General Motors' domestic-car sales-per-dealer average slipped to 245 from 251 a year earlier. Ford Motor Co. was up to 195 from 183. Chrysler dealers turned in an impressive 151 domestic average, up from 131 in 1984.

American Motors, including AMC Eagles plus domestic and imported Renault passenger cars, slid to 46 per outlet from a healthier year-ago 68. Volkswagen, likewise including imported models with domestic new cars, was up to an outlet average of 121 from 115.

In addition to the long-time Automotive News New-Car Sales per Outlet By Make chart, a combined car/light-truck sales per dealer profile shows the larger sales (and profits) picture. It is planned to add the table to this semi-annual accounting.

The car .ruck listing includes pickups imported by Mitsubishi, Toyota, Nissan, Mazda, Isuzu and

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Wild Wildcat

Concept car for Buick

Wildcat, Buick's latest experimental car, may not be as far-out as it appears. GM insiders say it's a test bed of several forward projects at GM that will be showing up on production cars in the near future. Story, another picture are on Page 2.

New 3-year labor pact carries $1 billion price tag

Chrysler plants due to reopen

By Mary Connelly
Detroit Reporter

UAW members at Chrysler Corp. plants in the U.S. were expected to return to work today (Oct. 28). The ratification vote on a new three-year contract carrying a $1 billion price tag was held during the weekend.

In Canada, union members went back to their jobs Oct. 21 after settling their five-day strike.

UAW President Owen Bieber said he was "confident" union members would ratify the proposed agreement reached after a 12-day strike which company officials said cost Chrysler $17 million daily. The ratification vote was scheduled following overwhelming approval last Thursday by the 170-member National UAW-Chrysler Council. The strike idled 70,000 Chrysler workers in the U.S.

The proposed pact met the UAW goal of providing Chrysler workers wage and benefit parity with UAW members at General Motors and Ford Motor Co. and, in fact, offered "parity plus," Bieber said.

Assuming a 4 percent annual inflation rate, a total of $5,650 will be added to the typical Chrysler worker's regular earnings over the 35 months of the proposed agreement, according to the UAW. An additional $4,400 or more will be gained through various scheduled bonus and profit-sharing payments.

Under the terms of the agreement, Chrysler workers will receive a $2,120 bonus in acknowledgement of the concessions made

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Toyota near decision on U.S. plant site

TOKYO.—Toyota Motor Corp.'s process of selecting sites for its plants in the U.S. and Canada is proceeding full speed ahead and the final decisions will be made "before the end of the year, if not sooner," according to Kaneyoshi Kusunoki, executive vice president and chairman of the site committee.

"The sooner the better," Kusunoki said, "If the decision is delayed, it will take that much longer to complete the construction project."

Kusunoki heads Toyota's North America Project Office (NAPO) which is in charge of the U.S. and Canada plant project and is overseeing site selection, plant construction and local operation.

The U.S. plant will produce 2,000-cc passenger cars at an annual rate of 200,000 units beginning in autumn, 1988. The Canadian plant will have an annual capacity of 50,000 units and will begin producing 1,600-cc Corolla-type models also beginning in 1988.

Kusunoki said Toyota has presented its requirements for plant sites to officials in the U.S. and Canada who have expressed an interest in having the plant located in their areas and has asked them for information regarding the available sites.

Kusunoki said Toyota has received the information and the NAPO is analyzing the replies.

Important factors under consideration, Kusunoki said, include: Having parts vendors close by; the distance vendors have to transport their goods; location of the site in relation to markets for the product; availability of highways and railroads for transporting the finished product; population of the community, and availability of utilities, such as gas, water and electricity.

Kusunoki said it is not brick and mortar but the production line that is important in a plant.

In that sense, he said he would like to pattern the U.S. plant after Toyota's Tsutsumi plant in Toyota City because it has the newest production lines, although it is approximately nine years older than the auto maker's newest facility, the Tahara plant, which went into operation in 1979.

"Because we have had a lot of model changes in the last three or four years, we have improved the various production lines," he said. "Just because a plant is the newest doesn't mean it has the most modern production lines."

Kusunoki noted that the Tsutsumi plant manufactures mainly 2,000-cc passenger cars (Camry,

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breaking news

Nissan-designed Taiwanese car coming to U.S.

TOKYO.—Nissan Motor Co. said that Yue Loong Motor Co., the Taiwanese auto maker in which Nissan has a 25-percent share, will begin exporting a Nissan-designed car to the U.S. in 1988. The one-liter car will be called March.

GM pays $28 million to consumers

DETROIT.—General Motors paid $27,952,000 to 75,458 consumers during the first 13 months of a nationwide, Better Business Bureau-sponsored mediation/arbitration program, according to the FTC. GM set up the program in conjunction with the BBB under an FTC consent order. The federal agency

See BREAKING NEWS, Page 8, Col. 4

McGill joins staff; Hamilton promoted

Automotive News editors realigned

A top-level realignment of the Automotive News editorial staff has been announced by Keith E. Crain, publisher and editorial director.

Andrew R. McGill, 38, has been appointed editor, and Kathleen M. Hamilton, 33, has been promoted to managing editor. Both appointments are effective Dec. 1.

McGill succeeds Robert M. Lienert, 59, who has been named editor-at-large, and Hamilton succeeds John K. Teahen Jr., 60, who has been appointed senior editor. Both positions are newly created. Lienert and Teahen have a combined 63 years of service at Automotive News.

McGill currently is business-finance editor and assistant to the managing editor of the Detroit News. He joined the News in 1977 after five years at the Miami Herald, where he reported on business and real estate prior to becoming business-finance editor. He previously worked five years as a reporter and editor for United Press International in Detroit, Chicago and Western Europe.

At the Detroit News, McGill planned and edited the 1982 series GM: A Profile, which won the John Hancock Award for Excellence in Business and Economic Journalism. McGill also reported and wrote an award-winning 1977 study of community power and influence in Southeastern Michigan and a 1985 study of the long-term economic future of the region.

As editor of Automotive News, McGill will be the chief news officer of the paper and will oversee news coverage and presentation and help formulate editorial policies, directing a staff of 26 full-time editors and reporters—including those assigned to permanent bureaus in Tokyo, London, Washington, New York and Los Angeles.

In his new position, Lienert will be involved in a variety of special projects and will assist in staff direction.

Teahen will be in charge of the news editing operation and will

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Andrew R. McGill

Kathleen M. Hamilton

Robert M. Lienert

John K. Teahen Jr.

For third quarter

GM profit up 24 pct.; operations show loss

By Michelle Krebs
Financial Editor

General Motors reported a 24-percent increase in third-quarter earnings on record sales. However, GM showed a $20.9 million operating loss due to costly financing incentives offered during the period.

Sales for the quarter set a third-quarter record of $22.5 billion, up 21 percent from $18.5 billion in the third quarter of 1984. GM's best-ever sales quarter was the second quarter of this year when sales hit $25.1 billion.

Net income for the third quarter amounted to $516.5 million, or $1.46 per share, ahead of the $416.8 million, or $1.31 per share, earned in the same quarter a year ago.

The quarterly profit represented GM's second-best third quarter ever. The third quarter of 1983, in which GM earned $736.9 million, was GM's best-ever third quarter.

GM said its overall earnings were favorably affected by record earnings of General Motors Acceptance Corp., which amounted to $266 million; Electronic Data Systems' non-GM earnings reaching $51.9 million; investment tax credits amounting to $172 million, and gains from a weaker dollar.

However, GM said those factors were offset by costs related to its incentive campaign used during the quarter to stimulate U.S. car and truck sales. GM offered 7.7-percent financing following the summer strike by the Teamsters Union car haulers.

"The special financing program did reduce earnings," GM Chairman Roger B. Smith and President F. James McDonald said, "but it provided exactly what was needed to enable GM dealers to clear out most of the '85-model cars and light trucks prior to our 1986 model introductions."

Again in the third quarter as throughout the year, GM said earnings continued to be adversely impacted by costs relating to new models and facilities "required for GM to remain competitive."

For the nine months ended Sept. 30, GM earned $2.7 billion, or $8.24 per share, down 25 percent from 1984's record of $3.6 billion, or $11.51 per share, for the first nine months.

Sales for the first nine months this year set a record of $71.7 billion, up 14 percent from $63.0 billion in 1984's first nine months.

Worldwide factory sales to GM dealers hit a record 2,150,000 units for the third quarter, up 20 percent from the year earlier.

For the first nine months, worldwide factory sales set a new record of 6,975,000 units, up 12 percent from the previous year.

Smith and McDonald said the U.S. car and truck industry will surpass the 15-million unit level that they have projected for the 1985 calendar year.

"Model-year retail sales were extremely strong, and most signs indicate that the economy is fundamentally sound. That is good news for both the consumer and the auto industry," they said.

GM continues on track for a record-breaking year in terms of dollar sales. GM sales in 1984 hold the record with $83.9 billion. Sales for this year may well be over $90 billion.

At the same time, the average of analysts' forecasts shows GM will earn close to $3.70 billion in 1985. GM earned a record $4.52 billion in 1984 and $3.73 billion in 1983.

Honda introduces first luxury car

Honda Motor Co. has unveiled its first luxury sedan, the Legend, which is powered by 2.0-liter and 2.5-liter engines. The car goes on sale in Japan Nov. 23 with prices of $11,569 for the 2.0-liter ZI model and $14,625 for the 2.5-liter XI. The car was developed jointly with the Austin Rover Group and will be sold in the U.S. starting next April.

Honda's V-6 Legend enters luxury segment

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Honda Motor Co. has entered the luxury segment of the auto market for the first time with its new Legend, a top-of-the-line sedan featuring a 24-valve 2.0-liter V-6 engine.

The Legend will go on sale here Nov. 23, with a sales target of 1,500 monthly, and in the U.S. next April. It was developed jointly with the Austin Rover Group (ARG), of Great Britain.

Tadashi Kume, Honda president, said the firm expects to sell 20,000 to 30,000 units in the first year in the U.S. market, where it will be part of the Acura line.

ARG will build the car for sale throughout Europe, as well as in the U.K. ARG exports to the U.S. will begin early in 1987. In addition to producing the Legend for sale in Japan and the U.S., Honda will export the car to Asian countries, and will build the ARG version of the car for sale in Japan and Australia.

Kume said the car offers the best aerodynamics of any four-door sedan and will create a new market for Honda, which has previously specialized in small cars and motorcycles.

The Legend will sell in the Tokyo area for $11,569 for the 2-liter ZI model and $14,625 for the 2.5-liter XI model. Reportedly, the car will be priced between $18,000 and $20,000 in the U.S.

In styling, the Legend features a wedge-shaped profile with a low nose and high trunk that retains the recent Honda styling practice. However, the distinctive nose includes a central radiator grille flanked by slim-line contoured flush headlamps, each incorporating two halogen units. Below the grille and lamps is a large integral bumper and spoiler.

The rear-end treatment resembles the styling of the Prelude, with a horizontal design motif and a central plastic embellishment panel across the lower edge of the trunk lid, which opens virtually down to the bumper level.

Further aerodynamic details,

Please turn to Page 6, Col. 1

Finds 86 pct. in compliance with Regulation Z

FTC checks dealers on credit ads

By Jake Kelderman
Washington Reporter

WASHINGTON.—The FTC has proved once again that you can't necessarily make people do what you want them to. In this case, it is comply with the commission's rule regarding credit advertising in newspapers, and the people involved are automobile dealers.

In a report issued last week, the FTC said that it had convinced 92 percent of 929 dealers and dealer ad agencies previously not in compliance with its credit advertising guidelines to adhere to them.

At the same time, however, FTC reported that overall compliance with its advertising requirements was 86 percent and that dealers in some areas of the country were not as ready to step to the line as others. Nonetheless, it labeled the voluntary program a success.

"We are gratified by the way in which auto dealers have responded to our educational program, and we will continue to work with the industry to achieve maximum voluntary compliance," said Anne Price Fortney, FTC associate director for credit practices.

The FTC undertook the program in 1983 after it received numerous complaints about deceptive newspaper advertising of auto credit terms. It conducted a survey of dealers' newspaper advertising and found only a 70 percent compliance rate with its Regulation Z requirements.

Regulation Z is the implementing guideline for the Truth in Lending Act which requires credit advertisers to give consumers information that will enable them to compare credit terms.

Under the law, advertisers who state an interest rate must also provide the annual percentage rate (the total cost of credit). In addition, the use of certain terms in ads "triggers" the requirement to state other major loan terms. For example, some auto dealers were found to be advertising only the amount of the downpayment without stating the annual percentage rate or the repayment terms.

Under the voluntary compliance

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GM's proposed van to have plastic body

By Dan McCosh
Detroit Reporter

General Motors' proposed front-drive minivan, slated for the 1989-1990 time frame, has emerged as yet another plastic-skinned program at General Motors. It brings to five the number of GM car programs involving plastic bodies being contemplated before 1990.

The rapid acceptance of plastic exteriors by GM could bring production of such cars—heretofore limited to specialty sports models—close to one million for GM by 1990, according to some sources close to the programs.

The front-drive minivan still does not have corporate approval, although the main consideration at this point seems to be which division gets it, rather than whether to produce it. Pontiac seems to be in the lead. Metalworking News reported recently that GM's Framingham (Mass.) assembly plant would be converted to produce the vehicle.

GM currently produces the Corvette and Fiero with plastic bodies, the latter with a unique "space frame." Chevrolet is also rumored to be quietly working on a sedan, while the GM80, the 1989-model replacements for the Chevrolet Camaro and Pontiac Firebird, likewise are expected to have plastic bodies. All are expected to feature a metal subframe, either in steel or aluminum.

Farther out, but rapidly moving out of the research stage, is a fully molded car, with metal used only in the high stress areas. GM's recently unveiled Wildcat show car (see Page 2) is built with that concept.

Other domestic auto makers, late in adopting the composite body, have recently been increasing development work.

At this time, Ford Motor Co. is not ruling out a composite body for its Alpha project (although GM's Saturn is still planned as a steel car). Chrysler Corp. is working on a plastic body for its new Z-van, due in 1988, and has a longer-range program studying full structural plastics for the mid-1990s.

Downey Toyota helps Mexican relief fund

DOWNEY, Calif.—Downey Toyota contributed $50 to the Mexican earthquake relief fund for every new and used car purchased over one weekend.

A total of $2,200 was donated to the cause.

Tax bounty poses problem for Spring Hill

SPRING HILL, Tenn.—City officials have postponed until Nov. 7 a decision on annexing land owned by General Motors for its Saturn plant.

The city has proposed that the Saturn site, now under the jurisdiction of Maury County, be annexed so that the city can share in the property taxes GM will pay. The city now is negotiating with the county for a share of the property taxes.

The Board of Aldermen earlier had voted 8-0 to approve the annexation upon a second reading. The final vote on the proposal was to have taken place last Tuesday (Oct. 22) but was postponed until November.

GM reportedly has threatened to withdraw the $3.5-billion project if the land is annexed.

Rover bares some details of XX model

By Richard Feast
European Editor

COVENTRY, England.—The decision by Honda to preview its luxury HX model in advance of this week's Tokyo Motor Show (Oct. 28-Nov. 11) prompted its Austin Rover Group (ARG) partners to reveal some of the details of the XX model which is to be made in England.

ARG's concern is that its version—scheduled for U.K. launch around next June—will be regarded merely as a spinoff from an existing Honda design, like the Rover 200 and Triumph Acclaim.

Harold J. Musgrove, ARG chairman and chief executive, insists that the new vehicle is an equal 50-50 engineering exercise.

The reasons for Honda's timing advantage of nearly nine months over ARG center on different methods of launching products in Japan and Europe, ARG's more extensive model range and Honda's ability to work more quickly with suppliers.

"We've learned from that," Musgrove admitted. He also acknowledged that a late redesign—"nothing unusual in that"—was another factor at ARG.

The ARG plan calls for a U.K. launch early next summer with a full model range and large stocks. The European launch will take place in the fall, and the North American introduction is slated for the beginning of 1987.

No U.S. marketing name has yet been decided, Musgrove said. Indications are that in Europe, the model will be known as the Rover 600.

The only version that will be

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60th year—No. 5098

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Agnelli says Fiat is eying export of Lancia to U.S.

By Michelle Krebs
Financial Editor

Fiat SpA is considering exporting to the U.S. one or more of its Lancia models, Fiat Chairman Giovanni Agnelli confirmed during a visit to Detroit.

Though Agnelli didn't specify which model or models would be exported, it has been speculated that the first model to hit U.S. shores will be a fast, more luxurious version of Lancia's current Thema model. The Thema, which originally was a Lancia-Saab joint venture, was introduced in Europe earlier this year.

However, the model likely to come to the U.S. will be a Thema with a Ferrari V-8 engine, which Fiat will introduce sometime in the first half of 1986. A four-wheel drive model will be introduced later.

Speaking to the Economic Club of Detroit, Agnelli said that aside from the Lancia, Fiat plans no major initiative in the U.S. market.

"We've been in and out of the U.S. market two or three times since the war," he said. "If you are European and you export luxury cars, you can make huge profits in the U.S. But if you are a European producer of popular cars with large numbers, you will be going head-to-head in the U.S. with the Japanese. It's easy to break your neck, and we're not willing to take the chance."

Fiat purchased Lancia in the mid 1960s. Agnelli said it has taken 15 years to integrate Lancia into the Fiat family. "It has taken some years of loss and many years of pain and trouble," he said.

The Lancia Division was at the break-even point last year, and this year, with its newer model range, is expected to increase its market appeal and improve its financial results.

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

AUGUST 1985 VS. 1984•

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Aug. '85	.....	.....	.....	.....	.....	.....	.....	193	193
	Aug. '84	.....	.....	.....	.....	.....	.....	.....	113	113
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,193	1,193
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	813	813
CHEVROLET	Aug. '85	60,326	50,205	2,889	.....	21	917	997	105	115,460
	Aug. '84	46,111	36,822	2,866	.....	26	892	932	88	87,737
	Year to Date '85	453,050	341,837	19,754	.....	167	3,965	6,820	417	826,010
	Year to Date '84	369,319	322,175	24,703	.....	155	4,029	5,725	403	726,509
(Memo Units)#	Aug. '85	41,274	18,314	.....	.....	.....	.....	.....	.....	59,588
	Aug. '84	32,019	15,791	.....	.....	.....	.....	.....	.....	47,810
	Year to Date '85	333,203	128,375	.....	.....	.....	.....	.....	.....	461,578
	Year to Date '84	253,583	132,813	.....	.....	.....	.....	.....	.....	386,396
DODGE	Aug. '85	26,383	12,989	.....	.....	.....	.....	.....	.....	39,372
	Aug. '84	20,981	10,723	.....	.....	.....	.....	.....	.....	31,704
	Year to Date '85	239,096	108,319	.....	.....	.....	.....	.....	.....	347,415
	Year to Date '84	181,503	91,533	.....	.....	.....	.....	.....	.....	273,036
(Memo Units)#	Aug. '85	18,296	7,221	.....	.....	.....	.....	.....	.....	25,517
	Aug. '84	15,321	6,834	.....	.....	.....	.....	.....	.....	22,155
	Year to Date '85	176,219	59,212	.....	.....	.....	.....	.....	.....	235,431
	Year to Date '84	130,747	57,699	.....	.....	.....	.....	.....	.....	188,446
FORD	Aug. '85	53,096	39,563	.....	.....	.....	1,250	2,121	1,196	97,226
	Aug. '84	27,850	59,718	.....	.....	.....	1,150	2,352	991	92,061
	Year to Date '85	462,252	326,523	.....	.....	.....	8,063	20,366	9,777	826,981
	Year to Date '84	214,068	514,041	.....	.....	.....	8,182	16,835	7,716	760,842
(Memo Units)#	Aug. '85	31,822	11,334	.....	.....	.....	.....	.....	.....	43,156
	Aug. '84	27 780	17,670	.....	.....	.....	.....	.....	.....	45,450
	Year to Date '85	300,691	105,178	.....	.....	.....	.....	.....	.....	405,869
	Year to Date '84	210,316	166,537	.....	.....	.....	.....	.....	.....	376,853
FREIGHTLINER	Aug. '85	.....	.....	.....	.....	.....	.....	.....	1,149	1,149
	Aug. '84	.....	.....	.....	.....	.....	.....	.....	1,284	1,284
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	11,942	11,942
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	9,769	9,769
GMC	Aug. '85	15,000	13,837	212	.....	553	738	1,169	613	32,122
	Aug. '84	11,390	11,348	240	.....	774	716	1,088	1,045	26,601
	Year to Date '85	107,231	92,482	3,073	.....	4,243	3,891	10,051	9,534	228,505
	Year to Date '84	86,878	89,644	979	.....	1,913	3,738	8,473	7,982	
										199,607
(Memo Units)#	Aug. '85	9,482	4,221	.....	.....	.....	.....	.....	.....	13,703
	Aug. '84	7,072	4,559	.....	.....	.....	.....	.....	.....	11,631
	Year to Date '85	74,505	31,109	.....	.....	.....	.....	.....	.....	105,614
	Year to Date '84	53,703	33,209	.....	.....	.....	.....	.....	.....	86,912
INTERNATIONAL	Aug. '85	.....	.....	.....	.....	.....	3,033	1,455	2,180	6,668
	Aug. '84	.....	.....	.....	.....	.....	3,270	1,507	2,459	7,236
	Year to Date '85	.....	.....	.....	.....	.....	16,543	10,906	19,682	47,131
	Year to Date '84	.....	.....	.....	.....	.....	12,834	9,660	18,409	40,903
JEEP	Aug. '85	10,815	1,570	.....	.....	.....	.....	.....	.....	12,385
	Aug. '84	9,212	1,448	.....	.....	.....	.....	.....	.....	10,660
	Year to Date '85	95,599	11,336	.....	.....	.....	.....	.....	.....	106,935
	Year to Date '84	77,680	13,401	.....	.....	.....	.....	.....	.....	91,081
(Memo Units)#	Aug. '85	10,815	1,463	.....	.....	.....	.....	.....	.....	12,278
	Aug. '84	9,212	1,244	.....	.....	.....	.....	.....	.....	10,456
	Year to Date '85	95,599	10,074	.....	.....	.....	.....	.....	.....	105,673
	Year to Date '84	77,680	11,126	.....	.....	.....	.....	.....	.....	88,806
KENWORTH	Aug. '85	.....	.....	.....	.....	.....	.....	.....	460	460
	Aug. '84	.....	.....	.....	.....	.....	.....	.....	1,048	1,048
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,874	6,874
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	8,616	8,616
MACK	Aug. '85	.....	.....	.....	.....	.....	294	87	1,719	2,100
	Aug. '84	.....	.....	.....	.....	.....	282	66	1,562	1,910
	Year to Date '85	.....	.....	.....	.....	.....	2,719	692	17,251	20,662
	Year to Date '84	.....	.....	.....	.....	.....	2,209	394	12,535	15,138
MERCEDES-BENZ	Aug. '85	.....	.....	.....	.....	.....	207	169	.....	376
	Aug. '84	.....	.....	.....	.....	.....	127	83	.....	210
	Year to Date '85	.....	.....	.....	.....	.....	1,697	1,252	.....	2,949
	Year to Date '84	.....	.....	.....	.....	.....	862	525	.....	1,387
PETERBILT	Aug. '85	.....	.....	.....	.....	.....	.....	.....	685	685
	Aug. '84	.....	.....	.....	.....	.....	.....	1,091	1,091	
	Year to Date '85	.....	.....	.....	.....	.....	.....	8,057	8,057	
	Year to Date '84	.....	.....	.....	.....	.....	.....	8,102	8,102	
PLYMOUTH	Aug. '85	7,628	.....	.....	.....	.....	.....	.....	.....	7,628
	Aug. '84	4,618	5	.....	.....	.....	.....	.....	.....	4,623
	Year to Date '85	72,361	.....	.....	.....	.....	.....	.....	.....	72,361
	Year to Date '84	51,213	106	.....	.....	.....	.....	.....	.....	51,319
VOLVO	Aug. '85	.....	.....	.....	.....	.....	.....	122	71	193
	Aug. '84	.....	.....	.....	.....	.....	.....	107	30	137
	Year to Date '85	.....	.....	.....	.....	.....	.....	973	566	1,539
	Year to Date '84	.....	.....	.....	.....	.....	.....	839	368	1,207
WESTERN STAR	Aug. '85	.....	.....	.....	.....	.....	.....	.....	98	98
	Aug. '84	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	791	791
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	345	345
WHITE	Aug. '85	.....	.....	.....	.....	.....	.....	.....	513	513
	Aug. '84	.....	.....	.....	.....	.....	.....	.....	381	381
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	5,636	5,636
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,246	4,246
MISCELLANEOUS☆	Aug. '85	81,810	1,070	281	64	43	15	28	80	83,391
	June .84	62,102	723	41	51	.....	16	32	117	63,082
	Year to Date '85	567,159	7,198	2,152	607	230	94	246	1,312	578,998
	Year to Date '84	437,956	5,129	160	455	.....	53	102	722	444,577
TOTALS	Aug. '85	255,058	119,234	3,382	64	617	6,454	6,148	9,062	400,019
	Aug. '84	182,264	120,787	3,147	51	800	6,453	6,167	10,246	329,915
	Year to Date '85	1,996,748	887,695	24,979	607	4,640	36,972	51,306	91,032	3,093,979
	Year to Date '84	1,418,617	1,036,029	25,842	455	2,068	31,907	42,553	80,026	2,637,497

•—Manufacturers' sales records used for compiling Oklahoma and New York in 1984.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet Van, El Camino, Blazer and S-10; Dodge compact trucks; Ford Econoline and Bronco; GMC Vandura, Jimmy, Caballero and S-15. ☆—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc. —Compiled from R. L. Polk & Co. data

In address to auto-district congressmen

Smith backs Reagan's policies

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—President Reagan has a friend in Roger B. Smith, chairman of General Motors.

Addressing a group of congressmen from auto-producing districts, Smith echoed the President's policies on issues ranging from taxes to South Africa's apartheid system.

He even borrowed a line or two from the President's speechwriters, saying on the issue of world competition, "We're going to have to fight it out sooner or later, and if not now . . . then when?"

Referring to a Democratic trade bill that would impose a 25-percent tariff on imports from nations with high trade surpluses, Smith said he has a "hard time explaining to our shareholders why a tax on Japanese imports would be bad for General Motors."

He said the measure would lead to retaliation against U.S. exports and asked, "What do we tell our farmers who can't sell their corn and chickens in Japan?"

Smith touched on recent GM projects and acquisitions, mentioning Saturn, the purchase of EDS, the purchase of Hughes Aircraft and GM purchases and joint ventures in the robotics field.

Blunting criticism that the U.S. auto industry has tried to meet its competition by automating plants rather than improving worker attitudes, Smith lauded GM's labor contract with the UAW.

He said, "We guaranteed that if an employe is laid off because of the introduction of new technology, outsourcing, or negotiated productivity improvements, he won't be out on the street."

Smith said GM uses an average percentage of U.S.-made parts in the "high nineties."

He said, "People and high technology—that's the general strategy which is going to help us move aggressively into the future to protect our position as the world leader of car and truck manufacturing."

Although GM was unable to meet government-mandated CAFE standards and petitioned successfully for a rollback, Smith defended GM's fuel-economy record.

"GM cars are 22 percent lighter than they were in 1974, an average weight reduction of some 1,100 pounds," he said, "and we doubled the fuel economy of the cars we produce."

He said, however, "The fuel-economy standard was relaxed for 1986, which was greatly appreciated, but did not adequately address the problem. A similar adjustment for future model years is equally as important in order to avoid the potential of curtailing production of some car lines and throwing thousands of employes out of work."

Smith pointed to progress on the safety front, referring to Highway Loss Data Institute reports that show "year after year that overall injury claims of GM car owners are among the lowest in the industry." Many of those vehicles are the same large, V-8s that lead to GM's CAFE troubles.

He also told lawmakers they should "first and foremost" reduce the federal deficit and that "tax reform should be a top national priority." He said the key in both areas is "shared sacrifice" and "fairness."

On South Africa, Smith said that "a number of U.S. companies with facilities in that country have formed the U.S. Corporate Council on South Africa."

He said, "We have a history of being very clear about our strong opposition to apartheid and have made this opposition known to the South African Government.

"By being in South Africa, we think we may make a difference in moving more rapidly toward these goals, helping to bring an end to the tragic loss of life in that country while accomplishing peaceful but meaningful change."

8 technicians hit the heights in Chevy tests

Continued from Page 16

area of specialization in which they will compete during the entire year of the Performance Challenge. The eight areas are:

Brakes, suspensions and steering; gasoline and diesel engine overhaul; engine performance; automatic/manual transmissions, transaxles and rear axles; electrical, heating and air cooling; medium-duty truck; body metal, and body paint.

Level 1 of the Performance Challenge requires each technician to take a written test, competing against technicians in the same specialty in his Chevrolet geographical area. Winners in each specialization in each of the 320 areas receive a gift and proceed to the Level 2 exam.

Winners of the second exam are the highest scorers in each of the eight exam categories in each of Chevrolet's 39 zones and receive a $100 award. Level 3 testing reduces the competitors to the top technician in each of the eight specializations for each of Chevrolet's six regions. Each winner receives a $250 award.

The remaining 48 technicians—eight from each region—then take part in the Level 4 competition at Chevrolet headquarters here. The eight winners in the final test and their spouses are honored at a special dinner, and the remaining 40 technicians each receive a $500 award from Chevrolet.

U.S. HEAVY-DUTY REGISTRATIONS

EIGHT MONTHS, 1985 VS. 1984★

Make	8 mos., 1985	Percent Share of '85 market	8 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	30,588	21.49	28,069	22.90	− 1.41
Ford	30,143	21.18	24,551	20.03	+1.15
Mack	17,943	12.61	12,929	10.55	+2.06
GMC	17,585	12.35	16,455	13.42	−1.07
Freightliner	11,942	8.39	9,769	7.97	+0.42
Peterbilt	8,057	5.66	8,102	6.61	−0.95
Kenworth	6,874	4.83	8,616	7.03	−2.20
Chevrolet	7,237	5.08	6,128	5.00	+0.08
White	5,636	3.96	4,246	3.46	+0.50
Volvo	1,539	1.08	1,207	0.99	+0.09
Mercedes-Benz	1,252	0.88	525	0.43	+0.45
Autocar	1,193	0.84	813	0.66	+0.18
Western Star	791	0.56	345	0.28	+0.28
Miscellaneous	1,558	1.09	824	0.67	+0.42
TOTALS	142,338	100.00	122,579	100.00	____

★—Group 7 and 8 trucks only.

U.S. TRUCK REGISTRATIONS

EIGHT MONTHS, 1985 VS. 1984★

Make	8 mos., 1985	Percent Share of '85 market	8 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Ford	826,981	26.73	760,842	28.85	−2.12
Chevrolet	826,010	26.70	726,509	27.55	−0.85
Dodge	347,415	11.23	273,036	10.35	+0.88
GMC	228,505	7.38	199,607	7.57	−0.19
Jeep	106,935	3.46	91,081	3.45	+0.01
Plymouth	72,361	2.34	51,319	1.95	+0.39
International	47,131	1.52	40,903	1.55	−0.03
Mack	20,662	0.67	15,138	0.57	+0.10
Freightliner	11,942	0.39	9,769	0.37	+0.02
Peterbilt	8,057	0.26	8,102	0.31	−0.05
Kenworth	6,874	0.22	8,616	0.33	−0.11
White	5,636	0.18	4,246	0.16	+0.02
Mercedes	2,949	0.09	1,387	0.05	+0.04
Volvo	1,539	0.05	1,207	0.04	+0.01
Autocar	1,193	0.04	813	0.03	+0.01
Western Star	791	0.03	345	0.01	+0.02
Miscellaneous☆	578,998	18.71	444,577	16.86	+1.85
TOTALS	3,093,979	100.00	2,637,497	100.00	____

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

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EPA Mileage Ratings for '86 models

TWO SEATERS

	Est. MPG City	Hwy.	Engine CID	†Trans.
Alfa Romeo Spider	21	28	120	M5
Bertone X 1/9	23	29	91	M5
Chevrolet Corvette	17	24	350	L4
Chevrolet Corvette	17	24	350	M4
Chevrolet Corvette Conv	17	24	350	L4
Chevrolet Corvette Conv	17	24	350	M4
Ford EXP	25	30	113	A3
Ford EXP	27	34	113	M5
Ford EXP	22	28	113	A3
Ford EXP	24	33	113	M5
Honda Civic Coupe	26	35	91	L4
Honda Civic Coupe	31	37	91	M5
Honda Civic Coupe FI	30	33	91	M5
Honda Civic Coupe HF	45	50	91	M5
Honda Civic Coupe HF	52	57	91	M5
Mercedes-Benz 560-SL	14	17	338	A4
Nissan 300-ZX	18	25	181	L4
Nissan 300-ZX	18	25	181	M5
Pontiac Fiero	25	32	151	L3
Pontiac Fiero	24	35	151	M5
Pontiac Fiero	18	25	173	L3
Pontiac Fiero	19	27	173	M4
Subaru XT-DL	25	32	109	M5
Toyota MR2	25	31	97	L4
Toyota MR2	26	31	97	M5

MINICOMPACTS

Alfa Romeo GTV	19	26	152	M5
Chevrolet Sprint	40	42	61	A3
Chevrolet Sprint	44	50	61	M5
Chevrolet Sprint ER	55	60	61	M5
Mazda RX-7	17	24	80	L4
Mazda RX-7	17	24	80	M5
*Pontiac Firefly FE	40	42	61	A3
*Pontiac Firefly FE	44	50	61	M5
Porsche 911 Turbo	16	22	201	M4
Suzuki Forsa	40	42	61	A3
Suzuki Forsa	44	50	61	M5
Volkswagen Cabriolet	23	25	109	A3
Volkswagen Cabriolet	24	29	109	M5

SUBCOMPACTS

Audi Coupe GT	18	23	136	A3
Audi Coupe GT	19	25	136	M5
Audi 4000-CS Quattro	18	22	136	M5
Audi 4000-S	23	27	109	A3
Audi 4000-S	25	30	109	M5
Chevrolet Camaro	23	32	151	M5
Chevrolet Camaro	19	27	173	L4
Chevrolet Camaro	17	26	173	M5
Chevrolet Camaro	17	25	305	L4
Chevrolet Camaro	16	26	305	M5
Chevrolet Camaro	17	25	305	L4
Chevrolet Cavalier Conv	22	28	121	L3
Chevrolet Cavalier Conv	25	32	121	M4
Chevrolet Cavalier Conv	24	32	121	M5
Chevrolet Cavalier Conv	18	25	173	L3
Chevrolet Cavalier Conv	18	24	173	M4
Chevrolet Chevette	25	30	98	L3
Chevrolet Chevette	28	34	98	M4
Chevrolet Chevette	27	35	98	M5
Chevrolet Chevette Diesel	40	46	111	M5
Chevrolet Spectrum	31	34	90	A3
Chevrolet Spectrum	38	42	90	M5
Chevrolet Sprint Plus	41	43	61	A3
Chevrolet Sprint Plus	44	50	61	M5
Chrysler Laser	24	27	135	A3
Chrysler Laser Turbo	20	24	135	A3
Chrysler Laser Turbo	19	28	135	M5
Chrysler Laser	25	35	135	M5
Chrysler Laser	23	25	152	A3
Chrysler Laser	23	32	152	M5
Chrysler LeBaron Conv	24	27	135	A3
Chrysler LeBaron Turbo Conv	20	24	135	A3
Chrysler LeBaron Conv	23	25	152	A3
Dodge Charger	28	33	97	M4
Dodge Charger	31	39	97	M4
Dodge Charger	24	30	135	A3
Dodge Charger	22	30	135	M5
Dodge Charger	26	36	135	M5
Dodge Charger Turbo	20	27	135	M5
Dodge Colt	29	32	90	L3
Dodge Colt	36	41	90	M4
Dodge Colt	33	39	90	M5
Dodge Colt Turbo	24	28	98	L3
Dodge Colt Turbo	24	31	98	M5
Dodge Conquest Turbo	19	24	156	L4
Dodge Conquest Turbo	19	24	156	M5
Dodge Daytona	24	27	135	A3
Dodge Daytona Turbo	20	24	135	A3
Dodge Daytona Turbo	19	28	135	M5
Dodge Daytona	25	35	135	M5
Dodge Daytona	23	25	152	A3
Dodge Daytona	23	32	152	M5
Dodge 600 Conv	24	27	135	A3
Dodge 600 Conv. Turbo	20	24	135	A3
Dodge 600 Conv	23	25	152	A3
*Ford Laser	25	30	98	A3
*Ford Laser	26	30	98	M4
Ford Mustang	21	25	140	A3
Ford Mustang	23	28	140	M4
Ford Mustang Turbo	20	26	140	M5
Ford Mustang	19	23	231	L3
Ford Mustang	17	25	302	M5
Honda Accord	24	30	119	L4
Honda Accord	27	33	119	M5
Honda Accord FI	23	29	119	L4
Honda Accord FI	25	30	119	M5
Honda Civic	37	43	82	M4
Honda Civic	28	32	91	L4
Honda Civic	30	35	91	M5
Honda Civic FI	30	33	91	M5
Honda Prelude	23	30	112	L4
Honda Prelude	24	32	112	M5
Honda Prelude FI	23	29	119	L4
Honda Prelude FI	25	30	119	M5
Isuzu I-Mark	34	34	90	A3
Isuzu I-Mark	34	40	90	M5
Isuzu I-Mark	38	42	90	M5
Isuzu Impulse	22	25	119	A4
Isuzu Impulse	22	28	119	M5
Isuzu Impulse Turbo	20	25	121	L4
Isuzu Impulse Turbo	20	25	121	M5
Jaguar XJ-S	13	17	326	A3
Jaguar XJ-S	15	19	258	A3
Mercury Capri	21	25	140	A3
Mercury Capri	23	28	140	M4
Mercury Capri	19	23	231	L3
Mercury Capri	17	25	302	M5
Mercedes-Benz 190	20	23	140	A4
Mercedes-Benz 190	21	24	140	A4
Mercedes-Benz 190	18	26	140	M5
Mercedes-Benz 190	19	27	140	M5
Mercedes-Benz 190	30	34	152	A4
Mercedes-Benz 190	29	37	152	M5
Mitsubishi Cordia	22	28	110	M5
Mitsubishi Cordia	24	26	122	L3
Mitsubishi Cordia	25	32	122	M5
Mitsubishi Mirage	29	32	90	L3
Mitsubishi Mirage	36	41	90	M4
Mitsubishi Mirage	33	39	90	M5
Mitsubishi Mirage Turbo	24	26	98	L3
Mitsubishi Mirage Turbo	24	31	98	M5
Mitsubishi Starion Turbo	19	24	156	L4
Mitsubishi Starion Turbo	19	24	156	M5
Mitsubishi Tredia Turbo	22	28	110	M5
Mitsubishi Tredia	24	26	122	L3
Mitsubishi Tredia	24	31	122	M5
Nissan Pulsar NX	27	30	98	L3
Nissan Pulsar NX	31	38	98	M5
Nissan Sentra	27	30	98	L3
Nissan Sentra	31	38	98	M5
Nissan Sentra Diesel	45	50	103	M4
Nissan 200-SX Turbo	22	27	110	M5
Nissan 200-SX	22	28	120	L4
Nissan 200-S	22	27	120	M5
Nissan 300-7 2+2	17	25	181	L4
Nissan 300-ZX 2+2	18	26	181	M5
Plymouth Colt	29	32	90	L3
Plymouth Colt	36	41	90	M4
Plymouth Colt	33	39	90	M5
Plymouth Colt Turbo	24	28	98	L3
Plymouth Colt Turbo	24	31	98	M5
Plymouth Conquest Turbo	19	24	156	L4
Plymouth Conquest Turbo	19	24	156	M5
Plymouth Turismo	28	33	97	M4
Plymouth Turismo	31	39	97	M4
Plymouth Turismo	24	30	135	A3
Plymouth Turismo	22	30	135	M5
Plymouth Turismo	26	35	135	M5
Pontiac Firebird FI	23	32	151	M5
Pontiac Firebird FI	19	27	173	L4
Pontiac Firebird FI	17	26	173	M5
Pontiac Firebird	17	25	305	L4
Pontiac Firebird	16	26	305	M5
Pontiac Firebird	17	25	305	L4
*Pontiac Firefly	41	43	61	A3
*Pontiac Firefly	44	50	61	M5
Pontiac Sunbird Conv. Turbo	20	27	110	L3
Pontiac Sunbird Conv.	24	30	110	L3
Pontiac Sunbird Conv. Turbo	21	28	110	M4
Pontiac Sunbird Conv.	26	35	110	M5
Pontiac 1000	25	30	98	L3
Pontiac 1000	28	34	98	M4
Pontiac 1000	27	34	98	M5
Renault Alliance Conv	21	23	105	A3
Renault Alliance Conv	27	32	105	M5
Renault Fuego	20	24	132	A3
Renault Fuego	23	31	132	M5
Rolls-Royce Corniche II/ Continental	8	11	412	A3
Subaru Hatchback	31	36	97	M4
Subaru Hatchback	28	32	97	M5
Subaru Hatchback	23	25	109	L3
Subaru Hatchback	26	31	109	M5
Subaru XT	24	27	109	L3
Subaru XT Turbo	23	25	109	L3
Subaru XT	25	32	109	M5
Subaru XT Turbo	25	30	109	M5
Suzuki Forsa V	41	43	61	A3
Suzuki Forsa V	44	50	61	M5
Toyota Celica	23	29	122	L4
Toyota Celica	25	30	122	L4
Toyota Celica	25	31	122	M5
Toyota Celica	23	29	122	M5
Toyota Celica Supra	19	24	168	L4
Toyota Celica Supra	18	22	168	M5
Toyota Corolla Sport	27	33	97	L4
Toyota Corolla Sport	28	33	97	M5
Toyota Corolla Sport FI	26	31	97	M5
Toyota Tercel	30	32	89	A3
Toyota Tercel	35	39	89	M4
Toyota Tercel	31	38	89	M5
Volkswagen Scirocco	23	25	109	A3
Volkswagen Scirocco	24	29	109	M5

COMPACTS

BMW 5-Series	23	29	149	L4
BMW 5-Series	18	24	164	L4
BMW 5-Series	20	24	164	M5
Buick Skyhawk	24	31	110	L3
Buick Skyhawk Turbo	20	27	110	L3
Buick Skyhawk Turbo	21	28	110	M4
Buick Skyhawk	27	37	110	M5
Buick Skyhawk	23	29	121	L3
Buick Skyhawk	25	32	121	M4
Buick Somerset/Skylark	23	32	151	L3
Buick Somerset/Skylark	23	34	151	M5
Buick Somerset/Skylark	19	27	181	L3
Cadillac Cimarron	22	27	121	L3
Cadillac Cimarron	24	32	121	M5
Cadillac Cimarron	18	25	173	L3
Cadillac Cimarron	17	22	173	M4
Chevrolet Cavalier	23	29	121	L3
Chevrolet Cavalier	26	33	121	M4
Chevrolet Cavalier	24	32	121	M5
Chevrolet Cavalier	19	24	173	L3
Chevrolet Cavalier	19	26	173	M4
Chevrolet Nova	28	32	97	L3
Chevrolet Nova	30	37	97	M5
Dodge Omni	28	33	97	M4
Dodge Omni	31	39	97	M4
Dodge Omni	24	29	135	A3
Dodge Omni	22	30	135	M5
Dodge Omni	26	35	135	M5
Dodge Omni Turbo	20	27	135	M5
Ford Escort	25	30	113	A3
Ford Escort	32	41	113	M4
Ford Escort	27	34	113	M5
Ford Escort FI	22	28	113	A3
Ford Escort FI	24	33	113	M5
Ford Escort Diesel	36	43	122	M5
Ford Escort FS Diesel	41	49	122	M5
Ford Tempo Diesel	36	44	122	M5
Ford Thunderbird Turbo	18	22	140	A3
Ford Thunderbird Turbo	20	26	140	M5
Ford Thunderbird	19	26	231	A4
Ford Thunderbird	19	23	231	L3
Mercury Cougar Turbo	18	22	140	A3
Mercury Cougar Turbo	20	26	140	M5
Mercury Cougar	19	26	231	A4
Mercury Cougar	19	23	231	L3
Mercury Lynx	25	30	113	A3
Mercury Lynx	32	41	113	M4
Mercury Lynx	27	34	113	M5
Mercury Lynx FI	22	28	113	A3
Mercury Lynx FI	24	32	113	M5
Mercury Lynx FI	36	43	122	M5
Mercury Topaz Diesel	36	44	122	M5
Mazda 323	25	30	98	A3
Mazda 323	26	30	98	M4
Mazda 323	28	34	98	M5
Mazda 626	24	28	122	A3
Mazda 626 Turbo	22	28	122	M5
Mazda 626	26	32	122	M5
Mercedes-Benz 300-E	18	22	181	A4
Mercedes-Benz 300-E	18	25	181	M5
Mercedes-Benz 560-SEC	14	16	338	A4
Merkur XR4Ti Turbo	18	22	140	A3
Merkur XR4Ti Turbo	19	24	140	M5
Mitsubishi Galant	21	26	143	L4
Nissan Maxima	18	24	181	L4
Nissan Maxima	19	26	181	M5
Nissan Stanza	23	26	120	L3
Nissan Stanza	26	33	120	M5
Oldsmobile Calais	23	32	151	L3
Oldsmobile Calais	23	34	151	M5
Oldsmobile Calais	19	27	181	L3
Oldsmobile Firenza Turbo	20	27	110	L3
Oldsmobile Firenza	24	31	110	L3
Oldsmobile Firenza Turbo	21	28	110	M4
Oldsmobile Firenza	27	37	110	M5
Oldsmobile Firenza	23	29	121	L3
Oldsmobile Firenza	25	32	121	M4
Oldsmobile Firenza	19	24	173	L3
Oldsmobile Firenza	19	26	173	M4
Peugeot 505 Sedan	20	23	120	L4
Peugeot 505 Sedan	20	24	120	M5
Peugeot 505 Sedan	19	22	131	L4
Peugeot 505 Sedan	19	24	131	M5
Plymouth Horizon	28	33	97	M4
Plymouth Horizon	31	39	97	M4
Plymouth Horizon	24	29	135	A3
Plymouth Horizon	26	35	135	M5
Pontiac Grand Am	23	32	151	L3
Pontiac Grand Am	23	34	151	M5
Pontiac Grand Am	19	27	181	L3
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird Turbo	20	27	110	L3
Pontiac Sunbird Turbo	21	28	110	M4
Pontiac Sunbird	27	37	110	M5
Renault Alliance/Encore	26	30	85	A3
Renault Alliance/Encore	32	38	85	M4
Renault Alliance/Encore	35	41	85	M4
Renault Alliance/Encore	33	39	96	M5
Renault Alliance/Encore	24	28	105	A3
Renault Alliance/Encore	30	37	105	M5
Rolls-Royce Camargue	8	11	412	A3
Saab 900	19	23	121	A3
Saab 900 Turbo	18	22	121	A3
Saab 900	21	28	121	M5
Saab 900 Turbo	20	26	121	M5
Saab 900	20	24	121	M5
Subaru Sedan/3-Door	26	31	109	M5
Subaru Sedan/3-Door Turbo	23	25	109	L3
Subaru Sedan/3-Door	25	27	109	L3
Subaru Sedan/3-Door Turbo	25	30	109	M5
Subaru 3-Door 4WD Turbo	24	29	109	M5
Toyota Camry Turbo	30	36	120	L4
Toyota Camry	26	32	122	L4
Toyota Camry	28	34	122	M5
Toyota Corolla	26	33	97	L3
Toyota Corolla	28	35	97	L4
Toyota Corolla	31	37	97	M5
Toyota Cressida	19	23	168	L4
Toyota Cressida	19	24	168	M5
Volkswagen Golf Diesel	37	44	97	M5
Volkswagen Golf	23	27	109	A3
Volkswagen Golf	27	34	109	M5
Volkswagen GTI	26	31	109	M5
Volkswagen Jetta Diesel	37	44	97	M5
Volkswagen Jetta Diesel	36	43	97	M5
Volkswagen Jetta	23	27	109	A3
Volkswagen Jetta	27	34	109	M5
Volkswagen Jetta GLI	23	27	109	A3
Volkswagen Jetta GLI	26	31	109	M5
Volkswagen Quantum	18	22	136	A3
Volkswagen Quantum	19	24	136	M5
Volvo 240DL/240GL	21	24	141	A4
Volvo 240DL/240GL	23	28	141	M4

MID-SIZE CARS

Audi 5000-CS Quattro Turbo	17	25	136	M5
Audi 5000-S	18	22	136	A3
Audi 5000-S	19	26	136	M5
Buick Century	22	32	151	L3
Buick Century	19	26	173	L3
Buick Century	20	28	173	L4
Buick Century	19	29	231	L4
Buick Regal	18	24	231	L3
Buick Regal Turbo	17	24	231	L4
Buick Regal	17	23	307	L3
Buick Regal	18	25	307	L4
Buick Riviera	19	30	231	L4
Cadillac Eldorado	17	26	249	L4
Cadillac Seville	17	26	249	L4
Chevrolet Celebrity FI	22	32	151	L3
Chevrolet Celebrity FI	23	31	151	M4
Chevrolet Celebrity	19	26	173	L3
Chevrolet Celebrity	20	28	173	L4
Chevrolet Celebrity FI	18	25	173	L3
Chevrolet Celebrity FI	19	28	173	L4
Chevrolet Monte Carlo FI	18	23	262	L3
Chevrolet Monte Carlo FI	18	27	262	L4
Chevrolet Monte Carlo	17	25	305	L4
Chrysler LeBaron	20	24	135	A3
Chrysler LeBaron	24	27	135	A3
Chrysler LeBaron	23	25	152	A3
Chrysler LeBaron GTS Turbo	20	24	135	A3
Chrysler LeBaron GTS	24	27	135	A3
Chrysler LeBaron GTS Turbo	19	28	135	M5
Chrysler LeBaron GTS	25	35	135	M5
Chrysler LeBaron GTS	23	25	152	A3
Chrysler LeBaron GTS	23	32	152	M5
Chrysler Limousine Turbo	19	23	135	A3
Chrysler New Yorker Turbo	20	24	135	A3
Chrysler New Yorker	23	25	152	A3
Chrysler Newport/ Fifth Avenue	16	21	318	L3
Dodge Aries	24	28	135	A3
Dodge Aries	25	35	135	M5
Dodge Aries	23	26	152	A3
Dodge Diplomat	16	21	318	L3
Dodge Lancer	24	27	135	A3
Dodge Lancer Turbo	20	24	135	A3
Dodge Lancer Turbo	19	26	135	M5
Dodge Lancer	25	35	135	M5
Dodge Lancer	23	25	152	A3
Dodge Lancer	23	32	152	M5
Dodge 600 Turbo	20	24	135	A3
Dodge 600	24	27	135	A3
Dodge 600	23	25	152	A3
Ford LTD	21	25	140	A3
Ford LTD	19	23	231	L3
Lincoln Continental	18	26	302	L4
Lincoln Mark VII	18	26	302	L4
Mercury Marquis	21	25	140	A3
Mercury Marquis FI	19	23	231	L3
Mercedes-Benz 420-SEL	15	18	256	A4
Mercedes-Benz 560-SEL	14	16	338	A4
Oldsmobile Cutlass Ciera FI	22	32	151	L3
Oldsmobile Cutlass Ciera	19	26	173	L3
Oldsmobile Cutlass Ciera	20	28	173	L4
Oldsmobile Cutlass Ciera FI	18	25	173	L3
Oldsmobile Cutlass Ciera FI	19	28	173	L4
Oldsmobile Cutlass Ciera FI	19	30	231	L4
Oldsmobile Cutlass Supreme	18	24	231	L3
Oldsmobile Cutlass Supreme	17	23	307	L3
Oldsmobile Cutlass Supreme	18	25	307	L4
Oldsmobile Toronado	19	30	231	L4
Plymouth Caravelle	24	27	135	A3
Plymouth Caravelle Turbo	20	24	135	A3
Plymouth Caravelle	23	25	152	A3
Plymouth Grand Fury	16	21	318	L3
Plymouth Reliant	24	28	135	A3
Plymouth Reliant	25	35	135	M5
Pontiac Bonneville	23	26	152	A3
Pontiac Bonneville FI	18	24	231	L3
Pontiac Bonneville FI	18	23	262	L3
Pontiac Bonneville	18	27	262	L4
Pontiac Grand Prix	17	25	305	L4
Pontiac Grand Prix FI	18	24	231	L3
Pontiac Grand Prix FI	18	23	262	L3
Pontiac Grand Prix	18	27	262	L4
Pontiac 6000 FI	17	25	305	L4
Pontiac 6000	22	32	151	L3
Pontiac 6000	19	26	173	L3
Pontiac 6000 FI	20	28	173	L4
Pontiac 6000 FI	18	24	173	L3
Pontiac 6000 FI	18	26	173	L4
Rolls-Royce Silver Spirit/Spur/Mulsanne	9	10	412	A3
Volvo 740/760 Turbo	19	22	141	A4
Volvo 740/760	22	25	141	L4
Volvo 740/760 Turbo	20	25	141	M4
Volvo 740/760	23	28	141	M4
Volvo 740/760 Diesel	24	27	145	L4
Volvo 740/760	18	22	174	A4

STANDARDS

Buick Electra	19	30	231	L4
Buick LeSabre	19	30	231	L4
Cadillac DeVille	17	26	249	L4
Cadillac Fleetwood Brougham	16	25	307	L4
Cadillac Limousine	17	24	249	L4
Chevrolet Caprice FI	18	23	262	L3
Chevrolet Caprice FI	18	26	262	L4
Chevrolet Caprice	17	25	305	L4
Chevrolet Caprice	18	25	307	L4
Ford LTD Crown Victoria	18	26	302	L4
Lincoln Town Car	18	26	302	L4
Mercury Grand Marquis	18	26	302	L4
Oldsmobile Delta 88 Royale	19	30	231	L4
Oldsmobile Ninety-Eight Regency	19	30	231	L4
Pontiac Parisienne FI	18	23	262	L3
Pontiac Parisienne FI	18	25	262	L4
Pontiac Parisienne	17	25	305	L4
Rolls-Royce Silver Spur Limousine	8	10	412	A3
Saab 9000	21	28	121	M5

SMALL STATION WAGONS

	Est. MPG City	Hwy.	Engine CID	†Trans.
Buick Skyhawk	24	31	110	L3
Buick Skyhawk	27	37	110	M5
Buick Skyhawk	23	29	121	L3
Buick Skyhawk	25	32	121	M4
Chevrolet Cavalier	23	29	121	L3
Chevrolet Cavalier	25	32	121	M4
Chevrolet Cavalier	24	32	121	M5
Chevrolet Cavalier	18	25	173	L3
Chevrolet Cavalier	19	26	173	M4
Dodge Colt Vista	23	24	122	L3
Dodge Colt Vista	24	29	122	M5
Ford Escort	25	30	113	A3
Ford Escort	32	41	113	M4
Ford Escort	27	34	113	M5
Ford Escort Diesel	36	43	122	M5
Honda Civic	28	32	91	L4
Honda Civic	30	35	91	M5
Mercury Lynx	25	30	113	A3
Mercury Lynx	32	41	113	M4
Mercury Lynx	27	34	113	M5
Mercury Lynx Diesel	36	43	122	M5
*Mazda GLC	22	23	91	A3
*Mazda GLC	25	29	91	M4
*Mazda GLC	25	30	91	M5
*Mitsubishi Space Wagon	23	24	122	L3
Nissan Maxima	18	24	181	L4
Nissan Sentra	27	30	98	L3
Nissan Sentra	31	38	98	M5
Oldsmobile Firenza	24	31	110	L3
Oldsmobile Firenza	23	29	121	L3
Oldsmobile Firenza	18	25	173	L3
Oldsmobile Firenza	19	25	173	M4
Oldsmobile Firenza	19	25	173	L4
Plymouth Colt Vista	23	24	122	L3
Plymouth Colt Vista	24	29	122	M5
Pontiac Sunbird	24	31	110	L3
Pontiac Sunbird	27	37	110	M5
Renault 18i Sportwagon	20	24	132	A3
Renault 18i Sportwagon	23	31	132	M5
Subaru	26	31	109	M5
Subaru FI	25	26	109	L3
Subaru Turbo	23	25	109	L3
Subaru Turbo	25	30	109	M5
Toyota Tercel 2WD	28	31	89	A3
Toyota Tercel 2WD	31	37	89	M5
Toyota Tercel 4WD	24	25	89	A3
Toyota Tercel 4WD	27	32	89	M5
Volkswagen Quantum	22	25	109	A3
Volkswagen Quantum	25	31	109	M5

MID-SIZE STATION WAGONS

Audi 5000-CS Quattro Turbo	17	25	136	M5
Audi 5000-S	17	22	136	A3
Audi 5000-S	19	25	136	M5
Buick Century FI	21	28	151	L3
Buick Century	19	25	173	L3
Buick Century	19	25	173	L4
Buick Century FI	19	30	231	L4
Chevrolet Celebrity FI	22	31	151	L3
Chevrolet Celebrity FI	23	31	151	M4
Chevrolet Celebrity	19	25	173	L3
Chevrolet Celebrity	19	25	173	L4
Chevrolet Celebrity FI	18	24	173	L3
Chevrolet Celebrity FI	18	26	173	L4
Chrysler Town & Country Wagon Turbo	20	24	135	A3
Chrysler Town & Country	23	25	152	A3
Dodge Aries	24	27	135	A3
Dodge Aries	25	35	135	M5
Dodge Aries	23	25	152	A3
Ford LTD	19	23	231	L3
Mercury Marquis	19	23	231	L3
Nissan Stanza 2WD	20	25	120	L4
Nissan Stanza 2WD	23	28	120	M5
Oldsmobile Cutlass Cruiser FI	21	28	151	L3
Oldsmobile Cutlass Cruiser	19	25	173	L3
Oldsmobile Cutlass Cruiser FI	19	25	173	L4
Oldsmobile Cutlass Cruiser FI	18	24	173	L3
Peugeot 505	18	26	173	L4
Peugeot 505	20	23	120	L4
Peugeot 505

EPA Mileage Ratings for '86 models

	Est. MPG City	Hwy.	Engine CID	†Trans.
GMC K-15	12	16	305	M4
GMC K-15	14	17	305	M4C
GMC K-15	12	16	350	L4
GMC K-15 Diesel	17	21	379	L4
GMC K-15 Diesel	18	20	379	M4
GMC K-15 Diesel	18	19	379	M4C
GMC K-25	12	16	350	L4
GMC K-25	10	15	350	M4C
GMC K-25 Diesel	17	21	379	L4
GMC K-25 Diesel	17	18	379	M4C
GMC T-15 FI	20	26	151	L4
GMC T-15 FI	22	27	151	M4
GMC T-15 FI	21	27	151	M5
Jeep Comanche Diesel	28	29	126	M5
Jeep Comanche FI	20	22	150	L3
Jeep Comanche FI	19	23	150	M4
Jeep Comanche FI	22	26	150	M4
Jeep Comanche FI	21	25	150	M5
Jeep Comanche	17	19	173	L3
Jeep Comanche	17	22	173	M5
Jeep J-10	16	19	256	A3
Jeep J-10	14	19	258	M4
Jeep J-10	11	13	360	A3
Jeep J-20	11	13	360	A3
Nissan	19	21	146	M5
Nissan FI	18	22	146	M5
Toyota	20	24	144	M5
Toyota	19	22	144	M5
Toyota FI	18	20	144	L4
Toyota FI	21	22	144	L4
Toyota FI	18	22	144	M5
Toyota FI	21	24	144	M5
CARGO VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	21	26	151	M4
Chevrolet Astro	23	28	151	M5
Chevrolet Astro	17	22	262	L4
Chevrolet Astro	18	22	262	M4
Chevrolet Astro	18	24	262	M5
Chevrolet G-10/20	17	19	262	A3
Chevrolet G-10/20	17	21	262	L4
Chevrolet G-10/20	15	18	262	L4
Chevrolet G-10/20	15	18	262	M3
Chevrolet G-10/20	18	20	262	M3
Chevrolet G-10/20	17	21	262	M4
Chevrolet G-10/20	16	20	262	M4
Chevrolet G-10/20	15	18	305	L3
Chevrolet G-10/20	15	18	305	L4
Chevrolet G-10/20	15	20	305	L4
Chevrolet G-10/20	15	18	305	M3
Chevrolet G-10/20	15	18	305	M4
Chevrolet G-10/20 Diesel	19	23	379	L4
Chevrolet G-10/20 Diesel	20	23	379	M4
Chevrolet G-30	16	19	262	L4
Chevrolet G-30	15	18	262	M3
Dodge B-150/B-250	14	15	225	A3
Dodge B-150/B-250	15	17	225	L3
Dodge B-150/B-250	14	17	225	M4
Dodge B-150/B-250	16	19	225	M4
Dodge B-150/B-250	14	15	318	A3
Dodge B-150/B-250	13	14	318	A3
Dodge B-150/B-250	13	18	318	L3
Dodge B-150/B-250	14	17	318	M4
Dodge B-150/B-250	12	18	318	M4
Dodge B-150/B-250	11	13	360	A3
Dodge B-350	14	15	318	A3
Dodge B-350	12	14	318	A3
Dodge B-350	11	12	360	A3
Ford Aerostar	20	24	140	L4
Ford Aerostar FI	26	29	140	M5
Ford Aerostar	17	23	171	L4
Ford Aerostar	18	24	171	M5
Ford E-150 Econoline	15	17	300	A3
Ford E-150 Econoline	16	21	300	L4
Ford E-150 Econoline	17	18	300	M4
Ford E-150 Econoline	20	25	300	M4
Ford E-150 Econoline FI	14	18	302	L4
Ford E-150 Econoline	12	13	351	A3
Ford E-250 Econoline	15	17	300	A3
Ford E-250 Econoline FI	14	17	302	L4
Ford E-250 Econoline	11	13	351	A3
GMC G-15/25 Vandura	17	19	262	A3
GMC G-15/25 Vandura	17	21	262	L4
GMC G-15/25 Vandura	15	18	262	L4
GMC G-15/25 Vandura	16	20	262	M3
GMC G-15/25 Vandura	15	18	262	M3
GMC G-15/25 Vandura	17	21	262	M4
GMC G-15/25 Vandura	16	20	262	M4
GMC G-15/25 Vandura	15	18	305	L3
GMC G-15/25 Vandura	15	18	305	L4
GMC G-15/25 Vandura	15	20	305	L4
GMC G-15/25 Vandura	15	18	305	M3
GMC G-15/25 Vandura	15	18	305	M4
GMC G-15/25 Vandura Diesel	19	23	379	L4
GMC G-15/25 Vandura Diesel	20	23	379	M4
GMC G-35 Vandura	16	19	262	L4
GMC G-35 Vandura	15	18	262	M3
GMC Safari	21	26	151	L4
GMC Safari	21	26	151	M4
GMC Safari	23	28	151	M5
GMC Safari	17	22	262	L4
GMC Safari	18	22	262	M4
GMC Safari	18	24	262	M5
Toyota	21	23	137	L4
Toyota	22	24	137	M5
PASSENGER VANS				
Chevrolet Astro	21	26	151	L4
Chevrolet Astro	21	26	151	M4
Chevrolet Astro	23	28	151	M5
Chevrolet Astro	17	22	262	L4
Chevrolet Astro	17	21	262	M4
Chevrolet Astro	17	23	262	M5
Chevrolet G-10/20 Sportvan	16	17	262	A3
Chevrolet G-10/20 Sportvan	15	17	262	L4
Chevrolet G-10/20 Sportva	16	19	262	L4
Chevrolet G-10/20 Sportvan	15	18	262	M3
Chevrolet G-10/20 Sportvan	14	16	262	M3
Chevrolet G-10/20 Sportvan	13	13	305	L3
Chevrolet G-10/20 Sportvan	14	17	305	L4
Chevrolet G-10/20 Sportvan Diesel	13	16	350	L4
Chevrolet G-10/20 Sportvan Diesel	13	17	350	L4
Chevrolet G-10/20 Sportvan Diesel	18	23	379	L4
Chevrolet G-10/20 Sportvan Diesel	18	21	379	M4
Chevrolet G-30 Sportvan	11	14	350	L4
Chevrolet G-30 Sportvan	11	13	350	L4
Dodge B-150/B-250	14	16	225	A3
Dodge B-150/B-250	15	17	225	L3
Dodge B-150/B-250	15	19	225	M4
Dodge B-150/B-250	12	14	318	A3
Dodge B-150/B-250	13	14	318	A3
Dodge B-150/B-250	13	16	318	L3
Dodge B-150/B-250	12	18	318	M4
Dodge B-150/B-250	14	17	318	M4
Dodge B-150/B-250	11	12	360	A3
Dodge B-350	12	14	318	A3
Dodge B-350	12	14	318	A3
Dodge B-350	10	12	360	A3
Ford Aerostar FI	23	27	140	M5
Ford Aerostar	16	21	171	L4
Ford Aerostar	17	22	171	M5
Ford E-150 Club Wagon	14	16	300	A3
Ford E-150 Club Wagon	14	18	300	L4
Ford E-150 Club Wagon	14	18	300	M4
Ford E-150 Club Wagon FI	14	17	302	L4
Ford E-150 Club Wagon	12	13	351	A3
GMC G-15/25 Rally	16	17	262	A3
GMC G-15/25 Rally	15	17	262	L4
GMC G-15/25 Rally	16	19	262	L4
GMC G-15/25 Rally	14	16	262	M3
GMC G-15/25 Rally	15	18	262	M3
GMC G-15/25 Rally	13	13	305	L3
GMC G-15/25 Rally	14	17	305	L4
GMC G-15/25 Rally	13	16	350	L4
GMC G-15/25 Rally	13	17	305	L4
GMC G-15/25 Rally Diesel	13	23	379	L4
GMC G-15/25 Rally Diesel	18	21	379	M4
GMC G-35 Rally	11	14	350	L4
GMC G-35 Rally	11	13	350	L4
GMC Safari	21	26	151	L4
GMC Safari	21	26	151	M4
GMC Safari	23	28	151	M5
GMC Safari	17	22	262	L4
GMC Safari	17	23	262	M5
Toyota	21	23	137	L4
Toyota	22	24	137	M5
Volkswagen Vanagon	14	18	129	A3
Volkswagen Vanagon	16	18	129	M4
SPECIAL PURPOSE VEHICLES/2WD				
Chevrolet C-10 Suburban	14	17	305	L4
Chevrolet C-10 Suburban	13	18	350	L4
Chevrolet C-10 Suburban	13	17	350	L4
Chevrolet C-10 Suburban FI	18	23	379	L4
Chevrolet S-10 Blazer	21	26	151	L4
Chevrolet S-10 Blazer	21	26	151	M4
Chevrolet S-10 Blazer	23	28	151	M5
Dodge AD-150 Ramcharger	12	14	318	A3
Dodge AD-150 Ramcharger	14	15	318	A3
Dodge AD-150 Ramcharger	13	16	318	L3
Dodge AD-150 Ramcharger	11	13	360	A3
Dodge Caravan/Ram Van 2WD	20	23	135	A3
Dodge Caravan/Ram Van 2WD	19	22	135	A3
Dodge Caravan/Ram Van 2WD	22	27	135	M4
Dodge Caravan/Ram Van 2WD	22	28	135	M4
Dodge Caravan/Ram Van 2WD	21	27	135	M5
Dodge Caravan/Ram Van 2WD	21	27	135	M5
Dodge Caravan/Ram Van 2WD	19	22	156	A3
Ford Bronco II	23	27	140	M5
Ford Bronco II	18	23	179	L4
Ford Bronco II	19	24	179	M5
GMC C-15 Suburban	14	17	305	L4
GMC C-15 Suburban	13	16	350	L4
GMC C-15 Suburban	13	17	350	L4
GMC C-15 Suburban Diesel	18	23	379	L4
GMC S-15 Jimmy	21	26	151	L4
GMC S-15 Jimmy	21	25	151	M4
GMC S-15 Jimmy	23	28	151	M5
Jeep Cherokee/Wagoneer Diesel	28	31	126	M5
Jeep Cherokee/Wagoneer FI	20	23	150	L3
Jeep Cherokee/Wagoneer FI	20	24	150	M4
Jeep Cherokee/Wagoneer FI	24	27	150	M4
Jeep Cherokee/Wagoneer FI	22	27	150	M5
Jeep Cherokee/Wagoneer	17	19	173	L3
Jeep Cherokee/Wagoneer	17	22	173	M5
Plymouth Voyager	20	23	135	A3
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	21	27	135	M5
Plymouth Voyager	19	22	156	A3
SPECIAL PURPOSE VEHICLES/4WD				
AMC Eagle	16	19	258	A3
AMC Eagle	17	21	258	M5
Chevrolet K-10 Blazer 4WD	13	17	305	L4
Chevrolet K-10 Blazer 4WD	14	17	305	M4C
Chevrolet K-10 Blazer 4WD	12	16	350	L4
Chevrolet K-10 Blazer Diesel	17	21	379	L4
Chevrolet K-10 Suburban	11	16	350	L4
Chevrolet K-10 Suburban	12	16	350	L4
Chevrolet K-10 Suburban	11	13	350	M4C
Chevrolet K-10 Seburban Diesel	16	21	379	L4
Chevrolet T-10 Blazer	19	24	151	L4
Chevrolet T-10 Blazer	22	25	151	M4
Chevrolet T-10 Blazer	20	26	151	M5
Dodge AW-150 Ramcharger	11	14	318	A3
Dodge AW-150 Ramcharger	11	14	318	M4C
Dodge AW-150 Ramcharger	10	12	360	A3
Dodge AW-150 Ramcharger	11	13	360	M4C
Dodge Colt Vista	19	25	122	M5
Ford Bronco II FI	17	22	179	L4
Ford Bronco II FI	18	22	179	M5
Ford Bronco	15	15	300	A3
Ford Bronco	17	21	300	M4
Ford Bronco	16	17	300	M4C
Ford Bronco FI	13	17	302	L4
Ford Bronco FI	13	15	302	M4C
Ford Bronco	12	13	351	A3
GMC K-15 Jimmy	13	17	305	L4
GMC K-15 Jimmy	14	17	305	M4C
GMC K-15 Jimmy	12	16	350	L4
GMC K-15 Jimmy Diesel	17	21	379	L4
GMC K-15 Suburban	12	16	350	L4
GMC K-15 Suburban	11	16	350	L4
GMC K-15 Suburban	11	13	350	M4C
GMC K-15 Suburban Diesel	16	21	379	L4
GMC T-15 Jimmy	19	24	151	L4
GMC T-15 Jimmy	22	25	151	M4
GMC T-15 Jimmy	20	26	151	M5
Isuzu Trooper Diesel	28	28	137	M5
Isuzu Trooper	15	21	138	M5
Isuzu Trooper	16	21	138	M5
Jeep Cherokee/Wagoneer Diesel	28	29	126	M5
Jeep Cherokee/Wagoneer FI	20	22	150	L3
Jeep Cherokee/Wagoneer FI	19	23	150	M4
Jeep Cherokee/Wagoneer FI	23	26	150	M4
Jeep Cherokee/Wagoneer FI	21	25	150	M5
Jeep Cherokee/Wagoneer	17	19	173	L3
Jeep Cherokee/Wagoneer	17	22	173	M5
Jeep CJ-7	19	20	150	M4
Jeep CJ-7	18	19	150	M5
Jeep CJ-7	16	18	258	A3
Jeep CJ-7	17	19	258	M4
Jeep CJ-7	17	21	258	M5
Jeep Grand Wagoneer	15	17	258	A3
Jeep Grand Wagoneer	14	19	258	M4
Jeep Grand Wagoneer	11	13	360	A3
Mitsubishi Montero	17	17	156	A3
Mitsubishi Montero	18	20	156	M5
Nissan Stanza Wagon	19	21	120	L4
Nissan Stanza Wagon	20	24	120	M5
Plymouth Colt Vista	19	25	122	M5
Subaru Hatchback	24	28	109	M4
Subaru Hatchback	24	29	109	M4
Subaru Sedan/3-Door	22	24	109	A3
Subaru Sedan/3-Door	21	24	109	A3
Subaru Sedan/3-Door	22	29	109	M5
Subaru Sedan/3-Door	23	29	109	M5
Subaru Sedan/3-Door Turbo	22	24	109	A3
Subaru Sedan/3-Door Turbo	24	28	109	M5
Subaru Wagon	22	24	109	A3
Subaru Wagon	21	24	109	A3
Subaru Wagon	23	29	109	M5
Subaru Wagon	22	28	109	M5
Subaru Wagon Turbo	22	24	109	A3
Subaru Wagon Turbo	23	27	109	M5
Subaru XT Turbo	22	24	109	A3
Subaru XT Turbo	23	27	109	M5
Suzuki Samurai	27	29	81	M5
Suzuki Samurai Conv	27	29	81	M5
Toyota 4Runner Turbo	17	19	144	L4
Toyota 4Runner Turbo	19	22	144	L4
Toyota 4Runner FI	20	23	144	M5
SPECIAL PURPOSE VEHICLES/CAB CHASSIS				
Chevrolet S-10 Cab Chassis 2WD	19	19	151	M4
Dodge D-250 Cab Chassis 2WD	11	12	360	A3
Ford Ranger Cab Chassis	18	23	179	L4
Ford Ranger Cab Chassis	17	20	179	M5
GMC S-15 Cab Chassis 2WD	19	19	151	M4
Nissan Cab Chassis 2WD	15	15	146	M5
Toyota Cab/Chassis	13	13	144	A4
Toyota Cab/Chassis	16	16	144	M4

†—Transmission: A—Automatic; C—Creeper; L—Lockup; M—Manual.

*—Available in Puerto Rico only.

letterbox

Continued from Page 10

dom, introducing premium models with analog dashboards.

It would be a shame to read one day that the market research staffs of our own auto makers were found to be in the same position as that well known team from Coca-Cola.—**David J. Rivkin,** Forest Hills, N.Y.

Mercedes blamed

I am writing in regard to the article "Mercedes letter slaps gray market" in your Aug. 12 issue.

The gray market was created by Mercedes-Benz itself by raising the price of U.S. models out of the sky, even though our strong dollar would suggest the opposite.

In Paris, one can still purchase a 190-E new for less than $13,000—a 50 percent discount off what it sells for in the U.S. (granted there is almost $1,500 worth of extra equipment and regulations built into a U.S. version).

When the spread (which equals extra profit on cars sold in the U.S.) is as wide as $25,000 on some models, even the affluent (by foreign standards) U.S. buyers stop being gullible and generous and start to look for ways to reduce their own household deficit.

With its decision not to service gray-market vehicles, Mercedes-Benz of North America lost many previously loyal customers to independents. For each dealership that refuses, there are at least 25 highly qualified and "factory-trained" Mercedes service facilities with prices less outrageous than those of their dealers.

M-B spends millions fighting the gray market and independent parts suppliers to maintain its double standard and keep its insane profits coming from the U.S. But its management soon will realize that the U.S. economy is governed by the spirit of free enterprise. Dictatorship and greed can go only so far in a free society. —**Ted W. Kennedy,** Kennedy Coach Works, Anaheim, Calif.

Centennial logo

One of two winners in the international poster contest sponsored by Daimler-Benz for the 100th anniversary of the automobile celebration is this creation from Alan Fletcher, of London. His design is also being used by Daimler-Benz as its centennial logo.

In attorney general's report

Makers found wanting on Conn. lemon law

HARTFORD.—In a new 113-page report on the state's first-in-the-nation automobile lemon law, Connecticut Attorney General Joseph I. Lieberman has charged that the bulk of the manufacturers are not displaying "a serious commitment" to resolving disputes with new-car buyers.

He said that only nine of the 43 manufacturers responded to a state questionnaire on their dispute settlement programs.

Noting that his office now has subpena capability to compel compliance with such requests in the future, Lieberman said, "The motor vehicle manufacturers exhibited a lack of cooperation with our requests for data, which indicates to me a general lack of concern for consumer relations.

"There's no trade deficit in the auto industry when it comes to customer relations," he said. "The Japanese, the Germans, the Italians and the Swedes are right up there with the Americans in terms of how poorly they serve consumers with complaints."

State Rep. John J. Woodcock III, who was the catalyst for the 1982 Connecticut state legislation, attended the same news conference. He contended that the automobile manufacturing community appears "more interested in window-dressing and PR. The manufacturers really aren't giving this particular law the time of day."

Both Woodcock and Lieberman said that Connecticut has sought to force manufacturer compliance with the guidelines of the lemon law. They said that the manufacturers' challenge of the law's very constitutionality—filed in Hartford Superior Court last March—is expected to be heard by the State Supreme Court.

For their part, the manufacturers are saying that the law is unfair per se because, while consumers may either accept or reject the arbitration panel's recommendation, the manufacturer has no choice but to accept the finding (unless it can be demonstrated that the decision was either arbitrary or capricious).

Under the state's lemon law, a new car or refund must be provided by the manufacturer if a defect cannot be repaired after four dealer attempts or if the car is in the shop for more than 39 days in its first two years (or 18,000 miles).

Rangers, Broncos recalled by Ford

DEARBORN.—Ford Motor Co. is recalling 4,000 1986-model Ranger and Bronco II vehicles equipped with 2.9-liter electronic-fuel-injected engines for replacement of a nylon fuel line.

Company studies show the two-inch, low-pressure hose may crack, allowing fuel to leak.

Another 28,000 1986-model Ranger and Bronco II vehicles will be corrected at the assembly plant or at Ford dealerships before delivery to customers, Ford said.

Winning posters selected in auto centennial contest

FRANKFURT, West Germany.—Alan Fletcher, of England, and Helmut Gratzfeld, of West Germany, won the international poster contest held as part of the preparations for the 100th anniversary of the automobile.

Fletcher, whose poster is being adapted for use as a logo, and Gratzfeld had the two most successful entries in a contest that drew more than 1,300 submissions from 25 countries.

The contest was sponsored jointly by Daimler-Benz and Auto Motor und Sport, a German automotive magazine.

Daimler-Benz, the world's oldest auto maker, will use the logo and the various posters to help celebrate its 100th anniversary. The official ceremonies will take place Jan. 29, 1986, 100 years to the day after Carl Benz was granted a patent for his first car.

Fletcher is a founder of Pentagram, Ltd., London. Gratzfeld runs an advertising agency in a Cologne suburb.

In addition to the first-place tie, there was also a tie for third. Work done by Andre Francois, a French graphic designer, and Thierry Thompson, an American living in Toronto, shared third place.

Fletcher's design features a bold white "100" with the "1" canted and raised slightly above the level of the two zeros so that it bears a figurative resemblance to an automobile.

The top nine entries received cash prizes, with Fletcher's and Gratzfeld's being 15,000 marks (slightly more than $5,000) apiece. Another 13 posters were given honorable mentions.

Tied for first

Helmut Gratzfeld's entry tied for first place in the international poster contest sponsored by Daimler-Benz as part of the 100th anniversary of the automobile celebration. Gratzfeld is a West German.

Burlington to make fabrics for U.S. auto market

GREENSBORO, N.C.—Burlington Industries will start making fabrics for the automotive industry under an agreement signed with Seiren Co., Ltd., a Japanese supplier of car seats and side panel cloth. Seiren sold Burlington the right to use technology that the Japanese firm had developed.

Burlington said it will make the fabric in the U.S. and could begin to sell it to domestic auto manufacturers in 12 to 14 months.

factories list auction dates

American Motors

Oct. 29—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 30—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Oct. 31—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

Oct. 29—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 30—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 31—Clanton's Auto Auction, Darlington, S.C.

Nov. 1—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 31—Southwest Auto Auction, Phoenix, and 166 Auto Auction, Springfield, Mo.

Nov. 5—Harrisburg Auto Auction, Harrisburg, Pa., and Indianapolis Auto Auction, Indianapolis.

Nov. 6—Lakeland Auto Auction, Lakeland, Fla.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Brasher's Southern California Auto Auction, Fontana, Calif.

Nov. 7—Skyline Auto Exchange, Inc., Fairfield, N.J.

Nov. 13—Columbus Fair Auto Auction, Obetz, O.; Concord Auto Auction, Acton, Mass., and Salt Lake Auto Auction, Salt Lake City.

Nov. 14—Atlanta Auto Auction, Red Oak, Ga.; Southwest Auto Auction, Phoenix, and Dallas Auto Auction, Dallas.

General Motors

Oct. 31—Southwest Auto Auction, Phoenix.

Nov. 5—Dallas Auto Auction, Dallas.

Nov. 6—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 7—Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 12—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Nov. 13—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Nov. 14—Nashville Auto Auction, Nashville, and Big H Auto Auction, Houston.

Nov. 19—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

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Used Car Sales

Auction Averages

Oct. to date	$4,790
Month ago	$4,883
Year ago	$4,984

Model Breakdown

Auction Averages

	OCT. 1985	SEPT. 1985	AUG. 1985
1985	$9,705	$10,176	$11,068
1984	$6,813	$7,430	$7,766
1983	$6,129	$6,177	$5,923
1982	$4,898	$4,860	$5,094
1981	$3,639	$3,991	$4,228
1980	$2,939	$3,008	$3,165
1979	$2,385	$2,519	$2,585
1978	$1,800	$1,848	$2,099
Overall Average	$4,790	$4,883	$5,172

New-car sales in Canada advance 14 pct. for August

By Jenny L. King
Detroit Reporter

New-car sales in Canada were up 14.04 percent August to August. Truck sales advanced by more than 8,000 units, for a percentage gain of 49.56 percent.

The five major domestic auto makers reported passenger-car sales of 61,233 units in August, up 14.04 percent from 53,694 a year earlier. As was the case in the U.S., several companies were offering low-interest-rate financing to buyers of certain car and truck models, a fact that stimulated month-end results.

General Motors, where 8.8-percent financing was available, finished the month 22.59 percent ahead of 1984, with sales rising to 30,113 from 24,563. Ford sales were up 16.14 percent, to 14,725 from 12,679. Chrysler's North American-built car sales edged up 1.18 percent, to 13,339 from 13,184.

American Motors reported August sales of 2,303, down 5.19 percent from 2,429. The AMC numbers included 490 imported Renaults this year, compared with 657 in 1984. Volvo sales dropped 10.14 percent, to 753 from 838.

GM's share of the market moved up to 49.18 percent from 45.75 percent. Ford held 24.05 percent of the total, up from 23.61 percent. Chrysler dropped to 21.78 percent from 24.56 percent. AMC was down to 3.76 percent from 4.52 percent, and Volvo finished the month with 1.23 percent, down from 1.56 percent.

New-car sales January through August were up 7.55 percent, to 556,996 from 519,765.

August truck sales totaled 25,801, up 49.56 percent from 17,251 last year. The total included increases for all four major truck makers.

AMC Jeep had the biggest percentage gain, up 71.20 percent to 642 from 375 in August, 1984. Ford truck sales were up 53.74 percent, to 9,003 from 5,856. Chrysler reported a 50.31-percent climb, to 4,126 from 2,745, and GM was up 45.38 percent, to 12,030 from 8,275.

GM's share of the August truck market slipped to 46.63 percent from 47.97 percent. Ford moved up to 34.89 percent from 33.95 percent. Chrysler had 15.99 percent compared with 15.91 percent, and AMC grew to 2.49 percent from 2.17 percent.

Truck sales for the first eight months of 1985 were up 25.99 percent from their 1984 level, rising to 222,623 from 176,696.

Taiwan hoping to resume talks on Toyota project

TAIPEI, Taiwan.—Taiwan is still interested in a joint venture with Toyota Motor Corp. to make compact cars in Taiwan, according to Chao Yao-tung, chairman of Taiwan's Council for Economic Planning and Development.

Chao said he would like to bring the two sides together to resume talks if Toyota is still interested in the venture.

Toyota and Taiwan discussed the $265-million project to produce 300,000 cars annually for exports and domestic sales.

The talks were aborted last year, according to Chao, because Toyota and Taiwan authorities failed to reach an agreement on export quotas and local-content rates.

Since then, Chao said, "the government has substantially relaxed restrictions on the automobile industry, particularly export ratios and local-content rates."

Chao said the government also plans to further relax restrictions on foreign investment in Taiwan.

classified want ads

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MIDWEST BUYER will buy all makes 1980 and up police cars. Call Joe Vaught at 913-299-3632, 788-5815, anytime. Dealer and bank references furnished.

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1985 or 1986 SUBARUS NEEDED
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OVER INVOICE
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318 & 325 Models
VISTA BMW
305-942-7400
Jay or Paul

CARS WANTED

WANTED
TOP DOLLAR PAID
ANY YEAR STRETCH LIMOUSINES
USED MERCEDES BENZ
& ROLLS ROYCES
Call: Jack, 213-839-9417

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky. 502-781-3591. No grey market cars.

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617-458-8000
Call: Sarkis Shamshoyan

LIMOUSINES WANTED. Stretch Cadillac and Lincoln. Frank Corrente, Frank Corrente's Cadillac Corner, Hollywood, California, 213-938-2623.

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CHRYSLER FIFTH AVENUES
With Luxury Group
Willing to Pay Over Invoice
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TROOPER II
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WE WILL PAY MOST
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Ask for Bob or Terry

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WILL TRAVEL ANYWHERE
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We Help You With Bids
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Number of Insertions _____ **Amount Enclosed $** _____

Name _____

Company _____

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Phone orders also taken — Call MARIE HINGST, 313-446-6065

Finds 86 pct. in compliance

FTC checks dealers on credit advertising

Continued from Page 3

program, FTC staff reviewed thousands of auto credit advertisements in major newspapers in 16 cities and then contacted those who were not in compliance with its guidelines. That number came to 929 dealers.

According to the FTC, dealers in St. Louis and Minneapolis-St. Paul did the best job of coming into compliance (98 percent) while those in Dallas did the poorest job (83 percent).

Here is a list of how dealers in other major metropolitan areas did in terms of coming into compliance with FTC's guidelines:

Atlanta, 91 percent; Boston, 86 percent; Chicago, 96 percent; Denver, 85 percent; Houston, 96 percent; Kansas City, 88 percent; Los Angeles, 97 percent; Miami, 86 percent; Philadelphia, 91 percent; San Francisco, 97 percent; Seattle, 88 percent; Virginia Tidewater area, 96 percent, and Washington, 93 percent.

According to Fortney, the FTC plans to take formal action against those dealers still not in compliance with its regulations. Civil penalties of up to $10,000 per violation are possible, she said.

Meanwhile, FTC attorney Carole Reynolds said the staff had also monitored some television advertising by dealers but that its primary focus was newspaper advertising.

Newspaper advertising typically comprises about 60 percent of the total ad budget for rural dealers with another 24 percent spent on radio and just 4 percent on television. Metro dealers, on the other hand, spend 55 percent of their ad dollars on newspaper advertising, 20 percent on television and 16 percent on radio.

Reynolds could not cite the compliance rate for proper credit advertising by dealers on the electronic media.

FTC regulations do not specify how long credit terms must appear on the screen in television ads, only that they be "clear and concise." Recently, a number of Washington-area dealers agreed to adjust their television advertising of auto credit terms at the request of the various consumer protection offices in the metropolitan area.

NADA spokesman Robert Wade said the FTC findings "reflect the good job the nation's auto dealers are doing in advertising credit availability."

The regulations have not been the clearest, he said, noting that such new forms of financing as "interest subvention, balloon payments, etc.," are "tricky and complex."

NADA regularly informs its members of FTC requirements on advertising, but not everyone gets the message, Wade said in explaining the variations in compliance from city to city in the FTC survey.

Different advertising patterns become established and it's hard for dealers not to follow suit to stay competitive, he said in explaining the compliance rate variance between Dallas and St. Louis.

Yanase recalls 197 GM vehicles

TOKYO.—Yanase and Co., a leading Japanese importer of motor vehicles, said it will recall 197 GM cars it sold in Japan.

The recall involves Buick and Pontiac models which Yanase imported between September, 1977, and April, 1980.

A weak packing plate in the rear-wheel brake may cause brake-fluid leakage.

Domestic sales plunge 26 pct. for mid-October

Continued from Page 2

At Ford Motor Co., Ford plunged 41.85 percent, Mercury was down 46.18 percent and Lincoln was down 3.24 percent.

Buick dropped 38.88 percent, Cadillac was down 42.06 percent, Chevrolet dipped 26.89 percent, Oldsmobile was off 14.92 percent and Pontiac slipped 14.02 percent.

Estimated sales of 300 AMC Eagles matched the year-earlier total; Renault was off an estimated 34.19 percent. VW was up 28.67 percent and Honda was up 31.56 percent.

Ford's Escort, with sales of 8,189 units, led the domestics in mid-October, followed by Chevrolet Cavalier at 6,599, Oldsmobile Cutlass Ciera at 6,561, Chevrolet Celebrity at 6,466 and Buick Century at 5,722.

NADA elects 1986 officers; staff VP named

Continued from Page 2

all activities at NADA and its related organizations.

As head of the Industry Analysis and Dealership Operations Division, Ferron was responsible for NADA's analysis and research of the car and truck industry and directed the 20 Group Program, Sales Trak, Service Systems Consulting, Dealer Candidate Academy and Management Education divisions.

He also is co-author, with Jake Kelderman, of Automotive News' Washington bureau, of Betting on the Franchise—Car and Truck Retailing into the 1990s.

In another NADA development, it has been learned that David Paxson, director of the American Truck Dealers Division, is leaving the association to do enter the field of health-care policy analysis.

DOMESTIC SALES

	Oct. 11-20, 1985	Oct. 11-20, 1984
Renault Alliance-Encore	2,550†	3,875†
AMC	300†	300†
AMERICAN MOTORS	2,850†	4,175†
Chrysler	9,232	9,959
Plymouth	7,781	7,954
Dodge	9,249	11,464
CHRYSLER CORP.	26,262	29,377
Ford	23,885	41,075
Mercury	8,527	15,843
Lincoln	4,154	4,293
FORD MOTOR CO.	36,566	61,211
Buick	16,441	26,899
Cadillac	5,516	9,521
Chevrolet	29,152	39,873
Oldsmobile	20,739	24,375
Pontiac	17,108	19,898
GENERAL MOTORS	88,956	120,566
VOLKSWAGEN	1,445	1,123
HONDA	4,815	3,660
NISSAN	1,832	0
U.S. INDUSTRY TOTAL	162,726	220,112

†—Estimate

Production in both countries slated for fall of 1986

Toyota near site decision in U.S., Canada

Continued from Page 1

Vista, Corona and Celica), the class of car Toyota plans to build in its U.S. plant.

He said Toyota does not have a production line in Japan that produces cars at the 50,000-unit annual capacity planned for Canada.

"Therefore we do not have a line in Japan that we can duplicate and put in the Canadian plant," he said. "But we have some experience with overseas plants that have small production and, therefore, I am thinking of introducing such a line in the Canadian plant."

Kusunoki said he would try to establish a line in the Canadian plant that is flexible enough to produce more than 50,000 units if the market demands more cars.

"I would like to build the same type of plant in the U.S. and Canada," Kusunoki said, "but that would be difficult because the capacity scales are different.

"If you're going to establish yourself overseas the only way to proceed is slowly," he said.

Kusunoki cited New United Motor Mfg., Inc. (NUMMI), Fremont, Calif., Toyota's joint venture with General Motors. He said the plant was started with one line in April and in December the firm will start operating two shifts.

Kusunoki noted that the NUMMI plant has a fixed production capacity of 250,000 units annually authorized by the FTC.

"If GM wants 200,000 units, we can produce only 50,000 units for our dealers at the Fremont plant," he said.

"Depending on the market situation, maybe more production will be required from the Canadian plant," he said. "So we are studying a reasonable line that could produce 50,000-plus units if needed."

Asked if Toyota would have to provide GM with more than 200,000 units if GM requested them, Kusunoki said Toyota's agreement is to supply that number of cars and if GM wants more, the decision on whether to provide them "is something we will have to discuss.

"We have no interest in getting into any arguments with GM over the production of 10,000 or 20,000 units," Kusunoki said.

As for procuring components for the assembly operations in the U.S. and Canadian plants, Kusunoki said the most important criteria are quality and price.

However, he cautioned that if the desired quality and price are not available in the U.S. and Canada, Toyota may decide to make the parts within the company and not procure them from outside vendors.

"It could be that the quality and price would not be available in the U.S.," he said. "In that case, we would have to supply the plants from Japan.

"But if manufacturers are available and can meet the criteria, we would like to utilize them as much as possible," he said. "For this purpose, we have to make a survey and study the parts situation in Canada and the U.S."

Kusunoki said NAPO has dispatched a team of 20 Toyota officials to look over the availability of parts in both countries and will wait for the group's report before making any decisions.

He also noted that Toyota has a base of experience in obtaining parts in the U.S. through its connection with NUMMI.

In the case of NUMMI, Kusunoki said Toyota found that some components were not available in the U.S. under the prescribed criteria and "we had to change our policy and obtain them from Japan and other sources."

Kusunoki said GM also could be involved in supplying Toyota with parts for its assembly operations.

"They (GM) have a parts division and it is possible that we could get components from them," he said. "But GM also would have to meet the quality and price requirements we have established to qualify as a parts supplier."

Because the Canadian plant and NUMMI will be building similar cars, Kusunoki said it also "is possible that the parts procured in the U.S. by NUMMI can be sent to Canada for incorporation in cars being assembled there."

Kusunoki said that if Toyota cannot sell all the units produced by its Canadian plant in that country, the Japanese firm would consider the possibility of exporting them to the U.S.

Kusunoki also revealed that the companies Toyota plans to establish to operate the two plants would make the decision on whether to recognize or negotiate with a union.

"It is not up to us to decide this question but up to those who will be in charge of the Canadian and U.S. operations," he said. "If we made that decision, it could be interpreted as a violation of labor laws in the U.S. and Canada."

He also said Toyota would not assist Japanese vendors in selecting sites by taking land options for them in the vicinity of the proposed assembly plants.

He emphasized that Japanese parts vendors will have to compete with American vendors and American parts vendors will have to compete with their Japanese counterparts for Toyota's business.

CAR-TRUCK SALES PER OUTLET

FIRST HALF

Make	First 6 Months, 1985	Position
Mitsubishi	432	1
Toyota	403	2
Nissan	350	3
Honda	334	4
Chevrolet	290	5
Ford	288	6
Mazda	184	7
Oldsmobile	180	8
Dodge	161	9
Buick	157	10
Volvo	142	11
Pontiac	136	12
Volkswagen	121	13
Mercedes-Benz	105	14
Mercury	99	15
BMW	99	15
Subaru	97	17
Cadillac	92	18
Isuzu	92	18
Audi	91	20
Plymouth	80	21
GMC	64	22
Chrysler	62	23
Saab	60	24
AMC	57	25
Jaguar	54	26
Lincoln	50	27
Renault	44	28
Porsche	37	29
Peugeot	25	30
Dodge Imports	20	31
Alfa Romeo	19	32
Maserati	15	33
Chevrolet Imports	9	34
Plymouth Imports	7	35
Merkur	4	36

Imports capture first four places

Japanese tops in sales per dealer

Continued from Page 1

Dodge. Domestics with light trucks include Chevrolet, Ford, Plymouth, Dodge, Nissan, AMC and GMC dealers.

The lineup on the new-car averages table featured Honda on top, as it had been a year earlier after moving up from third place in 1983. Mitsubishi pushed Toyota out of second place into third. Nissan (including imports and Smyrna cars) and Oldsmobile remained fourth and fifth, respectively. Chevrolet leaped over Buick into sixth place, Buick slipped into seventh, while Ford, Volvo and Pontiac remained eighth, ninth and tenth.

Major moves closer to the top of the car chart were made by Mercedes, BMW and Isuzu dealers as Cadillac and Renault dropped several notches apiece.

After the records have been duly noted, it is interesting to look back at better days for some of the makes, particularly the imports. The following comparisons involve only new-car sales per outlet. For example, VW's heyday was in 1968, when dealers averaged 254 sales per outlet in the first half of the year. Mazda's first-half record was 200, set in 1973; Porsche had 57 in 1970, Fiat had 68 in 1975, Triumph had 42 in 1977, Dodge Colt had 24 in 1977 and the Plymouth Arrow (now also Colt) had 19 in 1977.

The top-average domestic nameplate in terms of sales per franchise was the Oldsmobile Cutlass Ciera with 55 this year versus 64 for the standard Cadillac in 1984. Cadillac's 53-unit average reduced it to second place, followed by Chevrolet Cavalier at 46, VW Golf at 45 and Ford Escort at 43.

A year earlier first-place Cadillac was followed by Olds Cutlass Supreme, VW Rabbit, Olds 88 and Olds Cutlass Ciera.

Golf replaced Escort as the highest-average-per-outlet subcompact. Cavalier improved its lot substantially, remaining the top compact and far ahead of challenger Tempo. Ciera was the best among the intermediates, Olds 88 remained the strongest standard and Cadillac maintained its no-contest hold on first place in the luxury-car category.

At GM, the best-average nameplate for Buick dealers was Century at 39 per franchise. Cadillac (DeVille and Fleetwood), at 53, was strong for Cadillac dealers. Cavalier topped the Chevrolet list with a 46-per-outlet average. Ciera at 55 was best for Oldsmobile and the 6000 at 26 was high for Pontiac.

Ford's Escort at 43 provided that division's best average. In marked size contrast, Grand Marquis was best for Mercury at 25 per dealer, and Lincoln Town Car at 34 per dealer was Lincoln's strongest.

Plymouth dealers had their greatest success with Reliant at 26 per franchise; Dodge's Aries at 20 was best, and Chrysler's rear-drive Fifth Avenue was a star at 17. AMC dealers sold more Alliances per franchise, 25, than Encores or Eagles.

U. S. NAMEPLATES SALES PER OUTLET

FIRST HALF

1985 Position	Make	1984 Position
Subcompact		
1— 45	Golf	49— 1
2— 43	Escort	38— 2
3— 25	Alliance	37— 3
4— 18	Fiero	19— 5
5— 16	Encore	26— 4
5— 16	Horizon	14— 7
7— 15	Lynx	13— 8
8— 14	Omni	13— 8
9— 13	Chevette	19— 5
10— 12	Charger	10—10
11— 10	Turismo	9—12
12— 10	Laser	10—10
12— 10	Daytona	9—12
14— 4	1000	5—14
15— 3	EXP	3—15
16— 1	Nova	— —
Compact		
1— 46	Cavalier	38— 1
2— 33	Tempo	27— 3
3— 26	Reliant	29— 2
4— 21	Sunbird	22— 4
4— 21	Camaro	21— 7
6— 20	Aries	22— 4
7— 19	Firebird	19— 8
8— 18	Mustang	15—10
9— 17	Skylark	22— 4
10— 16	Topaz	14—11
11— 15	LeBaron	18— 9
12— 10	Firenza	11—12
13— 7	Cimarron	6—14
14— 4	Eagle	7—13
15— 3	Capri	4—16
— —	600 Coupe	5—15
Intermediate		
1— 55	Ciera	45— 2
2— 39	Century	38— 3
3— 36	Cutlass Supreme	61— 1
3— 36	Celebrity	35— 5
5— 26	6000	23— 6
6— 22	Calais	— —
6— 22	LTD	22— 7
8— 21	XR-7	22— 7
9— 19	Grand Am	— —
9— 19	Regal	36— 4
9— 19	Somerset	— —
12— 18	Marquis	20— 9
13— 17	Thunderbird	17—11
13— 17	Skylark	19—10
15— 12	Monte Carlo	14—12
16— 11	LeBaron GTS	— —
17— 10	Grand Prix	14—12
17— 10	Dodge 600	7—18
19— 9	New Yorker E	9—16
19— 9	Bonneville	13—14
21— 8	Lancer	— —
22— 7	Citation	11—15
23— 6	Caravelle	— —
— —	Phoenix	3—20
— —	Omega	8—17
Standard		
1— 35	Olds 88	46— 1
2— 26	Chevrolet	27— 4
2— 26	LeSabre	28— 2
4— 25	Grand Marquis	28— 2
5— 18	Crown Victoria	19— 5
6— 11	Parisienne	9— 6
7— 7	Diplomat	5— 7
8— 4	Gran Fury	3— 8
Luxury		
1— 53	Cadillac	63— 1
2— 34	Lincoln	27— 2
3— 21	Eldorado	22— 3
4— 17	Olds 98	15— 5
4— 17	Fifth Ave.	13— 6
6— 12	Electra	16— 4
7— 10	Continental	10— 9
7— 10	Seville	12— 7
9— 9	Riviera	9—10
10— 6	Toronado	7—11
11— 6	Mark VII	12— 7
12— 4	Corvette	3—12

NEW-CAR SALES PER OUTLET BY MAKE: TOTAL U.S. MARKET

FIRST SIX MONTHS

	1985	1984	1983	1982	1981	1980	1979	1978	1977	1976
Honda	334	316	246	236	262	251	266	216	199	105
Mutsubishi	270	239	197	0	0	0	0	0	0	0
Toyota	261	249	259	241	300	295	245	229	254	160
Nissan	227	221	254	209	225	259	223	182	198	137
Oldsmobile	180	192	161	129	140	127	152	155	164	143
Chevrolet	164	168	129	123	137	159	192	199	190	175
Buick	157	168	142	123	126	116	119	125	125	126
Ford	155	141	112	101	107	107	149	178	172	161
Volvo	142	141	119	104	92	68	75	55	50	42
Pontiac	136	127	85	85	93	99	130	141	137	118
Volkswagen	121	115	87	80	127	138	126	114	132	89
Mazda	114	108	117	100	123	98	108	50	41	37
Mercedes	105	97	86	78	80	64	70	54	62	55
Mercury	99	100	75	64	67	59	93	106	89	74
BMW	99	89	66	63	55	49	49	45	49	47
Subaru	97	98	101	95	103	95	96	69	55	36
Cadillac	92	103	91	73	68	66	99	108	103	101
Audi	91	96	53	53	57	48	48	47	41	40
Dodge	80	70	63	53	69	52	75	86	85	90
Chrysler	62	55	47	31	18	26	36	45	46	44
Plymouth	61	54	55	53	73	45	64	77	82	97
Saab	60	55	43	29	24	21	24	25	23	15
Jaguar	54	47	39	21	8	5	8	7	8	13
Isuzu	53	37	47	33	44	0	0	0	0	0
Lincoln	50	50	32	30	22	23	42	54	56	36
Renault	44	68	66	15	12	13	32	25	27	11
Porsche	37	38	34	21	18	17	23	30	35	21
Peugeot	25	30	23	21	25	22	23	16	21	18
Alfa Romeo	19	15	16	7	6	10	10	17	17	16
Maserati	15	*	*	*	*	*	*	*	*	*
Spectrum/Sprint	9	14	0	0	0	0	0	0	0	0
Dodge/Mitsubishi	7	8	10	11	13	18	20	15	24	12
Plymouth/Mitsubishi	7	6	8	9	13	20	16	12	19	8
AMC	4	7	21	30	46	46	44	59	61	76
Merkur	4	0	0	0	0	0	0	0	0	0
Fiat	0	0	0	20	33	35	51	46	51	43
Imperial	0	0	2	4	7	0	0	0	0	0

Honda, Volkswagen and Renault figures include U.S.-built cars and imports.
*—Not available.

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Chrysler plants due back today

Auto output still affected by strike

By Kathy Boyer
Detroit Reporter

Last week's auto output continued to reflect the strike at Chrysler Corp.

Though Chrysler and the UAW reached a tentative agreement Oct. 23, the company's plants were not scheduled to resume production until today (Oct. 28).

Last week's estimated build of 151,990 cars fell 3.69 percent from the previous week's 157,820, a total which was also affected by the Chrysler strike.

But the makers' target was 5.18 percent above the year-ago week's 144,506, when the General Motors strike in Canada caused slowdowns in the company's U.S. plants.

So far this year, 6,839,626 cars have been assembled, 4.54 percent more than the 6,542,829 completed last year at this point.

Companies shared last week's scheduled production as follows: GM, 67.77 percent; Ford Motor Co., 24.77 percent; Honda of America Mfg. Co., 1.90 percent; American Motors, 1.81 percent; Volkswagen of America, 1.55 percent; New United Motor Mfg., Inc., 1.25 percent, and Nissan Motor Mfg. Co., U.S.A., 0.95 percent.

AMC's Kenosha plant was down the week of Oct. 14 for inventory adjustment.

Saturday (Oct. 26) overtime was scheduled at GM plants in Framingham, Mass.; Tarrytown, N.Y.; Lordstown, O., and Orion Township, Mich.

Ford has scheduled daily overtime this week (Oct. 28) at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Ford's Kansas City plant is slated for overtime Saturday, Nov. 2.

SME automation exhibit opens Nov. 4 in Detroit

DETROIT.—The Society of Manufacturing Engineers' big factory automation show, Autofact '85, opens Nov. 4 at Cobo Hall here.

The show will occupy the entire convention center, an unusual occurrence at the big facility, and some 25,000 are expected to attend.

Emphasis throughout the corporate exhibits, and running as a common thread through technical sessions, will be on computer integrated manufacturing (CIM), rapidly advancing technology that is considered a must for U.S. competitiveness in world markets.

"Manufacturing is going to change faster in the next 15 years than it has in the past 75," said James M. Hardy, president of the SME's Computer and Automated Systems Assn. "Manufacturers must develop well-defined, long-range goals with a full understanding of—and a commitment to—CIM.

"Those companies that are unwilling or unprepared to make such forward-thinking commitments probably will not be able to compete," Hardy said.

One of the roadblocks to implementation of CIM is a threatening lack of standardization, he said.

In turn, one major move toward standardization already has been made by U.S. auto makers, led by General Motors. A common machine language, linkage or protocol, called Manufacturing Automation Protocol (MAP) and Technical Office Protocol (TOP) is being used.

The standardized machinery linkage will be seen in action at Autofact '85 in the combined MAP and TOP exhibit sponsored by GM and Boeing. The quarter-acre display will contain machinery, equipment and instruments built by some 25 companies and it all will be communicating compatibly through the MAP and TOP linkage.

"The demonstration exemplifies the integration of information required in the factory of the future," Hardy said.

25-year dealer

BROWNING, Mo.—Rex E. Hooker has received a 25-year-dealer award from Chevrolet.

Truck production slips 1.5 percent with Chrysler out

Domestic makers' estimated production of 69,886 trucks last week fell 1.45 percent from the previous week's 70,911.

Both weeks' totals reflect the strike at Chrysler Corp.

According to the tentative agreement reached Oct. 23, the company's Warren (Mich.) plant is scheduled to resume production today (Oct. 28).

Last week's targeted output was 10.12 percent more than the 63,465 units built during the year-ago week, when U.S. production was slowed by a strike against General Motors in Canada.

So far this year, 2,800,537 trucks have been assembled, 8.06 percent more than the 2,591,646 units completed last year at this time.

GM scheduled overtime Saturday (Oct. 26) at its Lordstown (O.) plant.

Ford Motor Co. plants in Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk are scheduled for daily overtime this week.

Overtime is scheduled for Saturday (Nov. 2) at Ford's Lorain and Wayne plants.

GM's Pontiac No. 2 plant was shut down Oct. 14 because of a softening demand for medium-duty trucks.

The plant, which assembles GMC and Chevrolet medium-duty trucks, is scheduled to resume production today.

Chrysler back; output of trucks rises in Canada

Chrysler Canada and the UAW came to an agreement on Sunday, Oct. 20, which brought workers back to the plants on Monday, Oct. 21.

However, because of a parts shortage caused by the continuing strike in the U.S., the Canadian plants worked only half shifts last week.

As a result, Chrysler's truck production estimate—which was reported for a full work week—was optimistic.

The Canadian makers targeted production of 18,434 trucks last week, 87.91 percent more than the previous week's 9,810.

The prior week's total, reflecting the strike and the Thanksgiving holiday, was the lowest build since mid-August.

Last week's estimate was 49.18 percent more than the 12,357 units built during the year-ago week when the General Motors strike was in progress.

So far this year, 693,241 trucks have been assembled, 4.41 percent more than the 663,952 units built last year at this point.

Last week's estimated production of 24,160 cars was 24.34 percent more than the previous week's 19,430, which included the holiday.

Last week's output soared 114.11 percent above the year-ago week's 11,284 units, when production was cut by the General Motors strike.

So far this year, 879,833 cars have been assembled, 1.97 percent more than the 862,858 units built last year at this point.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 26, 1985	Week Ended Oct. 27, 1984	Week Ended Oct. 19, 1985	Oct. to Date	Jan. 1 to Oct. 27, 1984	Jan. 1 to Oct. 26, 1985
AMERICAN MOTORS	410	0	328	1,066	18,690	9,345
FORD MOTOR	9,345	11,059	7,111	34,890	360,525	406,591
GENERAL MOTORS	14,180	0	11,811	50,686	475,047	455,619
VOLVO	225	225	180	810	8,596	8,278
Total Cars, Canada	24,160	11,284	19,430	87,452	862,858	879,833

U.S. TRUCK PRODUCTION☆

	Week Ended Oct. 26, 1985	Week Ended Oct. 27, 1984	Week Ended Oct. 19, 1985	Oct. to Date	Jan. 1 to Oct. 27, 1984	Jan. 1 to Oct. 26, 1985
CHEVROLET	22,148	16,709	23,441	88,078	818,821	955,843
DODGE	0	5,462	1,706	10,939	173,265	173,562
FORD	29,473	26,500	27,528	108,162	988,974	967,266
GMC	6,635	5,834	5,971	24,578	267,981	296,023
INTERNATIONAL	1,270	1,189	1,555	5,337	62,835	61,214
JEEP	5,800	3,807	5,882	22,063	154,594	179,079
NISSAN	2,510	2,914	2,778	10,476	80,016	88,967
AM GENERAL	50	50	50	190	2,160	2,030
MISCELLANEOUS	2,000	1,000	2,000	7,600	43,000	76,553
Total Trucks, U.S.	69,886	63,465	70,911	277,423	2,591,646	2,800,537

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 26, 1985	Week Ended Oct. 27, 1984	Week Ended Oct. 19, 1985	Oct. to Date	Jan. 1 to Oct. 27, 1984	Jan. 1 to Oct. 26, 1985
CHRYSLER	8,796	8,711	2,945	26,679	300,410	325,021
FORD	3,581	3,430	2,175	12,328	127,810	131,696
GENERAL MOTORS	5,857	0	4,539	20,670	228,748	228,123
INTERNATIONAL	200	216	151	767	6,984	8,401
Total Trucks, Canada	18,434	12,357	9,610	60,445	663,952	693,241
N. American Trucks	80,871	75,822	94,009	249,698	3,255,598	3,488,833

—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Oct. 26, 1985	Week Ended Oct. 27, 1984	Week Ended Oct. 19, 1985	Oct. to Date	Jan. 1 to Oct. 27, 1984	Jan. 1 to Oct. 26, 1985
AMERICAN MOTORS	2,750	4,549	0	7,933	159,102	95,280
Renault Total	2,750	4,549	0	7,933	159,102	95,280
Alliance	1,900	2,786	0	5,399	90,710	61,608
Encore	850	1,763	0	2,535	68,392	33,672
CHRYSLER CORP.	0	30,647	10,285	64,857	1,036,747	1,052,313
Plymouth Total	0	9,643	2,796	17,455	315,298	304,444
Horizon	0	4,016	1,080	6,096	135,288	116,755
Reliant	0	4,016	1,218	8,294	146,515	134,705
Caravelle	0	1,069	370	2,224	15,537	39,103
Gran Fury	0	542	128	842	17,956	13,881
Chrysler Total	0	8,824	3,745	23,564	336,200	346,477
LeBaron	0	2,533	869	5,835	98,038	75,604
LeBaron GTS	0	555	1,138	5,885	1,197	79,869
Laser	0	1,697	356	2,767	59,956	43,818
New Yorker/E-Class	0	1,548	477	3,016	78,405	53,989
Fifth Avenue	0	2,491	905	6,061	98,602	93,197
Dodge Total	0	12,180	3,744	23,838	385,249	401,392
Omni	0	3,323	1,041	5,883	124,940	112,783
Aries	0	4,411	926	6,465	119,184	112,658
Daytona	0	1,282	352	2,601	44,518	39,280
Dodge 600	0	1,372	600	3,818	62,871	53,548
Lancer	0	465	598	3,692	949	54,751
Diplomat	0	1,327	227	1,380	32,787	28,372
FORD MOTOR	37,650	41,624	34,421	132,955	1,477,227	1,374,700
Ford Division	26,463	27,304	24,303	93,501	956,864	923,510
Escort	9,159	7,755	7,874	32,356	289,997	283,785
Mustang	4,804	3,352	4,016	17,061	115,264	153,371
LTD	3,457	5,261	4,993	16,186	188,709	175,769
Taurus***	353	0	193	546	0	546
Thunderbird	3,898	3,279	3,403	14,631	123,967	145,625
Crown Victoria	0	2,199	0	0	69,879	7,122
EXP	0	1,286	0	0	34,591	3,863
Tempo	4,792	4,162	3,824	12,722	134,457	153,429
L-M Division	11,187	14,320	10,118	39,454	520,363	451,190
Mercury Total	7,564	11,147	6,758	25,859	380,330	316,569
Lynx	1,704	1,473	1,472	5,992	58,384	60,419
Capri	430	597	341	1,527	15,074	15,866
Marquis	947	3,317	1,100	4,427	98,556	82,024
Sable***	177	0	95	272	0	272
Cougar	3,081	2,753	2,727	10,329	95,153	105,811
Grand Marquis	0	2,017	0	0	77,163	7,915
Topaz	1,225	990	1,023	3,312	36,000	44,262
Lincoln Total	3,623	3,173	3,360	13,595	140,033	134,621
Continental	501	596	399	1,813	30,850	21,298
Lincoln	2,717	2,291	2,642	10,326	86,667	98,440
Mark VI/VII	405	286	319	1,456	22,516	14,883
GENERAL MOTORS	103,005	62,994	104,506	386,768	3,695,394	4,042,978
Buick Total	23,101	16,303	22,063	84,964	823,807	844,725
Skylark	0	122	0	0	91,643	40,953
Skyhawk	2,231	1,030	2,317	8,410	113,197	88,223
Somerset	2,674	2,265	2,751	10,520	13,286	104,724
Century	8,317	4,741	8,064	31,370	189,006	241,259
Regal	3,030	2,318	3,415	13,013	152,620	115,289
LeSabre/Electra(rwd)	814	3,646	842	3,076	173,437	93,072
LeSabre (fwd)	1,614	0	605	2,800	0	2,993
Riviera	400	1,481	162	785	42,818	46,252
Electra(fwd)	4,021	700	3,887	15,009	47,800	111,960
Cadillac Total	6,402	2,732	5,300	20,742	276,472	279,706
Cimarron	594	47	697	2,430	13,557	22,446
Seville	300	1,036	103	579	31,991	27,978
Eldorado	430	1,649	177	852	63,059	52,824
Cadillac (rwd)	670	0	662	2,245	99,001	33,437
DeVille (fwd)	4,408	0	3,661	14,637	68,864	143,021
Chevrolet Total	33,379	19,989	35,201	127,471	1,255,591	1,359,765
Chevette	2,319	2,623	2,989	10,462	150,971	131,231
Cavalier	10,041	4,971	10,846	38,455	341,093	412,893
Celebrity	4,210	4,435	3,965	15,879	242,056	222,286
Camaro	4,980	2,858	4,897	18,316	192,821	176,968
Citation	0	81	0	0	92,673	28,697
Malibu/El Camino	0	503	0	0	20,297	1,199
Monte Carlo	2,728	1,404	3,230	11,452	86,836	117,268
Chevrolet	8,101	2,110	8,271	29,096	100,965	230,474
Corvette	1,000	1,004	1,003	3,811	27,879	38,747
Oldsmobile Total	23,880	15,923	22,664	87,415	892,009	986,532
Omega	0	0	0	0	29,289	0
Firenza	1,260	602	1,212	4,769	58,997	52,927
Cutlass Supreme	5,163	4,486	5,357	19,979	214,808	194,895
Cutlass Ciera	8,066	4,501	7,411	29,944	206,701	296,976
88/98 (rwd)	714	2,520	306	2,217	267,691	163,282
88 (fwd)***	1,600	0	1,610	5,190	0	5,378
Olds 98	3,514	322	3,170	12,609	63,078	120,781
Calais	3,276	2,432	3,478	12,139	14,558	124,979
Toronado	287	1,060	120	569	36,887	27,854
Pontiac Total	16,243	8,047	19,278	66,155	447,515	572,250
Acadian**	0	243	726	1,532	12,448	13,214
2000 Sunbird	2,645	1,598	3,236	11,414	118,764	117,709
1000	1,390	791	1,432	4,733	34,280	26,332
Firebird	2,389	1,439	2,751	9,626	90,211	94,170
Phoenix	0	0	0	0	14,116	0
6000	1,700	0	1,451	5,722	0	44,688
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,512	1,148	2,899	10,352	36,471	69,989
Fiero	2,206	1,469	2,423	8,596	101,953	93,021
Grand Am	3,401	1,359	4,360	14,180	9,539	113,127
HONDA	2,885	3,307	2,806	9,188	112,759	121,791
NISSAN	1,450	0	1,523	5,532	0	30,265
NUMMI (Nova)*	1,900	0	1,900	7,220	0	42,349
VOLKSWAGEN	2,350	1,385	2,379	8,968	61,900	79,950
TOTAL CARS, U.S.	151,990	144,506	157,820	623,420	6,542,829	6,839,626
TOTAL CARS, CANADA	24,160	11,284	19,430	87,452	862,858	879,833
N. American Cars	176,150	155,790	177,250	710,872	7,405,687	7,719,459
N. American Trucks	80,871	75,822	94,009	363,623	3,255,598	3,488,833
North American Cars and Trucks	257,021	231,612	271,259	1,074,495	10,661,285	11,208,292

*—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

Automotive News

May 6, 1985

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Down 38 for first quarter

U.S. dealer total declines

By John K. Teahen Jr.
Managing Editor

After two years of increases, the domestic dealer population opened 1985 on a sour note.

In the first three months of this year, the industry lost 38 outlets. The quarterly Automotive News census found 20,864 dealerships handling domestic makes of passenger cars on April 1, compared with 20,902 on Jan. 1.

Last year, the total went up seven in the first quarter.

Only Chrysler Corp. was on the plus side this time, and Chrysler's total rose by just one outlet.

Elsewhere, there were declines of 20 dealerships for General Motors, 11 for Ford Motor Co., five for Volkswagen and three for American Motors-Renault.

The number of intercorporate duals remained the same on the two census dates, so what you see is what you get—a dip of 38 establishments.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

Chrysler boosted its dealer total for the 10th copnsecutive quarter. That string, which began in the fourth quarter of 1982, has seen Chrysler add 360 outlets to its dealer organization.

Ford Motor's decline followed seven straight quarters on the up side. The company added 161 dealers during those seven periods.

Although the domestic dealer count has increased in each of the last two calendar years, there wasn't a gain every quarter.

In 1983, the total declined in each of the first two quarters, but second-half gains put the year in the black. Last year, a first-half upturn was followed by a third-quarter slip and a fourth-quarter gain.

So there's still a chance for a third consecutive yearly rise despite the first-quarter loss. The 1983 gain was the domestic industry's first since 1955, and 1983-84 marked the first time since 1947-48 that there have been two increases in a row.

On the franchise side, gains and

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U. S. CAR OUTLETS

	April 1, 1985	Jan. 1, 1985
American Motors-Renault	1,462	1,465
Chrysler Corp.	3,989	3,988
Ford Motor Co.	5,553	5,564
General Motors	9,945	9,965
Volkswagen	894	899
TOTALS	21,843	21,881
Minus Intercorporate Duals	979	979
NET OUTLETS	20,864	20,902

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Makers in new round of 8.8 pct. financing

By Edward Lapham
Marketing Editor

The finance-rate sales incentives which expired last week were so successful that a whole new round has replaced them.

Chrysler Corp. kicked off the latest round with an 8.8 APR program on its H-bodies, Chrysler LeBaron GTS and Dodge Lancer. The program began April 26 and has no termination date. It has a 90-month cap.

Chrysler ended an 8.8 APR program on L-bodies and G-bodies on April 30. The L-cars are Omni, Horizon, Turismo and Charger; the G-cars are Laser and Daytona.

General Motors jumped right back into the financing rate incentive battle with an 8.8 APR program which runs throughout May. The vehicles in GM's program are a mixed bag.

Included are the Chevrolet Cavalier, Pontiac Sunbird, Oldsmobile Calais, Buick Somerset Regal plus the Cadillac Eldorado and Seville models.

The program also applies to Chevrolet S-10 Blazer and GMC S-15 Jimmy vehicles.

GM said the odd mix of vehicles, two of five J-cars, two of three N-cars and two luxury cars, reflected divisional choices.

"Each division made a recommendation of which model, or models, it wanted to include in the program based on what it wanted to promote," a corporate spokesman said.

The new GM program replaced a similar 8.8 APR incentive on all of the J-cars plus Fiero and the S-10 and S-15 pickup trucks.

"We got into that program so our dealers would have something to compete with the other programs," the GM spokesman said.

Last Friday, Ford started a new 8.8 APR program on the just-launched 1985½ Escort and Lynx plus 1984 and 1985 Bronco II models and 1985 Continental and Mark VII models.

The program is through Ford Credit financing only, has a 48-

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breaking news

UAW's AMC leaders to meet in Detroit

DETROIT.—Local UAW leaders from three American Motors plants will meet at Solidarity House today (May 6), presumably to discuss strategy in upcoming local contract talks. AMC has said that locals in Kenosha and Milwaukee must agree to concessions and early contract talks if those two plants are to stay open. Milwaukee is a stamping operation and Kenosha builds the Alliance and Encore. The company has said Kenosha is the most expensive plant in the industry. The current agreement expires Sept. 15 but talks are expected to begin this month, concluding long before the contract expiration date.

Charpie to head information council

DETROIT.—Chuck Charpie, formerly manager of public relations at Dana Corp., has been named president of the Automotive Information Council. The council has 600 company members and 75 trade association members. It functions as a central source for information on the motor-vehicle industry for the media, governmental bodies and others. The presidency had been vacant.

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Open-air Corvette

Jim Dunne

An old favorite returns

Chevrolet will offer a Corvette convertible for the 1986 model year. American Sunroof Corp. will do the conversion at its plant in Bowling Green, Ky. The Corvette assembly plant is also in Bowling Green. This will be the first Corvette ragtop since 1975.

FDA establishes fund to fight overdealering

By John A. Russell
New York Staff Writer

HACKENSACK, N.J.—A first-in-the-nation legal defense fund to fight alleged overdealering was established last week by the Ford Dealers Alliance. Its first target will be Ford Motor Co. in New Jersey as the company moves to fill what it considers open points in the state.

The defense-fund action was spawned by Ford's move to reopen an old dealer point in East Orange. This was met with protests from dealers in the immediate eight-mile area and is now the subject of an administrative hearing before the state Motor Vehicle Commission.

Ed Mullane, president of the Ford Dealers Alliance, has called on all Ford dealers in the district to contribute to this legal defense fund to fight the company on the issue of overdealering.

"This is a showdown on additional points," Mullane said last week, claiming Ford wants dealerships on every corner "like Dairy Queens."

The Ford Dealers Alliance sent letters to the 119 dealers in the old Newark and Philadelphia districts. This encompasses all dealers in New Jersey and reaches as far as Albany.

In his letter, Mullane told dealers: "We must set up a legal defense fund to encourage dealers to stand up for their rights and to share the costs of contesting this and other add points."

He opened the fund with a check for $500.

East Orange reopened a sore point among many dealers.

Under New Jersey law, Ford must notify dealers within an eight-mile radius of the open point. There are 11 or 12 dealers affected by Ford's move. Those dealers protested before the Ford Dealer Policy Board and did not receive a favorable opinion. Consequently, five of the dealers took action on the state level before the

Please turn to Page 60, Col. 1

Aerospace firm to be sold this month

GM, Ford interested in Hughes

By Michelle Krebs
Financial Editor

As the deadline for the bidding on Hughes Aircraft Co. approaches, General Motors and Ford Motor Co. are believed to be the front-runners.

Wall Street analysts say the auto makers are in the best financial position to buy the privately held aerospace firm, which will be sold by the end of the month.

At the end of the first quarter, GM's cash and marketable securities totaled $8.4 billion, while Ford's amounted to $5.3 billion, analysts note.

Hughes Aircraft also fits in well with the auto makers' strategies to become more high-tech and it complements their present products.

GM already has made acquisitions in the high-tech area, including its $2.5-billion purchase of Electronic Data Systems, Inc., and minority interests in five machine vision companies.

GM Chairman Roger Smith has said the company is shopping for other acquisitions on the scale of EDS. He has said about 20 percent of GM's business could be non-automotive by the year 2000.

GM officials also have said they plan to double or triple GM's $800-million-a-year defense and space business within the next two to three years. They have confirmed GM is contemplating future mergers, equity agreements or joint ventures with defense contractors.

Hughes Aircraft, which employs about 70,000, is the nation's ninth largest defense contractor with 1984 sales amounting to $4.9 billion. Its interests include missiles, satellites, lasers and radar systems.

Both Hughes Aircraft and GM are involved in the government's Strategic Defense Initiative, known as "Star Wars." In addition, GM provides the government with electronics and navigation and guidance systems.

Ford has been in the satellite business for more than a decade through its Ford Aerospace subsidiary.

Nevertheless, neither auto maker would confirm nor deny intentions regarding Hughes Aircraft.

In the past few months, however, GM's top executives have confirmed the auto maker's inter-

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Despite record-breaking sales

Big 4 quarterly earnings decay

By Michelle Krebs
Financial Editor

The four major domestic auto makers enjoyed their best-ever quarter for sales, but earnings were off substantially from last year's first quarter.

Sales for the Big Four amounted to $43.8 billion, up 4 percent from last year's $41.9 billion and surpassing the previous best-ever quarterly total of $42.0 billion set in the second quarter of 1984.

However, with sales incentives including 8.8-percent retail financing offered by all four during the quarter—plus higher income taxes—combined net earnings for the Big Four were off 52 percent at $2.3 billion from last year's $4.8 billion, the industry's best-ever quarter.

Nevertheless, the first quarter of 1985, as expected, was the domestic industry's next-best showing for the period.

General Motors sales hit an all-time high of $24.2 billion, up 6 percent from $22.9 billion in 1984's first quarter. However, net income dropped 34 percent to $1.1 billion from last year's $1.6 billion.

GM blamed advanced engineering costs for new products and plants for the earnings decline.

Pre-tax earnings were also off 34 percent at $1.6 billion from last year's $2.5 billion. GM allotted $782 million in income taxes compared with last year's $1.1 billion. The auto maker's total costs and expenses were up 10 percent from the year-ago quarter.

Despite the earnings decline, the 1985 period was GM's second-best first quarter.

Ford Motor Co. had a 13-percent decline in net income at $783.3 million from last year's $897.2 million. Ford's best-ever quarter was the second quarter of 1984 with $909.1 million in net income, and the 1985 first quarter proved to be Ford's next-best showing for that three-month span.

Ford attributed the earnings decline to increased product development costs and higher taxes paid in the U.S. as well as overseas.

However, Ford's pre-tax earnings hit a new record of $1.3 billion, up 1 percent, or $18 million from the same quarter last year.

Ford's sales were up 2 percent at $13.2 billion, surpassing the former first-quarter record of $13.0 billion set last year. Ford's best-ever quarter was $14.1 billion in the second quarter last year.

Chrysler Corp., which rejoined the ranks of corporate taxpayers in the fourth quarter of 1984, saw profits drop 28 percent to $507.6 million from last year's record-setting first quarter of $705.8 million.

Chrysler entered 1985 with no more tax-loss carryforwards left from its years of no profits, requiring a tax provision for $217.5 million in the first quarter.

Nevertheless, Chrysler's pre-tax earnings were a record $725.1 million, up from $706.2 million a year ago.

Sales also set a quarterly record of $5.4 billion, up from $4.9 billion in last year's first quarter and surpassing the former record $5.3 billion in the fourth quarter of 1984.

Only American Motors showed a loss, the company's first since 1983. AMC lost $29 million in the first quarter of 1985, compared with a $5.1 million profit in last year's first quarter.

Sales were down 15 percent at $919.4 million from $1.1 billion.

AUTO MAKERS' FINANCIAL RESULTS
First Quarter
(In millions)

Company	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$919.4	($29.0)	$1,082.8	$5.1
Chrysler Corp.	$5,408.1	$507.6	$4,921.7	$705.8
Ford Motor	$13,246.2	$783.3	$13,008.9	$897.2
General Motors	$24,182.5	$1,071.7	$22,886.4	$3,221.1
TOTAL	$43,756.2	$2,333.6	$41,899.8	$4,829.2

Finding the right key

Finding the right key has never been a problem for conductor Mitch Miller, shown here accepting keys to a 1985 Merkur XR4TI from National Symphony Executive Director Henry Fogel. Miller won the use of the auto for one year by bidding $5,600 during the Symphony's fundraising Radiothon in Washington. Ford Motor Co. donated the Merkur, which is imported from Germany by Lincoln-Mercury.

His amendment threatens inspection retaliation

Japanese face a Dingell zinger

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Rep. John Dingell, Michigan Democrat, has sent yet another strong message to the Japanese, who this year have been on the receiving end of several other billets doux from Congress.

This zinger has not yet been put into legislative language. It would require the Japanese to allow U.S. cars (by the 1987 model year) to enter Japan with safety standards self-certified (as Japanese cars enter the American market) or face the threat that Americans might start the Japanese practice of individual inspection of Japanese vehicles.

The intent is "to play the game by the Japanese rule" if that is what is required, according to Dingell, the powerful chairman of the House Committee that authorizes money for NHTSA to carry out the 1966 vehicle safety law.

Dingell offered the amendment at hearings on a NHTSA funding bill to which other Committee members had already added several tough provisions.

The move by Dingell was totally unexpected although his views on "unfair" competition from the Japanese is well known.

Dingell (whose district now includes the Flat Rock plant, Mazda's new home away from home) has pending a "Made in America" bill to restrict the quantity of vehicles imported into the U.S. to no more than 15 percent of the total number of vehicles sold by all manufacturers in a base year.

The Secretary of Commerce would allocate that percentage among foreign makers according to their respective shares during the prior year. Since "foreign manufacturers" are defined as those selling at least 100,000 vehicles in the U.S. in prior years, it clearly applies only to the big Japanese companies.

Dingell's goal in this amendment is to ease the burden of the American companies trying to enter the Japanese car market, although he has no illusions about the size of the U.S. auto market in Japan.

He noted that several years ago, the U.S. pressed Japan to allow importers to "self-certify" vehicles for safety and noise regulations—the approach used here for those areas, but not for emissions-control standards.

The U.S. also asked Japan to eliminate individual inspections for each car before registration, a requirement which American importers say costs them half a day per vehicle in labor time.

But, Dingell added, Japan rejected those suggestions and instead, in 1983, offered concessions "designed to somewhat streamline the type designation approval system" in Japan. This has meant reducing the approval time to some 2½ months. In addition, Japan changed its durability requirements for safety and emission certification to allow supplying a document of compliance.

Dingell said that General Motors, through its distributor Yansas Motors, and Ford Motor Co. have now applied for certification of cars under this system. He said that on Dec. 20, 1984, GM became the first American maker to get approval with its certification of the Cadillac Fleetwood.

Dingell added: "No definitive

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Suit on X-car brakes reaches final stages

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The end of the government's suit against General Motors over alleged rear-brake lockup on some 1.1 million 1980 X-cars is now is sight, although it is estimated that only 800,000 of the cars may still be on the road.

In the lawsuit, the Justice Department, on behalf of NHTSA, is seeking to force GM to recall and repair the cars. The 1980 X-cars were Chevrolet Citation, Pontiac Phoenix, Oldsmobile Omega and Buick Skylark.

A stipulation between the government and GM and a federal court order mean that no more witnesses will be called in the non-jury trial that has been proceeding, off and on, for 14 months —despite government efforts to speed up matters.

May 17 is the last open court date for briefing schedules and setting the time for oral argument. The record will be supplemented by depositions from one expert witness on brakes for each side and by some documents. The expert witnesses are Keith Brewer from NHTSA and William Gillespie from GM.

The stipulation detailed what is allowed and not allowed as evidence in the trial. GM said it has had "ample opportunity to explain the design and performance of the X-car brake system."

Still to be decided, however, is another charge made against GM by the government when the suit was filed in August, 1983. That is the allegation that GM made false statements to NHTSA in 27 instances when responding officially to queries posed by NHTSA. The government is seeking $4 million in damages on that count.

The safety agency actually started an engineering analysis of alleged rear-brake lockup on GM X-cars on Nov. 26, 1979, and it opened a formal investigation in July, 1981.

In December, 1982, NHTSA granted a petition from the Center for Auto Safety to broaden the investigation to include 1981-83 models. Before the current suit was brought, GM made two partial recalls of 1980 X-cars for brake problems but NHTSA has maintained that they were inadequate.

X-car dies after 6 years in GM family

DETROIT.—The General Motors X-car died last week.

On May 2, the final X-car was assembled at GM's Willow Run (Mich.) plant, ending its six-year life. Willow Run has been building the two survivors of the X-car line, the Chevrolet Citation and the Buick Skylark. The Oldsmobile Omega and Pontiac Phoenix were eliminated for the 1985 model year.

Willow Run will be retooled to build the full-size GM70 vehicles, the replacements for the B-bodies for 1986. Buick City (Flint) and Wentzville (Mo.) also will build those models.

The GM70 replaces the Buick LeSabre and Oldsmobile Delta 88 in 1986 and the Pontiac Parisienne for 1987. There are no plans currently for a Chevrolet nameplate in the GM70 line.

Big Lincoln Town Car to stay in the market

By Richard Johnson
Detroit Reporter

Ford Motor Co. will retain the platform of the hot-selling Lincoln Town Car through 1990, with a facelift for the luxury model set for mid-1987, according to Lewis Veraldi, vice president—large and luxury car engineering and planning.

But someday, Ford will likely build top-of-the-line luxury editions based on the Taurus/Sable platform debuting this fall.

In an interview with Automotive News, Veraldi said the company will still offer a car with Town Car-like dimensions at the end of the decade. With a wheelbase of 117.3 inches and overall length of 219 inches, the Town Car is among the largest sedans built in the world.

As for Ford's standard-sized Crown Victoria/Grand Marquis line, Veraldi said it will be replaced "just about never, if it keeps going well."

In an era of stable fuel prices, Town Car sales increased 52.4 percent last year, soaring to 90,869 in 1984 from 59,626 in 1983. Through March of this year, Town Car sales were running about 43 percent ahead of 1984.

Crown Victoria sales rose 41 percent last year, from 119,905 in 1983 to 169,253. Through March, Crown Victoria was running just below last year's pace. Grand Marquis sales jumped from 96,659 in 1983 to 143,594 last year, an increase of 49 percent. Sales through the first three months of 1985 were just shy of the 1984 level.

With Town Car sales booming, Veraldi said the company is standing fast by its luxury flagship.

"I can tell you our plans right now have that platform through

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60th year—No. 5073

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

February little changed from January and last year

Month's registrations hold steady

By Jenny L. King
Detroit Reporter

February new-car registrations mirrored the slow pace of 1985 sales in the U.S., with numbers for the month up some 1,000 units

Table on Page 60.

from January and up one percent from the year-earlier total.

According to figures from R.L. Polk & Co., new-car registrations numbered 790,072 the second month of this calendar year, up 0.99 percent from 782,327 in February, 1984, and just 0.17 percent ahead of the 788,765 recorded in January.

The February import share edged up to 25.52 percent from 24.85 percent a year earlier, based on a numbers increase of 3.71 percent, to 201,587 from 194,381.

The comparable domestic figures were 588,485 this February compared with 587,946 a year earlier, an increase of 0.09 percent.

Chrysler Corp. made impressive gains in the overall market year to year and Ford Motor Co. also was up. Chrysler climbed 2.71 percentage points, to 12.04 percent from 9.33 percent. Ford was up 0.32 percentage points, to 19.28 percent from 18.96 percent.

General Motors suffered a loss of 3.35 percentage points, dropping to 41.66 percent from 45.01 percent. American Motors was down to 1.50 percent from 1.85 percent.

Intermediate-size cars surpassed imports by just over 1,000 units, laying claim to 25.67 percent of the February, 1985, market. Imports had 25.52 percent, followed by compacts at 17.56 percent, subcompacts at 13.40 percent, standards at 9.69 percent and luxury models at 8.16 percent.

The February, 1984, market-class breakout had intermediates at 26.49 percent, imports with 24.85 percent, compacts at 18.33 percent, subcompacts at 12.40 percen, standard-size cars with 10.12 percent and luxury models with 7.81 percent of the month's total.

• Excluding imports, the recent February market looked like this: Intermediates at 34.47 percent, compacts at 23.58 percent, subcompacts at 17.98 percent, standards at 13.01 percent and luxuries at 10.96 percent.

Comparable year-earlier figures were intermediates at 35.24 percent, compacts at 24.40 percent, subcompacts at 16.50 percent, standards at 13.46 percent and luxury models at 10.40 percent.

New-car registrations for the first two months of 1985 were up 3.22 percent from the year-ago level and maintained a 35.64 percent lead over 1983. Through February, 1985, the total was 1,578,837, compared with 1,529,558 in 1984 and 1,163,957 in 1983.

Domestics were up 2.52 percent year-to-date, to 1,168,910 from 1,140,230 last year. They had a 43.99-percent margin over the 811,820 domestics registered through February, 1983. Imports were up 5.29 percent, to 409,927 from 389,328. Their share of the market was up 0.51 percentage points, to 25.96 percent from 25.45 percent.

Chrysler's year-to-date share expanded by 2.27 percentage points, to 11.47 percent from 9.20 percent. Ford was up to 19.56 percent from 19.15 percent. GM lost 2.57 percentage points, dropping to 41.59 percent from 44.16 percent, while AMC slipped to 1.42 percent from 2.04 percent.

NEW-CAR MARKET SHARES IN U.S.

	FEBRUARY					2 MONTHS				
	Regis., Feb., 1985	Percent Share of Market	Regis., Feb., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 2 Mos., 1985	Percent Share of Market	Regis., 2 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	113,869	14.41	119,653	15.29	−0.88	228,369	14.46	223,197	14.92	−0.46
Ford	99,915	12.65	98,739	12.62	+0.03	205,292	13.00	198,055	12.95	+0.05
Oldsmobile	76,513	9.68	88,534	11.32	−1.64	150,772	9.55	169,047	11.05	−1.50
Buick	64,447	8.16	68,688	8.78	−0.62	130,818	8.29	131,661	8.61	−0.32
Pontiac	52,993	6.71	52,576	6.72	−0.01	102,766	6.51	99,971	6.54	−0.03
Mercury	38,393	4.86	39,977	5.11	+0.25	76,606	4.85	76,837	5.02	−0.17
Dodge	38,234	4.84	27,643	3.53	+1.31	71,031	4.50	53,059	3.46	+1.04
Plymouth	31,140	3.94	22,127	2.83	+1.11	59,197	3.75	43,234	2.83	+0.92
Chrysler	25,752	3.26	23,259	2.97	+0.29	50,766	3.22	44,480	2.91	+0.31
Cadillac	21,368	2.70	22,693	2.90	−0.20	43,872	2.78	46,501	3.04	−0.26
Lincoln	13,997	1.77	9,615	1.23	+0.54	26,971	1.71	17,997	1.18	+0.53
AMC	11,841	1.50	14,427	1.85	−0.35	22,400	1.42	31,149	2.04	−0.62
GENERAL MOTORS	329,190	41.66	352,144	45.01	−3.35	656,597	41.59	675,377	44.16	−2.57
FORD MOTOR CO.	152,305	19.28	148,331	18.96	+0.32	308,869	19.56	292,889	19.15	+0.41
CHRYSLER CORP.	35,126	12.04	73,029	9.33	+2.71	181,014	11.47	140,773	9.20	+2.27
AMC	11,841	1.50	14,427	1.85	−0.35	22,400	1.42	31,149	2.04	−0.62
IMPORTS	201,587	25.52	194,381	24.85	+0.67	409,927	25.96	389,328	25.45	+0.51
MISC. DOMESTIC	23	0.00	15	0.00	−0.00	30	0.00	42	0.00	−0.00
TOTAL	790,072		782,327			1,578,837		1,529,558		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma from manufacturers' sales records. Minnesota, Feb., 1985 delayed.

Sinclair's C5

Sinclair Vehicles, Ltd., Coventry, England, is introducing the C5, a single-seat electric vehicle with a range of 20 miles, double with the optional second battery. The steering bar is located parallel to the seat where the driver's hand falls. There are no foot controls; brakes are operated by levers.

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California lawmakers battle on belts, passive restraints

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—A battle is shaping up between the California Senate and Assembly over mandatory seat-belt-use legislation that would require auto makers to offer air bags or passive restraints beginning in 1989.

The Assembly has passed and sent to the Senate a bill sponsored by House Speaker Willie Brown, San Francisco Democrat, and backed by the insurance lobby that would require belt use by motorists and passive restraints from manufacturers.

The bill also contains a clause that would rescind the legislation if it results in California being counted toward the U.S. Transportation Department provision nullifying the passive-restraint requirement if two-thirds of the nation's population is covered by mandatory belt-use laws.

The California bill, which was passed by the Assembly 46 to 29, would fine motorists $20 for their first infraction and $50 for subsequent violations, and citations would be issued only if the driver was stoppped for some other violation.

Manufacturers would be fined $500 for each car sold after Sept. 1, 1989, that did not offer some form of passive restraints.

Brown has adopted the bill as his own personal political crusade and used his speaker's position to ramrod the bill through the lower house.

A somewhat similar bill that didn't go as far as the Brown measure was defeated in the Senate by a vote of 19 to 18.

Sponsored by Senator John Foran, San Francisco Democrat, it initially called only for mandatory belt use and had the support of the auto industry.

It was later amended to include a requirement for manufacturers to offer air bags as an option in response to the Assembly bill that breezed through that chamber. That move cost Foran industry support.

Foran is expected to try to reintroduce his bill, and the Senate Transportation Committee, which he heads, is also scheduled to discuss Brown's bill. The committee earlier rejected a bill that more closely resembled the Assembly proposal than Foran's.

While the bills are similar, Brown is pushing for mandatory rather than optional passive restraints which could be an obstacle to the Assembly and Senate reaching an accord. Even if both chambers were able to reach an agreement, Gov. George Deukmejian, who has said he would sign a mandatory belt-usage law, is opposed to one requiring air bags.

Go-fast present for moms on the go

BEVERLY HILLS, Calif.—For the mother who would rather drive a formula car than the family station wagon, Beverly Hills Motoring Accessories here has devised the ultimate Mother's Day gift: An $8,500 package that includes three days at the Jim Russell driving school in California and a trip for mom and a guest to Le Mans for the race.

Also included: Fireproof racing suit from boots to helmet, team jacket, luggage, Pierre Cardin driving gloves, sport sunglasses and Porsche Design watch.

Used-car auction directory

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New officers in Cleveland

New officers of the Cleveland Automobile Dealers Assn. are, from left: Richard Posner, Mid-Park Chrysler-Plymouth, Inc., immediate past president; Robert Fairchild, Fairchild Chevrolet, Inc., president; C. Patrick Kane, Southwest Ford Sales Co., first vice president; C.L. Dobbs, Crestmont Cadillac Corp., second vice president, and Gary Olin, Qua Imports, Inc., treasurer.

Tips in car-owner manuals still useful after decades

DETROIT.—The MVMA, which is encouraging car owners to find and read their ownership manuals—especially before attempting any car maintenance or repair—says much of the advice in the manuals is the same as it was 80 years ago.

For instance, instructions for the 1907 Model C, built by Northern Motor Car Co. in Detroit, included the following advice, according to MVMA:

"Every neglect of machinery and tires carries its penalty of annoyance and expense.

"It is not a difficult matter to operate a motor car, but the real trick is to know what to do when it refuses to go.

"On rough roads, slowing down and using good judgment will result in lighter repair bills.

"Frequent inspection is essential to safety, and prompt replacements and adjustments are the truest economy."

The Model C's manual said, "There is no sensation akin to that of running an automobile with full realization that you know its parts and have mastered it. It is the only way to enter the real enchantment of motorland."

V.J. Adduci, MVMA president, said, "After a house, your automobile is your most serious investment. You know where everything in your kitchen is—know the utensils your car is carrying.

"Your car will take care of you, if you take care of it."

Anglo American opens auction in Fremont

FREMONT, Calif.—Anglo American Auto Auctions, Inc., has opened its 32-acre, full-service auction here.

The six-lane auction is surrounded by 30 acres of paved area, providing 500 dealer parking spaces and more than 2,000 vehicle sales spaces.

factories list auction dates

American Motors

May 7—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 8—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 9—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 10—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 14—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 15—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

May 16—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

May 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 22—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 23—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

May 30—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

May 7—Hatfield Auto Auction, Hatfield, Pa., and Golden Gate Auto Auction, Fremont, Calif.

May 8—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; South Seattle Auto Auction, Kent, Wash., and Indianapolis Auto Auction, Indianapolis.

May 9—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga., and Arena Auto Auction, Chicago.

Ford Motor Co.

May 8—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

May 9—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

May 15—Indianapolis Auto Auction, Indianapolis; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

May 16—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 7—Florida Auto Auction of Orlando, Orlando.

May 8—Northstar Auto Auction, Shakopee, Minn.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha.

May 9—Nashville Auto Auction, Nashville.

May 14—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

May 15—Clanton's Auto Auction, Darlington, S.C.

May 16—Indianapolis Auto Auction, Indianapolis, and Big H Auto Auction, Houston.

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Used Car Sales
Auction Averages

April 1985	$4,961
Month ago	$4,388
Year ago	$5,483

Model Breakdown
Auction Averages

	APR. 1985	MAR. 1985	FEB. 1985
1985	$11,744	$12,924	$14,691
1984	$8,522	$9,046	$8,850
1983	$5,484	$6,028	$6,171
1982	$5,228	$5,332	$5,185
1981	$4,063	$4,544	$4,849
1980	$3,511	$3,474	$3,301
1979	$2,622	$2,869	$2,742
1978	$1,936	$1,578	$1,937
Overall Average	$4,961	$4,528	$4,782

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Flutie on Ford Ranger ad team

Hot sports property Doug Flutie has filmed a Ford Ranger TV commercial. Flutie, quarterback of the USFL New Jersey Generals, uses the truck to relive a much-heralded touchdown pass he hurled while a Boston College phenom last fall. The commercial was filmed in the Rutgers Stadium.

GM develops hand control to help disabled drivers

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—General Motors last week displayed a new hand-control device for physically disabled drivers that will be available as a dealer-installed option for some 1986 vehicles.

The device was developed by a disabled engineer at GM Advanced Product Engineering. Other engineers from Advanced Product Engineering and Saginaw Steering Gear Division also contributed to the control.

The unit will be marketed through Saginaw Steering Gear and manufactured by Euclid Industries, Bay City, Mich.

GM Vice Chairman Howard H. Kehrl said the control will be compatible with most full-size and mid-size GM cars and vans. He said it can be retrofitted to certain current model GM vehicles and is designed to be reusable. Saginaw Steering Gear is working to make it adaptable to all GM products.

Kehrl said the device should sell for about $300 installed and that it can be used with other GM equipment, including tilt-wheel.

Paul L. Ulrich, the GM engineer who developed the device, said it has a number of advantages for disabled drivers. The single hand control operates both the throttle and the brake. It is compact and attaches to either the right or left side of the steering column without the need for any major modifications to the vehicle.

The device does not interfere with the standard throttle and brake, he said, which permits the vehicle to be driven in a conventional manner. Also, the control will not impede steering column compression in the event of a frontal accident.

Ulrich said the device will be backed by GM warranties and that all GM dealers will be able to service the system. Ulrich said that many of the controls now on the market are available only by mail-order and that expert installation is often difficult to obtain.

Ulrich said the device has been thoroughly tested and that Veterans Administration approval is expected before it goes on sale. The VA has programs to pay for the installation of such systems needed by disabled veterans.

GM also plans to make the device available for evaluation by those who are interested in purchasing it, either through demonstrator vehicles or through the use of video presentations.

Margaret Heckler, Secretary of Health and Human Services, praised GM for offering the device.

The hand-control device is the first optional-equipment item introduced by Saginaw Steering Gear since the tilt steering wheel in 1962.

Separately, the American Automobile Assn. has published a book for the mobility-impaired called The Handicapped Driver's Mobility Guide.

The book is available from AAA and provides tips on the selection of mobility aids as well as a state-by-state listing of mobility-aid suppliers. Sources of additional information on mobility for the disabled are also listed.

Sawdon & Bess adds three Cadillac groups

NEW YORK.—Three more Cadillac dealer advertising groups, including the largest in the U.S., have selected Sawdon & Bess as their agency.

The three are San Diego, Northeast Indiana and Southern Cadillac Dealers Marketing Assns. The southern group, the largest anywhere, includes 88 dealers in Tennessee, Alabama, South Carolina and Georgia.

The three groups represent $2.5 to $3 million combined billings for 1985, the agency said. It currently handles Cadillac and Pontiac dealers in Los Angeles and Pontiac in San Diego. Seven agencies competed for the new Cadillac business.

Show biz

John H. Londoff, right, Johnny Londoff Chevrolet, St. Louis, presents a contribution from St. Louis automobile dealers to Sammy Davis Jr., star of the 1985 St. Louis Variety Club Telethon. Londoff was chairman of the 19-hour charity event.

Down 38 for first quarter

Domestic dealer total declines

Continued from Page 1

losses were pretty evenly divided in the first quarter. Six makes went up, five went down and three were unchanged. The gains and losses ranged from four to 11 outlets.

All three Chrysler Corp. makes added franchises—eight for Dodge, five for Chrysler and four for Plymouth. Mercury picked up 10 spots, Lincoln showed an increase of eight and Renault was up four.

There were declines of 11 franchises for Ford, 10 for Chevrolet, five for Buick, five for AMC and five for Volkswagen. Cadillac, Oldsmobile and Pontiac were unchanged for the period.

Chrysler Corp. had 3,989 car dealerships on April 1, one more than at the beginning of the year. In the first quarter of 1984, Chrysler added 30 locations.

Franchise totals on April 1 were Chrysler, 3,028; Plymouth, 2,984, and Dodge car, 2,901.

In addition to its 3,989 car dealers, Chrysler has five that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor's 5,553 car outlets compared with 5,564 at the beginning of this year. Last year, Ford had a gain of seven in the January-March period.

Franchise counts on April 1 were: Ford car, 4,721; Mercury, 2,748, and Lincoln, 1,586.

Ford Motor has 116 dealerships that handle only Ford heavy-duty trucks. They are not included in the dealership total for the company or in the franchise total for Ford Division.

At GM, the latest figure of 9,945 car dealers is down 20 from 9,965 on Jan. 1. The drop was steeper than the decline of 10 spots in the first quarter of 1984.

Franchise totals on April 1 were: Chevrolet, 5,110; Oldsmobile, 3,200; Pontiac, 3,010; Buick, 2,970, and Cadillac, 1,610.

AMC-Renault held steady for the quarter with a change of only three dealerships. There were 1,462 as the quarter ended, compared with 1,465 at the beginning of 1985.

It was the second stable quarter in a row; the dip was three in the fourth quarter of 1984. In the first quarter last year, AMC-Renault was down 15 outlets.

Franchise totals on April 1 were AMC, 1,392; Renault, 1,345.

AMC-Renault dualing is little changed from the first of the year. Of the 1,462 dealerships, 1,275 handle both makes. AMC has 746 duals with Big Three cars, unchanged from Jan. 1, and Renault is still involved in about 90 percent of them. Another 68 outlets have AMC and Volkswagen, and about half of them include Renault.

Volkswagen opened the year with 899 dealers and had 894 on April 1. VW's experience was about the same as in the first quarter of 1984, when it had a decline of six outlets.

VW has about 150 duals with other makes of U.S. cars, unchanged from the beginning of 1985.

The total of 20,864 domestic-car dealerships in operation on April 1 was up 16 from the 20,848 counted a year earlier.

Chrysler Corp. and Ford Motor Co. were the big winners. Chrysler added 95 dealers and Ford added 38. There were dips of 85 for GM, 49 for AMC-Renault and six for VW. That's an agggregate decline of seven. A change in the number of intercorporate duals gave the industry a net gain of 16 outlets for the April-to-April period.

U. S. FRANCHISES

	April 1, 1985	Jan. 1, 1985
AMERICAN MOTORS-RENAULT		
AMC	1,392	1,397
Renault	1,345	1,341
CHRYSLER CORP.		
Chrysler	3,028	3,023
Dodge	2,901	2,893
Plymouth	2,984	2,980
FORD MOTOR CO.		
Ford	4,721	4,732
Lincoln	1,586	1,578
Mercury	2,748	2,738
GENERAL MOTORS		
Buick	2,970	2,975
Cadillac	1,610	1,610
Chevrolet	5,110	5,120
Oldsmobile	3,200	3,200
Pontiac	3,010	3,010
VOLKSWAGEN	894	899

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Ford Team Taurus concept is blueprint for future cars

Continued from Page 2

cally by either robots or hard automation.

"We also have modular assembly that is going on the frame," he said. "That's a separate line with about 14 or 15 automatic stations where different parts are put onto a cradle on the frame."

He also mentioned modular assembly of the doors, which are attached to the car in the body shop and undergo painting and corrosion protection applications with the body.

The doors, which are designed with pins so they can be removed easily, are then routed down their own modular line for trimming and wiring, while the rest of the car travels the trim line for interior work. At the end of the trim line, the doors are reunited with the body.

He said interior work is much easier without doors to contend with and this boosts productivity of assemblers.

Veraldi said Taurus was a clean-sheet project from top to bottom, allowing the car to escape possibly expensive patchwork later in life. While the Fiesta was done by Ford of Europe from a clean sheet, he said the car required costly preparations for the U.S. when the fuel crisis necessitated exportation of the subcompact to North America.

"On Taurus/Sable, part of the team was the legal and safety people," Veraldi said. "We met with them way up front and said this car is going to be here for a seven- or eight-year life cycle. We asked them to tell us what anticipated laws we should bake in. So, as a result, many things are built into the car without penalties because we did it going in."

The car could also be adapted to the European market, although he said there are currently no plans to export the vehicle.

"We went to the Ford world people and asked if they would be interested in it," he said. "We got all of their legal and safety requirements, so that if Europe did say next week or next month or next year they wanted that car, it would meet their requirements as well. We've designed the car for right-hand drive."

Word from Europe is that Taurus/Sable styling would be acceptable to European tastes.

"They've told us that," Veraldi said. "But right now, their flagship over there is the Granada, which is called the Scorpio now on the Continent. It's a smaller package than what we have, but it's big enough for them. If they ever want to get into the upper-class market, this would be available to them."

While Ford of Europe has reportedly shown some interest in the product, Veraldi said it isn't going to be exported any time soon.

Ford is planning to sell about 2.5 million Taurus and Sable models by the end of the decade, or about 500,000 a year. The cars are expected to be priced between $8,200 and $12,200.

AMC awaits compact car from Renault

Continued from Page 2

agreement can be reached with Matra.

Mowrey noted that AMC, long regarded as the U.S. industry's small-car company, won't necessarily stay in the subcompact segment.

"We're not welded to the subcompact market," he said. "If it becomes unprofitable, I'm sure the company would look hard at it. We're in subcompacts right now for two reasons—we wanted to get into the entry-level business in the U.S., and Renault had a very good product (Alliance and Encore) that we could put into production in the U.S. and become very successful."

However, Alliance/Encore sales have dipped in recent months as the subcompact segment in the U.S. has grown soft. Sales of the U.S.-built Renault twins are off about 35 percent for the year.

High court action may extend car's 'useful life'

Continued from Page 2

A GM spokesman expressed disappointment over the Supreme Court action because the "EPA ruling substantially expands the manufacturer's liability for emission recalls."

GM added it is "reviewing its options with respect to any alternatives that might be appropriate at this time."

It is not clear what alternatives are available to GM since a court has held against GM's "offset" proposals—that is, producing cars that exceed emissions standards in order to "offset" those that don't.

If GM has in mind a legislative remedy, that is not a likely happening this session of Congress, despite efforts by aftermarket associations to reduce the Clean Air warranty to two years or 24,000 miles to allow the use of independent repair shops and non-original-equipment replacement parts.

Defense fund established; New Jersey first target

FDA set to fight overdealering

Continued from Page 1

state Motor Vehicle Commission.

The hearing was being held last week at presstime.

But, Mullane said, "There is a flaw in the New Jersey law covering added points. It states that in such a hearing, the loser is subject to pay the winner's legal costs.

"While this is no hardship for the multibillion-dollar company, it is a great deterrent for dealers, and a number of possible contested actions have gone by the boards for this reason alone," Mullane said.

The East Orange issue is a particularly sore point for Mullane since the company did pull out of that city and Chevrolet also closed its dealership there.

To add fuel to the fire, Mullane said dealers in the North Bergen area have received letters from the company notifying them that Ford wants to open a point in that town —a company-owned store. But this particular issue does not involve Mullane's dealership directly. Mullane's dealership is in Bergenfield, N.J.

The five dealers who went further brought action against Ford before the Motor Vehicle Franchise Committee which was established under the New Jersey motor vehicle franchise law and is comprised of the director of motor vehicles, the secretary of commerce and the director of consumer affairs.

This committee has the power to appoint an adminstrative law judge to hear the case. This is the action that is being taken.

The issue was kept quiet because the dealers attempted to handle it "in-house," according to informed sources.

The dealers contend that East Orange is a "blighted area" and that they are really only three units below Chevrolet registrations in that city.

Apparently, this is the beginning of another battle that is to be waged by the FDA. Mullane said there are nine open points in the district and "we're all at risk. To let them put in the dealer without a murmur in one zone is virtually inviting them into all the others."

In an interview with Automotive News, Mullane acknowledged that he was occupied with the national issue of fleet subsidies, but overdealering has long been a cause with him, he said.

For years he has attacked manufacturers for establishing dealer points in close proximity to each other. He insists that dealers should have breathing room.

But he stressed that the risk under New Jersey law is legal fees and since the the loser is obligated, this, in effect, silences the dealers.

If this fund takes off as Mullane anticipates, it will be a first in the nation. Mullane made it clear he expects dealers in the district to donate $500 per year to maintain the fund.

Mullane further contends this issue is of national proportions. According to Mullane, Ford Motor Co.'s Ford and Lincoln-Mercury divisions added 139 franchises in 1984. However, the total car production of the divisions was less than in 1983. He maintained that while Ford was adding more dealers, it was building fewer cars for the dealers to sell.

Mullane said this issue has become "open warfare" since they (the manufacturer) want "dealers on every corner."

Armstrong acquisition

NEW HAVEN, Conn.—Armstrong Rubber Co. announced that Blackstone Corp. has become its wholly owned subsidiary. Blackstone, headquartered in Jamestown, N.Y., makes heat-transfer equipment for the automotive market.

New GM plant at Fairfax goes to CPC Group

Continued from Page 2

That GM-10 will replace the Buick Century and Regal, Oldsmobile Cutlass Ciera and Cutlass Supreme and Pontiac 6000 and Grand Prix.

The plant will be highly automated, resulting in more skilled labor and the loss of several hundred jobs. Retirements and other forms of attrition should eliminate layoffs, CPC said. There are 5,250 hourly workers at the current facility.

Plans for the new facility include a contiguous metal stamping plant, the newest material handling technology, greater manufacturing flexibility and product convertibility and more efficient use of energy.

The metal stamping plant will turn out all major exterior panels for the cars, including hoods, fenders, quarter panels, roofs and doors.

The paint shop will have robotic sealing and painting. The assembly line will be able to handle complex numbers of parts, options, combinations and build sequences.

The material control and handling facilities will use paperless shipping and receiving and "point-of-use" receiving, with no point farther away than 350 feet.

Fairfax II will be located on the Fairfax Airport property. GM has a 30-year lease with Kansas City for that land.

The new plant manager is Augustine M. (Gus) Beirne, who has been manager of the Framingham (Mass.) facility.

Other CPC assembly plants are in Arlington, Tex.; Bowling Green, Ky.; Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Linden, N.J.; Norwood, O.; Oklahoma City; Oshawa, Ont.; Pontiac; Pontiac (Fiero); Ste.Therese, P.Q.; Tarrytown, N.Y.; Van Nuys, Calif., and Wilmington, Del.

The Buick-Oldsmobile-Cadillac Group is responsible for assembly operations at Flint; Detroit Fleetwood-Clark; Detroit/Hamtramck; Lansing; Janesville, Wis.; Leeds, Mo.; Lordstown, O.; Wentzville, Mo.; Orion, Mich., and Willow Run, Mich.

New technology is tool-show star

DETROIT.—A machine tool show called one of the largest by its sponsors is running this week at Cobo Hall here.

The emphasis is on new machinery and controls, and some 30,000 persons are expected to view the $34 million in manufacturing equipment being shown by 400 exhibitors. Many of the 1,000 machines are working on the show floor.

The International Tool & Manufacturing Engineering Conference and Exposition is sponsored by the Society of Manufacturing Engineers, which calls it new technology's showcase. There also are 35 workshops and technical sessions. They will cover topics ranging from artificial intelligence to advanced composites and the management of technological change.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
FEBRUARY, 1985 VERSUS FEBRUARY, 1984

	1985		1984	
	Month	Year	Month	Year
AMC Alliance FWD	6,543	11,868	7394	15730
Encore FWD	4254	7845	52153	11,198
Spirit	0	0	0	0
Concord	0	0	0	0
Concord SW	0	0	0	0
Eagle 4WD	161	427	352	786
Eagle 4WD SW	883	2,260	1,466	3,435
TOTAL AMC	11,841	22,400	14,427	31,149
Chrysler Laser FWD	4,164	7,746	4,070	7,910
LeBaron GTS FWD	2,686	5,275	0	0
LeBaron FWD	6,314	12,377	6,312	11,668
LeBaron SW FWD	557	1,194	826	1,666
E Class-NY FWD	4,478	9,271	6,850	13,406
Cordoba	0	0	0	0
NY Fifth Ave-Newpt	7,553	15,193	5,201	9,830
Imperial	0	0	0	0
Total	25,752	50,786	23,259	44,480
Plymouth Horizon FWD	10,639	18,065	6,124	12,413
Turismo FWD	6,247	9,962	3,256	6,270
Reliant FWD	7,925	17,814	8,514	16,471
Reliant SW FWD	2,406	5,069	3,266	6,475
Caravelle FWD	2,633	5,620	0	0
Gran Fury	1,287	2,667	967	1,605
Total	31,140	59,197	22,127	43,234
Dodge Omni FWD	8,528	14,346	5,041	10,281
Charger FWD	6,536	10,620	3,879	7,192
Daytona FWD	3,831	6,848	3,169	6,337
Aries FWD	7,586	15,561	7,088	13,000
Aries SW FWD	1,958	4,184	2,893	5,861
Lancer FWD	2,499	4,543	0	0
600'84/400'83 FWD	4,480	9,086	4,559	8,520
Diplomat	2,816	5,843	1,014	1,868
Mirada	0	0	0	0
Total	38,234	71,031	27,643	53,059
TOTAL CHRYSLER CORP.	95,126	181,014	73,029	140,773
Ford Escort FWD	22,416	46,718	19,537	39,762
Escort SW FWD	5,662	12,004	6,507	13,357
EXP FWD	2,874	5,720	1,748	3,036
Fairmont	0	0	0	0
Tempo FWD	21,475	42,684	20,215	42,129
LTD	10,239	22,007	10,333	21,699
LTD SW	2,994	6,284	4,164	8,568
LTD Crn. Victoria	9,860	19,271	9,322	17,665
LTD Crn. Victoria SW	1,953	3,940	2,331	4,772
Mustang	12,070	25,069	11,606	21,005
Thunderbird	10,372	21,595	12,976	26,062
Total	99,915	205,292	98,739	198,055
Lincoln Town Car	8,491	16,900	4,617	8,198
Mark VII	2,241	4,094	3,374	6,765
Continental	3,265	5,977	1,624	3,034
Total	13,997	26,971	9,615	17,997
Mercury Lynx FWD	4,776	9,366	4,124	8,411
Lynx SW FWD	1,017	2,085	1,118	2,269
LN7 FWD	0	0	0	0
Capri	1,228	2,529	2,042	3,476
Zephyr	0	0	0	0
Topaz FWD	5,688	11,390	6,102	12,741
Marquis	6,615	13,138	6,252	11,580
Marquis SW	685	1,481	1,056	2,108
Grand Marquis	9,033	17,479	9,076	16,451
Grand Marquis SW	944	1,963	1,170	2,277
Cougar	8,407	17,175	9,037	17,524
Total	36,393	76,606	39,977	76,837
Lincoln-Mercury Division Total	52,390	103,577	49,592	94,834
TOTAL FORD MOTOR CO.	152,305	308,869	148,331	292,889
Buick Skylark FWD	8,025	16,442	7,594	15,086
Skyhawk FWD	5,535	11,044	6,670	11,750
Skyhawk SW FWD	518	1082	701	1,337
Somerset Regal FWD	5,950	11,267	0	0
Century FWD	13,029	26,924	12,666	24,811
Century SW FWD	2,005	4,211	1,914	3,365
Regal	8,734	17,131	15,206	31,115
Regal SW	0	0	0	0
LeSabre	10,316	21,412	11,563	21,822
Electra	0	0	5,895	11,625
Electra FWD	4,918	10,281	102	107
Buick SW	1,163	2,475	1,095	2,155
Riviera FWD	4,254	8,569	4,282	8,488
Total	64,447	130,818	68,688	131,661
Cadillac DeVille	305	737	9,547	19,335
DeVille FWD	6,652	13,245	62	113
Cimarron	1,127	2,076	1,519	2,979
Fleetwood & Chassis	3,511	7,552	3,796	7,945
Fleetwood FWD	2,709	5,379	19	58
Eldorado FWD	4,793	9,983	5,107	10,640
Seville FWD	2,271	4,900	2,643	5,431
Total	21,368	43,872	22,693	46,501
Chevrolet Chevette	11,036	22,961	15,419	29,893
Camaro	15,204	30,248	15,804	27,924
Cavalier FWD	23,787	47,669	19,880	37,508
Cavalier SW FWD	5,314	10,647	6,196	12,602
Citation FWD	5,395	11,275	5,381	11,522
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	17,858	34,918	18,330	36,215
Celebrity SW FWD	5,536	11,338	5,979	9,516
Monte Carlo	8,447	15,412	10,964	20,588
Impala	3,878	7,891	4,071	7,525
Caprice	10,553	21,838	11,113	22,031
Chevrolet SW	4,150	8,683	4,096	8,257
Corvette	2,711	5,489	2,420	4,616
Total	113,869	228,369	119,653	228,197
Oldsmobile Omega FWD	0	0	3,657	7,278
Firenza FWD	3,311	6,827	3,299	6,088
Firenza SW FWD	778	1,604	1,036	1,938
Calais FWD	7,671	14,764	0	0
Cutlass Ciera FWD	19,113	35,622	16,151	31,512
Cutlass Ciera SW FWD	2,992	5,995	2,412	4,505
Cutlass Supreme-Calais	15,845	31,730	30,069	55,580
Cutlass SW	0	0	135	17,454
Delta 88	14,332	29,317	17,205	32,744
98	0	0	9,173	18,088
98 FWD	8,164	16,382	156	206
Oldsmobile SW	1,640	2,930	2,269	4,650
Toronado FWD	2,667	5,601	3,107	6,458
Total	76,513	150,772	88,534	169,047
Pontiac 1000	1,708	3,794	2,110	4,349
Firebird	7,041	13,533	7,709	14,184
Sunbird FWD	7,277	14,070	7,292	14,145
Sunbird SW FWD	618	1255	909	1,786
Grand Am FWD	7,439	14,337	0	0
Phoenix FWD	0	0	1,036	2,288
Bonneville	4,249	7,817	6,113	11,517
Bonneville SW	0	0	234	12,789
6000 FWD	8,848	17,113	7,819	14,935
6000 SW FWD	922	2,000	1,521	2,591
Grand Prix	4,667	8,529	5,904	11,554
Parisienne	3,639	7,711	2,795	5,304
Pontiac SW	981	2,123	1,043	2,061
Fiero	5,604	10,484	8,325	15,257
Total	52,993	102,766	52,576	99,971
TOTAL GM CORP.	329,190	656,597	352,144	675,377
Miscellaneous Domestic	23	30	15	42
Domestic Station Wagon Total	45,676	94,787	53,968	105,551
Domestic Grand Total	588,485	1,168,910	587,946	1,140,230
Import Total	201,587	409,927	194,381	389,328
Grand Total All Registrations	790,072	1,578,837	782,327	1,529,558

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma registrations compiled from manufacturers' sales records.

5 days ahead of 1984

Year's output passes 3 million

By Louise Kerteaz
Detroit Reporter

U.S. makers built their three-millionth car of the year last Thursday (May 2), five days ahead of 1984.

So far this year, 3,052,599 cars have been assembled, 2.0 percent more than the 2,992,790 completed last year at this point.

Last week, the manufacturers scheduled assembly of 184,258 cars, 2.38 percent more than the previous week's 179,980 and 11.29 percent better than the year-ago week's 165,571.

The previous week's output fell some 8,000 units short of projection, mainly due to underbuilding at General Motors.

Companies shared last week's estimated production as follows: GM, 57.07 percent; Ford Motor Co., 20.63 percent; Chrysler Corp., 16.93 percent; American Motors, 1.98 percent; Honda of America Mfg. Co., 1.71 percent; Volkswagen of America, 1.09 percent; Nissan Motor Mfg. Co., U.S.A., 0.34 percent, and New United Motor Mfg. Co., 0.25 percent.

GM's Willow Run (Mich.) plant, which produced the X-car (Skylark, Citation), closed Thursday for conversion to the GM70 cars. The closing idles 5,000 workers.

The plant is scheduled to reopen Sept. 30.

GM auto plants working two overtime shifts Saturday (May 4) were: Framingham, Mass.; Oklahoma City; Leeds, Mo., and Lordstown, O.

Chrysler plants in Belvidere, Ill., and St. Louis (No. 1) were scheduled to work two overtime shifts Saturday.

Chrysler plants slated to operate two nine-hour daily shifts this week (May 6) are: Belvidere; Newark, Del., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to work two 8½-hour daily shifts this week.

Ford has scheduled daily overtime this week at its plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Overtime is slated at Ford's Lorain plant Saturday, May 11.

AMC's Kenosha plant is down this week for one week for inventory adjustment.

Lincoln drops turbodiesel; buyers just didn't want it

By Richard Johnson
Detroit Reporter

Ford Motor Co. is no longer offering a turbodiesel option on its Lincoln Continental and Mark VII models, according to Lewis C. Veraldi, vice president—large and luxury car engineering and planning.

In an interview with Automotive News, Veraldi said the 2.4-liter, BMW-built six-cylinder engine has been dropped because of a low rate of installations. The turbodiesel was introduced by the company just over a year ago.

Earlier this year, former Lincoln-Mercury General Manager Robert Rewey told Automotive News that the division would eventually stop offering the engine. He said at the time that no final decision had been made on whether to eliminate the option for the 1986 model year. But Veraldi said last week that the option has already been stricken from among Ford's engine offerings.

"There was no take," he said. "Nobody wants it. It's a good engine—from a noise-vibration point of view, it is probably one of the better diesels. But our customers told us they didn't want it, so we dropped it a couple of months ago. Why have all the complexity when we don't need it?"

He said Ford has no plans to discontinue the 2.0-liter four cylinder diesel, built by Mazda, that is offered as an option in the Ford Escort and Tempo and Mercury Lynx and Topaz.

By the time Ford introduced its turbodiesel in early 1984, diesel acceptance had withered badly in the U.S. market.

Installations have dropped precipitously in recent years as gasoline prices stabilized and oil burners were victimized by negative publicity stemming from alleged problems with a V-8 diesel built by Oldsmobile and installed in Olds, Cadillac, Chevrolet, Pontiac and Buick models from 1978 through 1981.

During the 1984 model year, 2,367 turbodiesels were ordered in Mark VIIs, or 7.1 percent of all Mark VII engine installations. The company reported that 1,371 turbodiesels were placed in Continentals, or 4.5 percent.

Ford originally agreed to buy 190,000 turbodiesel engines from BMW over a three-year period, but scaled the order back to 90,000 in 1983. According to BMW sources in Europe, Ford is committed to paying for a minimum number of engines no matter how many the U.S. auto maker decides to accept.

Hyundai promotes Gibbons

TORONTO.—Hyundai Auto Canada, Inc., has appointed Norman Gibbons senior vice president and chief operating officer. He was formerly vice president, sales and service.

Truck production dips 2 pct. from six-year high

Domestic truck makers scheduled a build of 71,405 units last week, down 2.11 percent from the previous week's 72,947, which was the highest weekly production since the week ended June 16, 1979, when 73,990 trucks were assembled.

The previous week's total marked the third consecutive week of the highest production levels since June, 1979.

Last week's truck output was 13.88 percent better than the year-ago week's 62,700.

General Motors plants working two overtime shifts Saturday (May 4) were: St. Louis, Pontiac (No. 5) and Lordstown, O.

GM's Detroit plant worked one shift Saturday.

Chrysler Corp. slated two nine-hour daily shifts this week (May 6) at its plant in Warren, Mich.

Ford Motor Co. scheduled daily overtime this week at the following plants: Lorain, O.; Wayne, Mich.; Kansas City; Norfolk; Twin Cities, and Louisville.

Saturday (May 11) overtime is scheduled at Ford's Twin Cities plant.

Canada builds 26,091 cars, a two-year high

Canadian car makers scheduled 26,091 units last week, 9.19 percent more than the previous week's 23,894 and the highest weekly production since the 27,994 units built during the week ended May 14, 1983.

Last week's output was 10.24 percent better than the year-ago week's 23,667.

Truck makers targeted a build of 18,921 units last week, about the same as (down 0.15 percent) the previous week's 18,892 but 3.47 percent more than the year-ago week's 18,287.

Year-to-date, 318,317 trucks have been built, 6.38 percent more than the 299,227 assembled last year at this time.

With the scheduling of 2,600 Plymouth Voyagers, 2,901 Dodge Caravans and 607 Mini Ram Vans, the T-115 build at Chrysler Corp.'s Windsor (Ont.) plant topped 100,000 last week, reaching 102,235.

U.S. CAR PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
AMERICAN MOTORS	3,650	4,801	3,594	8,704	69,057	36,413
Renault Total	3,650	4,801	3,594	8,704	69,057	36,413
Alliance	2,150	2,716	2,240	5,261	37,268	21,613
Encore	1,500	2,085	1,354	3,443	31,789	14,800
CHRYSLER CORP.	31,200	25,677	31,000	129,431	468,706	483,500
Plymouth Total	8,900	8,530	9,318	38,440	139,738	141,254
Horizon	3,800	4,075	3,660	14,254	57,102	50,216
Reliant	4,000	3,693	4,306	18,084	72,723	64,442
Caravelle	900	210	980	4,412	3,286	20,010
Gran Fury	200	552	372	1,690	6,627	6,586
Chrysler Total	9,800	8,634	9,392	39,836	154,926	159,208
LeBaron	1,800	2,655	1,963	8,649	46,457	39,779
LeBaron GTS	2,500	0	2,460	10,161	0	32,389
Laser	1,700	1,637	1,255	5,147	28,368	18,939
New Yorker/E-Class	1,500	2,302	1,528	6,504	38,165	26,267
Fifth Avenue	2,300	2,040	2,186	9,375	41,936	41,814
Dodge Total	12,500	9,513	12,290	51,155	174,042	183,038
Omni	3,600	3,089	3,645	14,429	53,384	52,719
Aries	3,600	2,829	3,393	14,900	57,183	51,016
Daytona	1,200	959	936	4,156	21,928	16,382
Dodge 600	1,300	1,650	1,358	5,970	30,338	25,900
Lancer	1,800	0	1,896	7,795	0	24,466
Diplomat	1,000	986	1,063	3,905	11,209	12,555
FORD MOTOR	38,008	38,679	37,252	154,212	629,180	630,202
Ford Division	26,673	25,745	24,761	103,650	412,094	418,117
Escort	7,934	8,338	7,021	30,189	127,960	110,197
Mustang	4,402	3,150	2,981	14,428	46,163	83,429
LTD	6,384	4,231	6,151	25,762	82,797	89,469
Thunderbird	3,542	3,470	4,533	15,947	57,995	76,313
Crown Victoria	0	1,591	0	0	29,146	7,122
EXP	0	626	0	0	11,789	3,838
Tempo	4,411	4,339	4,075	17,325	56,244	67,749
L-M Division	11,335	12,934	12,491	50,562	217,086	212,085
Mercury Total	8,420	9,491	9,070	36,139	157,161	152,019
Lynx	1,315	1,337	2,272	6,396	25,837	25,992
Capri	659	490	330	1,485	6,672	7,202
Marquis	3,096	2,662	2,949	12,508	38,804	43,755
Cougar	2,611	2,119	2,445	11,466	36,539	49,324
Grand Marquis	0	2,023	0	0	33,377	4,733
Topaz	739	860	1,074	4,284	15,932	21,013
Lincoln Total	2,915	3,443	3,421	14,423	59,925	60,066
Continental	534	911	621	2,616	12,045	10,891
Lincoln	2,065	2,153	2,423	10,218	34,261	42,547
Mark VI/VII	316	379	377	1,589	13,599	6,628
GENERAL MOTORS	105,165	90,015	102,196	439,616	1,740,685	1,804,368
Buick Total	23,643	20,282	22,374	97,392	370,436	357,390
Skylark	1,669	2,017	2,460	9,949	34,860	40,953
Skyhawk	2,780	3,078	2,012	9,478	59,518	38,229
Somerset Regal	2,827	0	2,043	10,965	0	45,548
Century	7,117	4,729	6,360	26,620	81,514	85,780
Regal	2,955	4,687	2,979	11,529	81,554	40,057
LeSabre/Electra(rwd)/Ltz	2,760	3,537	3,095	13,944	83,911	49,796
Riviera	1,452	889	1,418	5,697	19,973	23,310
Electra(fwd)	2,083	1,347	2,007	9,211	9,106	33,717
Cadillac Total	6,902	5,571	7,271	30,933	124,100	135,237
Cimarron	517	304	538	2,273	7,226	10,329
Seville	682	877	791	3,393	15,134	15,126
Eldorado	1,313	1,662	1,480	6,362	27,966	28,004
Cadillac (rwd)	1,109	1,458	1,179	5,138	63,876	19,911
DeVille (fwd)	3,281	1,270	3,283	13,767	9,878	61,867
Chevrolet Total	34,094	31,852	34,989	145,413	598,353	628,404
Chevette	3,015	5,434	3,680	13,663	85,104	57,013
Cavalier	10,409	8,245	10,030	42,405	149,163	175,471
Celebrity	6,122	6,835	5,806	25,384	108,342	105,363
Camaro	4,963	3,809	4,799	20,561	96,523	83,181
Citation	1,182	2,349	1,606	6,626	39,868	28,664
Malibu/El Camino	0	829	0	0	12,576	0
Monte Carlo	2,862	850	3,836	14,747	52,196	57,473
Chevrolet	4,541	2,894	4,284	18,062	42,471	105,745
Corvette	1,000	607	946	3,965	12,112	15,494
Oldsmobile Total	25,662	21,242	26,235	108,606	437,632	452,503
Omega	0	1,059	0	0	19,368	0
Firenza	1,420	1,809	1,305	6,249	27,925	26,992
Cutlass Supreme	5,650	4,115	5,252	20,789	124,601	77,279
Cutlass Ciera	7,256	5,952	7,476	29,916	33,667	136,821
88/98 (rwd)	4,240	6,062	5,836	22,038	139,401	86,016
Olds 98 (fwd)	2,920	1,289	3,091	12,730	10,048	51,761
Calais	3,567	0	2,613	13,766	0	57,657
Toronado	609	956	622	3,208	16,622	15,977
Pontiac Total	14,864	11,068	11,327	57,183	210,162	230,834
Acadian**	0	649	239	956	7,893	5,065
2000 Sunbird	3,249	3,686	2,128	11,321	53,076	49,086
1000	390	1,320	398	1,793	16,518	10,915
Firebird	2,657	1,843	2,224	10,457	40,617	44,280
Phoenix	0	719	0	0	6,633	0
6000	1,527	0	1,212	5,050	0	13,161
Grand Prix/Bonville	0	0	0	0	29,733	0
Parisienne	1,357	269	986	5,051	11,596	24,105
Fiero	2,478	2,522	2,037	10,960	44,096	40,505
Grand Am	3,206	0	2,043	11,595	0	43,717
HONDA	3,150	2,851	2,950	13,432	43,643	57,558
NISSAN	630	0	557	1,908	0	2,682
NUMMI (Nova)*	455	0	455	1,587	0	3,080
VOLKSWAGEN	2,000	2,548	1,976	8,355	41,519	34,816
Total Cars, U.S.	184,258	165,571	179,980	757,245	2,992,790	3,052,599
Total Cars, Canada	26,091	23,667	23,894	96,077	400,071	355,734
N. American Cars	210,349	189,238	203,874	853,323	3,392,861	3,408,333
N. American Trucks	90,326	80,987	91,839	377,153	1,408,586	1,515,507
North American Cars and Trucks	300,675	270,225	295,713	1,230,476	4,801,449	4,923,840

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
AMERICAN MOTORS	400	609	0	906	8,720	3,898
FORD MOTOR	11,328	10,172	10,785	41,936	149,842	175,765
GENERAL MOTORS	14,138	12,661	12,884	52,290	237,589	172,207
VOLVO	225	225	225	945	3,920	3,864
Total Cars, Canada	26,091	23,667	23,894	96,077	400,071	355,734

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
CHEVROLET	24,029	18,770	24,738	99,872	352,085	406,412
DODGE	4,500	4,097	4,557	19,296	73,482	73,110
FORD	25,925	25,007	25,955	110,647	424,470	425,655
GMC	7,882	6,494	8,694	32,352	113,784	122,717
INTERNATIONAL	1,660	1,584	1,799	7,305	26,253	28,592
JEEP	4,350	3,721	4,100	15,154	66,990	69,910
NISSAN	1,270	1,977	1,334	5,960	32,757	37,469
AM GENERAL	50	50	50	210	940	870
MISCELLANEOUS	1,739	1,000	1,720	7,232	18,600	32,455
Total Trucks, U.S.	71,405	62,700	72,947	298,017	1,109,361	1,197,190

CANADIAN TRUCK PRODUCTION

	Week Ended May 4, 1985	Week Ended May 5, 1984	Week Ended April 27, 1985	April Est.	Jan. 1 to May 5, 1984	Jan. 1 to May 4, 1985
CHRYSLER	8,760	8,903	8,885	36,221	127,208	148,201
FORD	3,648	3,423	3,670	16,450	57,928	62,100
GENERAL MOTORS	6,248	5,801	6,067	25,387	111,558	103,773
INTERNATIONAL	265	160	270	1,078	2,533	4,243
Total Trucks, Canada	18,921	18,287	18,892	79,136	299,227	318,317
N. American Trucks	90,326	80,987	91,839	377,153	1,408,586	1,515,507

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

May 13, 1985

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GM ad shuffle cuts across divisional lines

By Verne Gay
Crain News Service

NEW YORK.—General Motors has reassigned network TV media buying for all of its divisions, making four agency of record assignments by daypart (time periods) that cut across the previously rigid divisional lines.

The new assignments affect the placement of about $250 million.

According to sources, Leo Burnett Co. now handles network prime time media for all GM divisions, while maintaining its creative assignment for Oldsmobile.

Network sources said GM divisions spend more money in prime time than any other daypart. Broadcast Advertisers Reports list 1984 GM spending as $114 million in prime time, $88.4 million in week-end sports, $25.3 million in news and $3.7 million in daytime. The prime-time figures, however, would include GM divisional buys on ABC's Monday Night Football, which is now part of the sports buy, and network prime-time news, such as ABC's 20/20.

D'Arcy MacManus Masius becomes agency of record for news. DMM continues as creative agency for Cadillac and Pontiac.

Campbell-Ewald is agency of record for sports and remains creative agency for Chevrolet.

N.W. Ayer handles the GM corporate public relations account, the smallest piece of the GM media pie. The corporate PR account, however, is charged with production of GM's network specials and miniseries.

Sources said GM has yet to make agency of record assignments for several other media, in-

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Cadillac's secret

Barry Penfound

Early look at 1987 Pininfarina-bodied Allante

Unofficial snapshot of the 1987 two-seat, $30,000-plus Allante shows a Cadillac with styling cues from what the company expects will be its main competitor: Mercedes-Benz convertible. The Allante features a removable hardtop with the softtop underneath. Styled by Pininfarina, Allante bodies will be built in Italy and mated to the GM K-platform, also to be used for Eldorado, Seville, Toronado and Riviera.

Theft-marking rule could spell death for gray market

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The gray market in imported vehicles was dealt what could be its death blow by a newly proposed NHTSA vehicle theft standard.

In publishing the proposed standard, NHTSA said it has "tentatively determined that the purposes of the statute will be better served if only original manufacturers are authorized to certify compliance with the theft prevention standard."

If NHTSA sticks by this decision, it will effectively bar the importation of most vehicles not intended by the original manufacturer for U.S. distribution.

That is because many of the vehicles that insurers and law-enforcement agencies identify as having a high theft experience are the expensive luxury import types favored by the importer-converter.

The components that are to be marked are such integral parts that it would almost necessitate gray marketers rebuilding the automobiles.

The new NHTSA rules will apply only to vehicles that have a high rate of theft experience.

Although NHTSA has asked for comments on its proposed rule, it has justified its decision on the gray-market imports by saying that "limiting the legitimate possession of marking techniques to a few major manufacturers of vehicles and parts would mean that other persons in possession of such technologies can be more easily linked to their criminal enterprises."

Original manufacturers and law-enforcement witnesses have apparently convinced NHTSA that widespread access to the vehicle parts-marking process would weaken the overall theft standard by allowing Vehicle Identification Number substitution.

Original manufacturers and their franchised dealers have been battling with the direct importers for several years, principally through an EPA rulemaking still in progress. That rulemaking

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One-third of cars fail tests in two years, EPA finds

Failure rate high on emission gear

By Jake Kelderman
Washington Reporter

WASHINGTON.—More than a decade after first requiring emission controls for new cars and light trucks, one-third of all those now produced by U.S. and foreign makers will fail to meet tailpipe standards within the first two years of operation, new studies by the EPA indicate.

As troubling as this failure is to the environmental agency, more troubling still is the fact that neither EPA nor the nation's auto makers know the precise reason.

In a report scheduled to be presented before the SAE meeting here the week of May 20, EPA will show that since the beginning of the 1981 model year, as many as one-third of all new passenger cars will fail to comply with hydrocarbon emission standards within the first 30,000 miles of operation

In addition, according to EPA, by the time they reach 50,000 miles they will be emitting as much as a third more hydrocarbon pollution than permitted (the standard is .41 grams per mile) in spite of being maintained properly.

EPA will also report that as many as two-thirds of all new cars fail to comply with evaporative emission standards and that as many as one third are emitting twice the permissible amount of this form of air pollution.

EPA will also report that as a whole, the percentage of cars in compliance with all of its tailpipe emission standards (hydrocarbons, carbon monoxide and oxides of nitrogen) dropped from approximately 65 percent in 1980 to just over 40 percent in 1982, the last year for which it has data.

The near 40 percent compliance rate is about the same as what the agency found for the 1977-78 model years but, in spite of emission standards having tightened since then, EPA officials are still surprised by the latest findings. They had anticipated that widespread use of sophisticated three-way-catalysts and electronic feedback emission control technology would make compliance easier.

"We're at a bit of a loss to explain this," said an EPA official who wished to remain anonymous.

In previous years, when failure to comply with the standards involved mostly NOx emissions, the difficulty was generally laid to a hardware problem, a part that could be repaired or replaced.

In the current situation, however, where excess HC emission are the problem "we just don't know yet," the EPA source said. Speculation is centered on deteriorating catalysts and/or oxygen sensors and possibly lead contamination of the catalyst from planned or inadvertent misfueling. Auto industry sources agreed with this assessment.

The cause for the excess emissions is of great importance to auto makers because they can be held liable for bringing their vehicles back into compliance.

EPA does not have to show the cause of the failure to order a recall of a group of cars but if, for example, the source of the current problem turns out to be a catalyst, or if a catalyst change at 30,000 miles turns out to be the only fix,

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breaking news

8.5 pct. financing for Jeep Cherokee, Wagoneer

SOUTHFIELD, Mich.—American Motors has extended 8.5 percent retail financing to new Jeep Cherokee and Wagoneer models. The reduced rate will be available to qualified retail buyers from May 10 to June 10. The 8.5 percent financing also is available until May 31 to buyers of Renault Alliance, Encore, Fuego and Sportwagon models.

Class action OK'd in Park-Reverse case

WASHINGTON.—Federal Judge June Green has certified a class action brought on behalf of some 9 million owners of Ford vehicles with the alleged defect of unexpected slippage from Park-to-Reverse. Ford has reported it is facing some $1.6 billion in product liability claims for this problem.

Alfa Romeo to call new U.S. car Milano

MILAN, Italy.—Alfa Romeo, Inc., has chosen the name Milano for the sporty sedan it will launch in the U.S. in April. Milano is a 154-HP, V-6 version of the rear-drive 75 model which goes on sale in Italy next month.

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Day' supply of cars lowest since November

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new domestic cars dipped a bit during April as the sales pace quickened and production failed to keep pace.

May opened with a 52-day stock of cars, or 1,563,206 units, compared with month-earlier totals of 53 days and 1,572,998 units and year-earlier totals of 53 days and 1,541,985 units.

The days-supply figure—well within the ideal range—was the lowest since November, and the inventory count was the lowest since January.

General Motors, Volkswagen, Honda and, reporting for the first time, Nissan, increased their inventories compared with April 1, while American Motors, Chrysler Corp. and Ford Motor Co. trimmed theirs.

Incentives on compact-size cars at the Big Three trimmed supplies in that segment. The GM J-cars and Ford's Tempo and Topaz were all in short supply as the month opened.

The May 1 inventory was split this way: GM, 52.30 percent; Ford, 27.76 percent; Chrysler, 15.62 percent; AMC, 2.81 percent; VW, 0.98 percent; Honda, 0.45 percent, and Nissan, 0.08 percent.

One month earlier, the percentages were GM, 51.88; Ford, 28,14; Chrysler, 15.88; AMC, 3.03; VW, 0.97, and Honda, 0.10.

AMC shaved its inventory by a combination of increased sales and decreased production. Its Renault models were covered by low-interest incentives during April.

Chrysler's subcompacts remained in short supply, thanks to some help from incentive programs. The high numbers for its E-Class/New Yorker and Lancer are due to production increases during April.

By class segment, the May 1 breakout was: Subcompact, 19.15 percent; compact, 12.77 percent; intermediate, 18.09 percent; standard, 23.40 percent, and luxury, 26.59 percent.

One month earlier, the percentages were: Subcompact, 16.80; compact, 22.05; intermediate, 33.27; standard, 16.18, and luxury, 11.70.

The days' supplies of subcompact models: Lynx, 94; Encore, 93; Alliance, 89; Chevette, 80; EXP

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Much-delayed sticker still faces a court test

Used-car rule goes into effect

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The FTC's used-car rule—currently being challenged in court by Consumers Union—went into effect last Thursday (May 9). The rule calls for a window sticker that lists certain facts about the car and conditions of sale.

The FTC staff first proposed a used-car rule in January, 1976, and a final rule was published in August, 1981. Under intense dealer lobbying, Congress vetoed the rule in May, 1982, but the U.S. Supreme Court ruled that veto illegal and the rule was remanded to FTC in September, 1983.

The revised final rule without the "known defect" provision was published in November, 1984, and became effective May 9. The court challenge mounted by Consumers Union is before the federal appellate court in the District of Columbia.

Despite the lengthy controversy and the elimination of the "known defect" provision over which NADA went to court, FTC officials called it a "happy day," marking the beginning of consumers knowing "up front and in writing" who will pay for repairs after the sale.

Meanwhile, NADA has been receiving some 60 calls a day from dealer members saying that printers have been working around the clock to produce labels. It appears that thousands of dealers will not meet FTC requirements since the printers used the wrong ink or not enough labels are available in Spanish.

In addition, NADA has a lot of questions that FTC has not yet answered. What happens with used cars sold on consignment? What is the status of not-yet-expired service contracts and/or extended warranties furnished by General Motors, Ford Motor Co., American Motors and a multitude of private companies such as General Warranty? Will dealers be allowed to add a second label?

From FTC's viewpoint, said Carol T. Crawford, director of FTC's Bureau of Consumer Protection, the window sticker means buyers have a legal contract spelling out the terms of warranty, if any. She said a major problem has been the consumer's inability to get the dealer to fulfill his spoken promises and the new rule takes care of that.

The window sticker describes the terms of any warranty and its duration as well as coverage and percentage of repair costs the dealer will pay.

The sticker indicates, in a prominent place, whether the sale is "as is" and if so, warns that the customer will pay for any repairs after sale. The sticker also warns that spoken promises are hard to enforce and suggests getting things in writing.

It also suggests that the consumer ask the dealer if he can get an inspection by an independent mechanic. The back of the sticker lists mechanical or safety systems on which major repair problems can occur and includes information about the availability of any service contracts.

Crawford urged consumers to report any used cars for sale without stickers as of May 9, although she added that if dealers were trying, FTC might not try to enforce the rule from day one. The fines are $10,000 per car per day and the enforcement is to be done by FTC's very limited enforcement staff—presumably letting some dealers act as examples.

FTC has printed and mailed 89,000 booklets to used-car dealers explaining the rule—at a cost of $7 million for printing and $19 million for postage. It has also printed and mailed a guide for consumers on the used-car rule and sent them to various consumer groups—at a total cost of some $17 million. The video press release for TV news media was $21 million.

Eventually, FTC will issue staff guidelines to help dealers.

Amanda B. Pedersen, deputy director, said the mailing to dealers was made April 23 to allow plenty of time to handle problems.

Crawford said that the stickers.

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Peugeot 205 Turbo 16, Part Two

Peugeot's 205 Turbo 16 first participated in the World Rally Championship in April, 1984, and went on to give Peugeot Talbot Sport three wins from five entries that year. This year, the car will enter all World Championship Rallies. The 205 Turbo 16 Evolution 2, which will participate in the remainder of the rallies, weighs less than the first version and has more horsepower.

Concessions by May 24, or 2 plants will close

AMC sets a deadline for UAW

By Marjorie Sorge
Labor Editor

American Motors will close its Kenosha assembly and Milwaukee stamping plants in Wisconsin May 24 if the UAW does not agree to a concession contract.

The company gave the union the ultimatum in a recent letter which demanded a General Motors-type contract if the plants were to continue to operate.

It has been reported that union leaders in Wisconsin told the company they cannot meet the May 24 deadline. Local 72 in Kenosha has scheduled a membership vote on the issues for later this week.

At presstime, no talks had been scheduled between the company and the union, however UAW local officials from the two plants and from AMC's Toledo Jeep operation met at Solidarity House last week to discuss the situation.

The three-year GM-UAW contract has no paid personal holidays, staggered wage increases based on job classification in the first and lump-sum payments which act as wage increases in the last two years.

The demands in AMC's letter include shorter vacations, fewer days off and a 37-cent-an-hour wage cut for assembly workers. AMC is also demanding that union representation be reduced by as many as 200 people.

It has been reported that Kenosha has the highest number of full-time union stewards in the industry, one for every 23 employes. There are about 7,000 workers at the two plants. That costs AMC about 85 cents an hour compared with the 14 cents an hour its costs GM, the company said.

The current contract expires Sept. 16.

UAW and AMC spokesmen acknowledged the letter, but neither would confirm the details. However, the company spokesman said AMC is serious in its desire to get a GM-like contract for its Wisconsin operations.

AMC has been seeking concessions from the UAW for the past few months. In late April, the company told the UAW the Kenosha and Milwaukee plants would close within 15 months if the union did not agree to contract concessions. At that time, the company was hopeful that negotiations would begin early this month.

However, talks have not begun, and AMC officials are now very anxious to get negotiations under way.

The company maintains that Kenosha, which builds the subcompact Encore and Alliance, is the most expensive plant in the world. Wages there are about 70 cents an hour higher than those at Ford Motor Co. and GM, and the company says the high number of union stewards increases the labor cost even more. However, AMC refuses to disclose its hourly labor cost.

AMC lost $29 million in the first three months of this year and has said it will begin a 25 percent budget cut within the next few months. That will cause numerous white-collar layoffs and project eliminations.

The UAW and AMC have been at odds about the method of payback for the entire employe investment plan that was negotiated in 1982. Under that contract, the union agreed to invest between $110 million and $150 million to help the company create a new product program by banking some wages and benefits, worth about $10,000 for each employe.

Workers at both Wisconsin plants and those in the Jeep facility in Toledo agreed to the contract. So far, the company is not demanding a concessionary con-

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Corvette design work farmed out overseas

By Dan McCosh
Detroit Reporter

Chevrolet will be contracting the majority of the design work on the next-generation 1990 Corvette to outside design and engineering company, Hawtal-Whiting Design Co., Ltd., the British engineering company currently doing a two-seat sports car for Buick, according to sources close to the program.

Hawtal-Whiting, a little-known company in the U.S., also reportedly is doing major design work on a station wagon version of the GM10 project.

Sourcing engineering work with outside companies has been growing at a rapid rate for domestic auto companies. Some GM insiders estimate they currently are doing as much as 60 percent of their engineering with outside firms, and will reach as high as 80 percent in the near future. The trend has created a boom in outside engineering firms in the Detroit area, and has been reaching overseas as well.

Although the Corvette project will be one of the highest-visibility cars done in conjunction with an outside engineering company, GM has relied heavily on Detroit-based Modern Engineering Service Co. and Entec, Inc., among others to do basic development work as well as prototype drafting. Offshore, the best-publicized project so far has been the 1987 Cadillac sports car with body built by Italy's Pininfarina, although Cadillac is already searching for foreign input on a second specialty car.

Ford Motor Co. and Chrysler Corp. likewise have been relying heavily on independent engineering services, with in-house operations developing basic concepts and outside houses doing development and detail work. Recently, Chrysler contracted with Creative Industries to do a significant amount of work on its advanced-concept Liberty project. Chrysler also is working with overseas companies, notably Lotus Group, to develop high performance engines, suspension and structural composites.

AMC plans to close 4 zones, 3 parts sites

By Richard Johnson
Detroit Reporter

Four zone sales offices will be closed and operations at three parts depots phased out as part of a move by American Motors to streamline its national field sales and service organizations.

AMC will shut down zone sales offices in Boston, Philadelphia, Pittsburgh and Kansas City by June 1. Operations will be consolidated in renamed "regional" offices located in New York, Detroit, Washington, Atlanta, Chicago, Dallas, Denver and Los Angeles.

AMC will phase out parts depots in Detroit; Overland Park, Kans., and Elmsford, N.Y., by about Sept. 1, leaving seven regional parts warehouses across the country and the national depot in Milwaukee.

Closing the zone sales offices will result in 72 salaried layoffs out of a nationwide field zone office staff of 560. A company spokesman said AMC is offering new positions through relocations to many of those employes.

Seven salaried employes at each of the three parts depots being phased out have been or will be offered different jobs. The company will consult with three unions involved about possible reassignments for approximately 50 hourly employes affected by the phaseout of parts depots.

According to Peter Guptill, AMC vice president, U.S. sales, the new organization "will provide our franchised dealer body with a more streamlined system of sales and service assistance."

Last month, AMC announced across-the-board department budget cuts of 25 percent. The reductions were announced just before the company reported a $29 million loss for the first three months of 1985.

World Expo canceled; Congress not affected

Plans for the 10th annual Automotive News World Congress continue unchanged although the 1985 Automotive News World Expo has been canceled.

The Automotive News World Congress will be held Aug. 25-28 at the Westin Hotel in Detroit's Renaissance Center.

The keynote address at the opening session will be delivered by Carl H. Hahn, chairman of Volkswagenwerk G. His title is The State of the Industry—An European View. It is expected that Hahn will draw on his wide international management experience.

Automotive News World Expo, in the years of its existence, served as a channel of communication between vehicle manufacturers and suppliers worldwide. However, needs of the industry have changed and, in sensitivity to those needs, the 1985 World Expo was canceled.

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60th year—No. 5074

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Dealer gets a lift

Paul D. Fusz, Paul Fusz Motors, Inc., holding balloons in a Jeep Grand Wagoneer, is congratulated by C. Bruce Liebich, American Motors' Kansas City zone manager, during the opening of Fusz' showroom in Ellisville, a St. Louis suburb. Also attending the premiere of the 2,000-square-foot showroom is David M. Wolenberg, zone sales promotion manager.

Domestics up 9 pct.; imports gain 14 pct.

April auto sales climb 10 pct.

By Jenny L. King
Detroit Reporter

As the spring selling season moved into its second month, the pace of domestic new-car sales quickened from the daily sales rate in March and imports added some 25,000 units to their year-ago total for an April increase of 14.30 percent.

Domestics finished April up 9.32 percent with a total 788,281 retail deliveries. A year earlier, the April domestic total was 721,091. Record for the month was 862,940, notched in 1973.

The April daily-selling rate averaged 30,319, up 5.11 percent from 28,844 a year ago and up 2.53 percent from the March daily rate of 29,574. There were 26 selling days this April versus 25 in 1984 and 26 in March of this year.

Import sales for the month totaled 199,241, up 14.30 percent from 174,311 the preceding year but down some 2,000 units from 201,341 in March, 1985. Imports increased their share of the April market to 20.18 percent from the 1984 level of 19.47 percent.

The industry total of 987,522 in April was up 10.18 percent from 895,402 last year.

Where the market was, April, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	133,126	13.48%
COMPACT	218,131	22.09%
INTERMEDIATE	272,403	27.58%
STANDARD	95,325	9.65%
LUXURY	69,296	7.02%
IMPORT	199,241	20.18%
GRAND TOTAL	987,522	100.00%

Domestic new-car sales in the first four months of the current calendar year kept ahead of 1984 by 4.21 percent, climbing to 2,830,143 from 2,715,700. Imports were up 4.97 percent, to 801,218 from 763,277. The calendar-year industry total was up 4.38 percent, to 3,631,361 from 3,478,977.

Chrysler Corp. was unsurpassed in percent of sales increase by any of its now six rivals. Chrysler domestic new-car sales were up 29.56 percent in April, to 112,621 from 86,924.

Nissan became the seventh U.S. manufacturer on the Automotive News chart as its Tennessee-assembled Sentras entered the market for the first time. U.S.-made Sentra sales were 1,267 in April.

• Ford Motor Co. reported sales of 191,311 domestic cars for the month, up 16.61 percent from 164,055 last year. General Motors was up 3.37 percent, to 450,608 from 435,908. Honda was up 15.67 percent, to 14,067 from 12,161. Volkswagen slipped 7.50 percent, to 6,585 from 7,119, and American Motors continued its decline, down 20.79 percent, to 11,822 from 14,924.

GM's share of the April domestic market dropped more than three percentage points, to 57.16 percent from 60.45 percent. Ford was up to 24.27 percent from 22.75 percent. Chrysler ascended to 14.29 percent from 12.05 percent.

Honda earned 1.78 percent, up from 1.69 percent. AMC tumbled to 1.50 percent from 2.07 percent, VW had 0.84 percent compared with 0.99 percent a year earlier, and Nissan came up with 0.16 percent of the recent month's domestic total.

In the April domestic-makes breakout, Plymouth was up 37.99 percent, Chrysler was up 13.44

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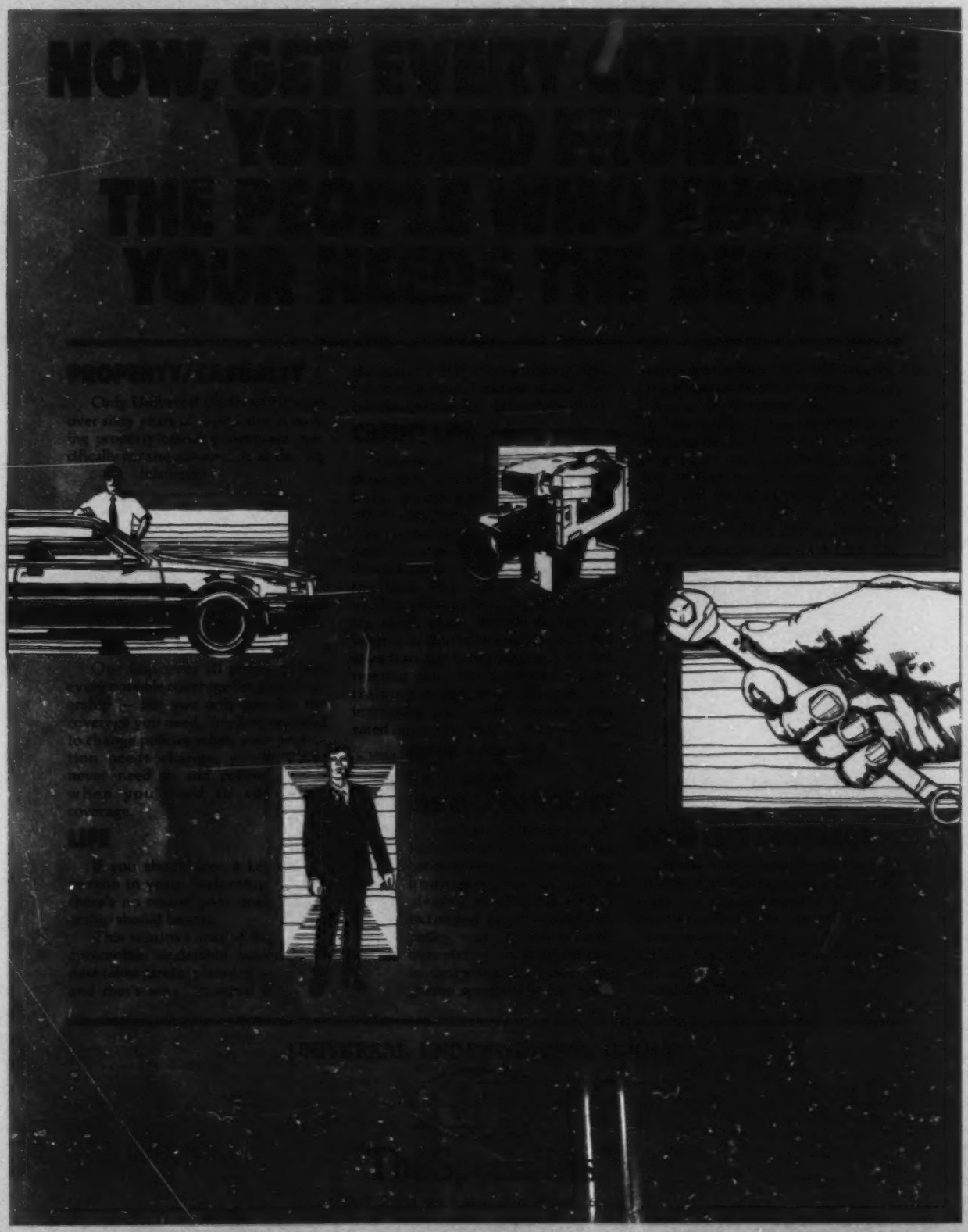

GM dealers top Canadian lines in sales per outlet

WILLOWDALE, Ont.—General Motors dealers sold more new cars per outlet—378—than any other dealers in Canada in 1984, according to figures compiled by the Federation of Automobile Dealer Assns. of Canada.

GM dealers were also first in 1983, with 340 new cars per outlet, the FADA said.

Other dealers' showings were: Chrysler, second, with 313 new cars per outlet in 1984 versus 275 in 1983 (third); Honda, third, 286 vs. 293 (second); Ford, fourth, 251 vs. 205 (fifth); Hyundai, fifth, 246; Toyota, sixth, 237 vs. 243 (fourth), and American Motors, seventh, 162 vs. 160 (seventh).

Other dealers placed as follows: Volkswagen of America, eighth, 150 vs. 121 (ninth); Nissan, ninth, 148 vs. 168 (sixth); Mazda, 10th, 147 vs. 150 (eighth); Volvo, 11th, 105 vs. 103 (10th); Subaru, 12th, 100 vs. 100 (11th), and Lada, 13th, 63 vs. 86 (12th).

The average Canadian dealer sold 263 new cars in 1984 (trucks not included), the FADA said. According to Automotive News figures, the average American dealer sold 420.

Top selling dealers per outlet in the U.S. market last year, according to Automotive News, were Honda, 610; Toyota, 515; Mitsubishi, 477; Nissan, 439, and Oldsmobile, 331.

Autos retained longer than at any time since post-WWII

U.S. car and truck median age rises

DETROIT.—Despite major increases in registrations of new cars and trucks in the U.S. during the period ended June 30, 1984, the median age of cars and trucks here was up over the previous year, according a report by R.L. Polk & Co.

The median age of the U.S. automobile population rose to 6.7 years in 1984, up from 6.5 years in the comparable 1983 period and 4.9 years in 1970, according to Polk.

(MVMA compilations based on Polk data show that the median age of passenger cars in use in the U.S. was 8.8 years in 1946 and 8 years in 1948. The median age has been rising steadily since 1967, according to MVMA.)

Polk said the median age of the U.S. truck population rose to 7.4 years in 1984, its highest since 1960. In 1983, the median age was 7.2 years, up from 6.8 in the comparable period of 1982, the Polk report said.

In 1975, the median age for trucks was 5.8 years, and in mid-1970, it was 5.9, according to Polk.

A combination of factors resulted in the increase in auto median age. Although new-car registrations in the U.S. during the period ended June 30, 1984, increased for the second consecutive year, at the same time more Americans were holding onto their older cars longer than at any time since 1950, Polk said.

Similarly, truck median age increased because owners were keeping their older trucks longer, according to Polk.

More than 9.73 million new cars were registered during the period ended June 30, 1984, up 1,395,700 over the comparable period in 1983.

At the same time, the number of cars aged 15 or more years increased 980,000 units to a record 8.9 million registered, the Polk report said.

The number of cars in this age group increased by 1.08 million during the previous year, Polk reported.

In the year ended last June 30, 6.7 million cars were not re-registered and are presumed scrapped.

In the comparable 1983 period, 6.2 million cars were scrapped. The record was set in 1978-79, when 9.3 million cars were scrapped.

Autos presumed scrapped in 1984 were 6.1 percent of the record national car population of 112 million, an increase of just 0.3 percent over the previous year.

In the period ended last June 30, 34 percent of the 40.14 million trucks in use in the U.S. were 10 years old or older (up 1.5 percent from 1983), whereas in 1979, just 26 percent of the registered trucks were that old, Polk said.

Scrappage of trucks in 1984 amounted to 1.6 million units, up slightly from the previous year but well below the record 1.9 million for 1978-79, Borthwick said.

The total number of registered cars in the U.S. for the period ended last June 30—112 million—was up 3.06 million or 2.8 percent from the previous year, according to Polk.

That increase was the greatest growth since 1977-78, but was well behind the average growth rate of 3.2 percent per year in the decade that ended in mid-1976, the report said.

The total number of registered trucks—40.14 million in 1984—was up two million over 1983.

MAJOR MANUFACTURERS BY SEGMENT

	April		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	102,051	97,085	414,164	366,203
Medium-Duty	5,060	3,368	15,635	12,035
Heavy-Duty	1,495	847	4,972	3,383
Ford Total	**108,606**	**101,300**	**434,771**	**381,621**
Light-Duty	104,637	101,782	412,049	369,000
Medium-Duty	1,108	1,331	5,533	4,912
Chevrolet Total	**105,745**	**103,113**	**417,582**	**373,912**
Light-Duty	9,303	8,722	99,376	93,920
Medium-Duty	713	822	8,487	7,973
Heavy-Duty	405	609	3,923	3,998
GMC Total	**10,421**	**10,153**	**111,786**	**105,891**

LIGHT-DUTY APRIL, YEAR-TO-DATE SALES

	April		Year-to-Date	
	1985	1984	1985	1984
Vans	17,866	15,506	65,884	59,344
Club Wagon	3,408	2,570	11,781	10,921
Ranger	16,817	20,927	102,241	72,062
Bronco	4,572	3,887	16,409	15,389
Bronco II	8,669	8,057	32,168	29,204
Pickups	50,719	46,126	185,681	179,303
Ford	**102,051**	**97,085**	**414,164**	**366,203**
Vans	13,545	15,239	52,790	57,420
Sportsvan	1,924	2,359	7,769	8,226
Astro	7,799	____	19,517	____
S-10	19,859	18,464	88,124	64,161
S-10 Blazer	12,963	12,501	52,511	43,500
El Camino	1,736	2,470	6,688	8,533
Blazer	3,485	3,645	14,606	16,645
Suburban	5,131	5,609	19,063	16,609
Pickups	38,195	42,495	150,981	153,846
Chevrolet	**104,637**	**101,782**	**412,049**	**369,000**
Vans	5,425	6,854	21,924	25,663
Ram Wagon	3,389	4,514	13,537	15,528
Voyager	9,467	8,277	35,198	27,918
Caravan	10,072	8,691	36,922	29,278
Mini Ram Van	2,090	1,701	8,737	3,482
Ram 50	6,512	3,606	26,280	13,654
Other Plymouth Trucks	____	____	____	378
Ramcharger	3,472	2,435	13,822	9,995
Rampage	____	1,200	____	3,599
Pickups	14,812	11,265	59,733	47,041
Chrysler	**55,239**	**48,543**	**216,153**	**176,536**
Vans	1,339	1,352	13,552	17,156
Safari	568	____	3,812	____
S-15	1,854	1,539	20,027	14,093
S-15 Jimmy	1,123	1,002	11,918	10,454
Jimmy	232	189	2,835	3,116
Caballero	70	85	810	893
Suburbans	528	564	5,872	5,364
Pickups	3,419	3,852	37,421	41,169
P Model	170	139	3,129	1,675
GMC	**9,303**	**8,722**	**99,376**	**93,920**
CJ	3,174	3,277	11,653	12,123
Wagoneer	878	1,717	4,366	6,923
Cherokee	6,869	5,395	27,198	19,456
Grand Wagoneer	1,001	1,441	4,884	6,047
Pickups	317	627	1,444	2,456
Jeep	**12,239**	**12,457**	**50,418**	**47,005**
Toyota	25,584	15,359	101,569	73,942
Nissan	23,213	13,307	96,505	72,492
Mazda	7,024	9,549	31,288	40,318
Isuzu	7,384	3,680	23,203	9,580
Mitsubishi	3,289	1,010	9,472	4,710
Imports	**86,494**	**42,905**	**282,037**	**201,042**
Industry Total	**349,963**	**311,494**	**1,454,197**	**1,253,706**

*Nissan includes domestically-build units in Tennessee.

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IMPORT REGISTRATION SHARES IN U.S.

	FEBRUARY					TWO MONTHS				
	Regis., Feb. 1985	Percent Share of Market	Regis., Feb. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 2 mos. 1985	Percent Share of Market	Regis., 2 mos. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Honda	40,562	20.12	36,225	18.64	+1.48	81,949	19.99	73,831	18.96	+1.03
Toyota	38,326	19.01	38,494	19.80	−0.79	80,496	19.64	79,448	20.41	−0.77
Nissan	36,610	18.16	35,111	18.06	+0.10	74,475	18.17	70,709	18.16	+0.01
Mazda	13,089	6.49	12,927	6.65	−0.16	25,613	6.25	24,836	6.38	−0.13
VW	12,405	6.16	13,302	6.84	−0.68	24,623	6.01	25,842	6.64	−0.63
Subaru	11,876	5.89	12,508	6.65	−0.55	24,436	5.96	24,340	6.25	−0.29
Volvo	7,764	3.85	7,918	4.07	−0.22	15,587	3.80	14,726	3.78	+0.02
Mercedes	6,388	3.17	6,553	3.37	−0.20	13,852	3.38	13,266	3.41	−0.03
BMW	5,940	2.95	5,223	2.69	+0.26	11,581	2.82	10,252	2.63	+0.19
Audi	5,206	2.58	5,206	2.68	−0.10	10,633	2.59	9,681	2.49	+0.10
Others	23,421	11.62	20,914	10.76	+0.86	46,678	11.39	42,397	10.89	+0.50
TOTAL	201,587		194,381			409,927		389,328		
Share of U.S. Total		25.52		24.85	+0.67		25.96		25.45	+0.51

1984 numbers for New York State and Oklahoma from manufacturers' sales records. Minnesota, Feb., 1985, temporarily delayed.

February total is 201,587

Import registrations up 3 pct.

By Jenny L. King
Detroit Reporter

The number of new imported cars registered in the U.S. in February climbed more than 7,000 units over the same month a year earlier and gained a fraction of a percentage point in share of the total market.

However, the imports' share was smaller than their 26.41-percent piece of the January, 1985, pie.

Figures provided by R.L. Polk & Co. show February registrations of 201,587 imported cars, up 3.71 percent from 194,381 a year ago.

The imports' market share climbed to 25.52 percent from 24.85 percent in 1984. In January, import registrations totaled 208,340 and accounted for 26.41 percent of the month's total.

Honda led the imports with registrations of 40,562 new cars in February, accounting for 20.12 percent of the import total. Honda figures reflect both imported models and the Accords assembled in this country.

Toyota found itself dislodged from first place as it missed its year-ago total by just over 100 cars and dropped 0.79 percentage points in penetration, to 19.01 percent from 19.80 percent.

Nissan maintained its hold on third place and gained 0.10 percentage points, growing to 18.16 percent from 18.06 percent.

BMW was the only other import to improve its share, up 0.26 percentage points, to 2.95 percent from 2.69 percent in 1984.

Mazda dropped 0.16 percentage points, Volkswagen (which includes U.S.-built and imported cars) slipped 0.68 percentage points, Subaru was down 0.55 percentage points, Volvo was down 0.22 percentage points, Mercedes-Benz was down 0.20 percentage points and Audi dropped 0.10 percentage points.

The top 10 imports claimed 88.38 percent of the total, down from 89.24 percent a year earlier.

For the first two months of the year, five makes gained in shares of the import market—two Japanese and three European. Honda was up 1.03 percentage points, edging Toyota from first place. Nissan was up 0.01 percentage points, Volvo was up 0.02 percentage points, BMW was up 0.19 percentage points and Audi gained 0.10 percentage points.

Toyota's two-month penetration was down 0.77 percentage points year to year. Mazda was down 0.13 percentage points, VW dropped 0.63 percentage points, Subaru was down 0.29 percentage points and Mercedes slipped 0.03 percentage points.

The top 10 imports accounted for 88.61 percent of the two-month total, down from 89.11 percent in 1984.

Japan's share of the February market slipped to 71.60 percent from 72.11 percent last year. West Germany was down to 13.17 percent from 13.26 percent and Sweden dipped to 5.12 percent from 5.35 percent. The "U.S. imports" (i.e., domestic Hondas and VWs) edged up to 8.24 percent from 7.10 percent a year earlier.

New-car registrations by country of origin were:

	Feb. 1985	Feb. 1984
Japan	144,336	140,174
W. Germany	26,541	25,779
United States	16,618	13,795
Sweden	10,329	10,408
France	1,881	2,498
Great Britain	1,419	1,366
Italy	463	323
Ireland	0	38
TOTAL	201,587	194,381

Japan's share slipped to 71.98 percent from 72.68 percent for the first two months of the year, while West Germany was up to 13.20 percent from 12.77 percent. The U.S. provided 7.84 percent, up from 7.29 percent, and Sweden climbed to 5.13 percent from 5.50 percent. Totals were as follows:

	2 Mos. 1985	2 Mos. 1984
Japan	295,060	282,951
W. Germany	54,123	49,735
United States	32,120	23,368
Sweden	21,031	19,646
France	3,889	5,124
Great Britain	2,869	2,831
Italy	835	591
Ireland	0	82
TOTAL	409,927	380,328

Imported-truck registrations continued their upward spiral, growing 30.12 percent February to February, to 74,319 from 57,114. Registrations by major makers were:

	Feb. 1985	Feb. 1984
Toyota	26,488	20,468
Nissan	23,736	17,704
Mazda	8,497	9,915
Dodge Ram 50	6,145	3,258
Others	9,451	5,769
TOTAL	74,319	57,114

Registrations of 145,039 new imported trucks in the first two months showed an increase of 36.96 percent from the 105,898 reported in 1984. The two-month figures were:

	2 Mos. 1985	2 Mos. 1984
Toyota	53,568	40,238
Nissan	44,389	29,200
Mazda	17,008	18,167
Dodge Ram 50	1,293	6,076
Others	18,783	12,217
TOTAL	145,039	105,898

MARKET SHARES

TWO MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.46	14.92	−0.46
Ford	13.00	12.95	+0.05
Oldsmobile	9.55	11.05	−1.50
Buick	8.29	8.61	−0.32
Pontiac	6.51	6.54	−0.03
Honda	5.19	4.83	+0.36
Toyota	5.10	5.20	−0.10
Mercury	4.85	5.02	−0.17
Nissan	4.72	4.62	+0.10
Dodge	4.50	3.46	+1.04
Plymouth	3.75	2.83	+0.92
Chrysler	3.22	2.91	+0.31
Cadillac	2.78	3.04	−0.26
Lincoln	1.71	1.18	+0.53
Mazda	1.62	1.62	+0.00
VW	1.56	1.69	−0.13
Subaru	1.55	1.59	−0.04
AMC	1.42	2.04	−0.62
Volvo	0.99	0.96	+0.03
Mercedes	0.88	0.87	+0.01
BMW	0.73	0.67	+0.06
Audi	0.67	0.63	+0.04
Other Imports	2.95	2.77	+0.18
Misc. Dom.	0.00	0.00	−0.00
TOTAL	1,578,837	1,529,558	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York from manufacturers' sales records.

TOP CARS

U.S. registrations for Two Months, 1985 vs. 1984 Oklahoma and New York from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	228,369	Chevrolet	228,197 — 1
2—	205,292	Ford	198,055 — 2
3—	150,772	Oldsmobile	169,047 — 3
4—	140,818	Buick	131,661 — 4
5—	102,766	Pontiac	99,971 — 5
6—	81,949	Honda	73,831 — 8
7—	80,498	Toyota	79,448 — 6
8—	76,606	Mercury	76,837 — 7
9—	74,475	Nissan	70,709 — 9
10—	71,031	Dodge	53,059 —10
11—	59,197	Plymouth	43,234 —12
12—	50,786	Chrysler	44,480 —13
13—	43,872	Cadillac	46,501 —11
14—	26,971	Lincoln	17,997 —18
15—	25,613	Mazda	24,836 —16
16—	24,632	VW	25,842 —15
17—	24,436	Subaru	24,340 —17
18—	22,400	AMC	31,149 —14
19—	15,587	Volvo	14,726 —19
20—	13,852	Mercedes	13,266 —20
21—	11,581	BMW	10,252 —21
22—	10,633	Audi	9,681 —22
	46,677	Other Imports	42,397
	30	Misc. Dom.	42
	1,578,837	TOTAL	1,529,558

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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Mahin named to head Subaru communications

PENNSAUKEN, N.J.—C.D. (Doug) Mahin has been named vice president, corporate communications for Subaru of America. He will supervise the advertising, public relations, promotions/special events, merchandising and market research departments.

Mahin formerly was vice president, Distributor Division and will retain responsibility for that division. John T. Coyle has been appointed assistant vice president, Distributor Division. He formerly was general manager of the Subaru Atlantic distributorship.

Houston deal moves

HOUSTON.—Westpoint Mitsubishi here has moved to the Northwest Freeway. Owner is Marty Campise.

MR. DEALER, WILL YOU SPEND 15 MINUTES OF YOUR VALUABLE TIME TO LEARN HOW TO ADD $40,000, $50,000, EVEN $100,000 TO YOUR BOTTOM LINE WITH NO CAPITAL INVESTMENT.

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QUALIFIED NEW CAR DEALERS ONLY

Marketing & Media

Continued from Page 23

paign for its Olds dealer group clients in western Pennsylvania, eastern Ohio and the West Virginia panhandle area.

Dodge Open charity golf

The 22nd annual Dodge Open Chairty Golf Classic will be played at the Denville (N.J.) Rockaway River Country Club May 21-23.

The event is sponsored by Chrysler Corp. and the Dodge Dealers Assn. of New York, New Jersey and Connecticut.

This year's event will offer a record purse in excess of $75,000 with proceeds going to Denville's St. Clare's Hospital and the Shriners Hospitals for Crippled Children. The event already has raised more than $145,000 for those charities.

The Dodge Open traditionally opens the season for Tri-state PGA members.

On a similar note, Huntington (N.Y.) Sportique Motors, is sponsoring its eighth food drive in five years. The current event will be a May 19 footrace dubbed the third annual Sportique Peugeot Food for Friends Five Mile Classic.

Simply, the dealership asks for food contributions as part of the entry fee. The food, and a cash contribution, will be given to Frances Watkins and the Suffolk County Emergency Food Coordinator Program.

On the set with car show video

Co-hosts Bruce Penhall and Debra Sue Maffet share a chat about car prices while standing next to a 1953 Cadillac convertible on the set of The 1985 Home Auto Show. The production features video footage and voice-over descriptions of new domestic cars.

College grad incentives

GMAC is back with its college graduate purchase plan.

The 1985 version of the plan features a low 5 percent downpayment, no payments for 90 days and a "favorable" interest rate.

GMAC mailed a four-color brochure detailing the plan to 830,000 graduating seniors in the U.S.

The GMAC College Graduate Finance plan applies to purchase or lease of a new GM car or light-duty truck. Graduates can take advantage of the plan for a full year.

Ford of Canada has launched a similar plan, offering a $400 discount, no payments for up to four months and special financing terms to Canadian college graduates.

The Ford of Canada plan is effective from May 1 to July 31 and is modeled after a similar plan used by Ford in the U.S. last year.

Ford products covered in the program are Escort, Lynx, Mustang, Capri, Tempo, Topaz, Thunderbird, Cougar, Bronco II and Ranger pickup trucks.

Bateman Bryan picked

The Southern Ford Advertising Assn. has picked Bateman Bryan & Galles, Inc., to handle its $1.6 million account.

The agency said it is "preparing a heavy television blitz using four target-marketed spots" to accommodate the geographic differences of its 21-member client.

SFAA consists of all metropolitan Ford dealers in Louisiana, except New Orleans, with some members in neighboring Mississippi and Alabama.

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System offered to track use of fleet vehicles

WEST HARTFORD, Conn.—The National Assn. of Fleet Administrators (NAFA) and Generated Solutions, Inc. (GENSOL), announced a joint development program to produce and market the Vehicle Use Analysis program.

This is personal computer software that will calculate, track and analyze personal and business use of fleet vehicles, GENSOL said.

The system will also calculate the personal use fringe benefit value of driver reimbursement plans, the company said.

According to Harry Dillman, GENSOL president, "This new program will be in full conformance with the IRS regulations on record-keeping requirements for personal use of vehicles and on taxation of fringe benefits which became effective on Jan. 1, 1985.

"The system is designed for monthly or quarterly reporting and will be able to maintain a four-year history of vehicle usage," Dillman said.

NAFA will make the software available to its members exclusively at a cost of $88, with discounts for bulk purchases of 10 or more copies, GENSOL said.

The program, which includes operating instructions, is designed to operate on an IBM or compatible personal computer. Versions for other personal computers will be available in a few months, Dillman said.

GENSOL plans to market the program to other than NAFA members, the company said.

A second program, Vehicle and Equipment Lease vs. Buy Analysis, will be available June 1, GENSOL said. Both programs will be demonstrated at the NAFA preconference seminar at the Boston Sheraton on June 1.

IMPORT SALES BY MODEL

	MAR. 1985	MAR. 1984	3 MONTHS. 1985	3 MONTHS. 1984
ALFA ROMEO	370	709	1,013	709
AUDI	5,515	17,296	15,480	17,296
4000S	1,361	3,790	3,882	3,790
4000S Quattro	307	972	1,015	972
5000S	2,938	9,912	7,802	9,912
5000S turbo gas	632	1,715	1,941	1,715
Quattro turbo	10	8	24	8
Coupe	267	899	816	899
BMW	7,467	15,395	19,044	15,395
318/320	2,176	9,198	5,613	9,198
325e	2,398	420	6,234	420
528/533	1,709	3,209	4,197	3,209
633CSI	352	711	850	711
733	832	1,857	2,150	1,857
CHEVROLET	5,217	0	14,128	0
Spectrum	3,984	0	10,073	0
Sprint	1,233	0	4,055	0
CHRYSLER/MITSUBISHI	7,009	22,471	21,341	22,471
Colt (Dodge/Plymouth)	5,167	17,239	16,065	17,239
Conq./Sap./Chal.	418	2,273	1,240	2,273
Vista (Dodge/Plymouth)	1,424	2,959	4,036	2,959
HONDA	30,228	103,842	95,776	103,842
Civic	10,205	34,335	34,807	34,335
Civic CRX	5,865	10,529	15,812	10,529
Accord	9,014	39,755	30,592	39,755
Prelude	5,144	19,223	14,565	19,223
ISUZU	1,980	3,669	6,242	3,669
I-Mark	226	1,091	1,202	1,091
Impulse	1,754	2,578	5,040	2,578
JAGUAR	1,984	3,871	4,252	3,871
XJ6	1,595	3,337	3,408	3,337
XJS	389	534	844	534
MASERATI BITURBO	0	0	226	0
MAZDA	18,034	40,424	44,276	40,424
GLC	3,608	10,424	9,493	10,424
626	8,510	16,800	20,496	16,800
RX-7	5,916	13,200	14,287	13,200
MERCEDES BENZ	7,740	20,584	19,886	20,584
190D	358	1,993	906	1,993
190E	2,168	3,294	5,664	3,294
240D	3	15	6	15
300D	1,555	4,291	3,755	4,291
300CD	146	399	355	399
300TD	331	685	671	685
300SD	626	4,214	1,695	4,214
380SE	929	1,559	2,388	1,559
500SEL	543	1,128	1,477	1,128
380SL/SLC	938	2,496	2,567	2,496
500SEC	143	510	402	510
MERCURY MERKUR	0	0	392	0
MITSUBISHI	3,159	9,887	8,857	9,887
Starion	513	2,003	1,315	2,003
Cordia	494	3,895	1,752	3,895
Tredia	644	3,989	1,844	3,989
Mirage	719	0	2,136	0
Galant	789	0	1,810	0
NISSAN	38,985	115,116	117,908	115,116
Sentra/210	11,900	47,208	40,113	47,208
Pulsar/310	3,644	9,183	11,041	9,183
Stanza	2,941	11,704	10,190	11,704
Maxima	6,775	14,955	20,807	14,955
200SX	6,439	11,357	17,183	11,357
300ZX	6,934	19,476	17,027	19,476
Hawaii	352	1,233	1,567	1,233
PEUGEOT	1,073	4,691	3,242	4,691
PORSCHE	2,226	6,271	5,932	6,271
944	1,512	3,987	4,188	3,987
911	489	1,606	1,242	1,606
928	225	678	502	678
RENAULT	912	3,255	2,431	3,255
18i	217	338	557	338
Fuego	695	2,917	1,874	2,917
SAAB	3,294	8,415	8,839	8,415
900	981	2,234	2,408	2,234
900S	976	2,433	2,562	2,433
Turbo	1,288	3,580	3,714	3,580
Tourist	49	168	155	168
SUBARU	11,876	38,511	35,795	38,511
TOYOTA	32,906	119,145	119,019	119,145
Starlet	0	257	0	257
Corolla	7,791	33,937	30,330	33,937
Tercel	3,677	22,027	18,179	22,027
Celica	4,484	20,064	16,338	20,064
Supra	1,729	6,383	5,665	6,383
Camry	6,823	17,736	22,416	17,736
Cressida	2,433	0	9,358	8,217
Land Cruiser	51	8,217	320	401
Van	2,924	401	8,436	7,866
4Runner SR 5	554	7,866	1,789	0
MR2	2,061	0	4,504	0
Hawaii	379	2,257	1,681	2,257
Other	0	0	3	0
VOLKSWAGEN	10,757	28,176	28,834	28,176
Rabbit Convertible	1,053	2,559	2,746	2,559
Jetta	5,734	11,936	15,572	11,938
Vanagon	1,470	4,792	4,263	4,792
Quantum	920	4,064	2,959	4,064
Scirocco	1,580	4,823	3,294	4,823
VOLVO	9,808	27,238	28,880	27,238
DL	3,561	13,097	10,998	13,097
GL	856	7,328	2,510	7,328
GLT Turbo	280	2,841	1,351	2,841
DL/GL	437	966	1,542	966
740 GLE	2,290	0	6,214	0
745 GLE	195	0	226	0
745 T	192	0	223	0
740 Turbo	558	0	1,565	0
760	200	1,564	739	1,564
760 Turbo Diesel	296	874	827	874
760 GT	717	0	1,988	0
Tourist	226	568	697	568
IMPORT TOTAL	200,546	588,966	601,793	588,966

Safety suits listed in report to SEC

Chrysler unruffled by class actions

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In a filing with the Securities and Exchange Commission, Chrysler Corp. said it is not concerned about a number of class actions pending against it in safety-related matters. Nevertheless, it said it reported them to protect itself against stockholder suits.

One class suit, not certified but filed in Cuyahoga, O., seeks not less than $20 million in compensatory damages and another $50 million in punitive damages.

The suit, filed in March, 1983, is on behalf of Ohio citizens who bought 1978 and 1979 Dodge Omnis and Plymouth Horizons with alleged defects involving oil leakage and oil burning in engine assemblies made and sold to Chrysler by Volkswagen.

In August, 1983, another class action, also not certified, was filed in Sacramento on behalf of some 300,000 persons who bought Dodge Omnis and Plymouth Horizons in 1978-80.This suit involved alleged defective valve seals in VW engines used by Chrysler.

(VW is involved in administrative hearings at the FTC over alleged excessive oil consumption on 1974-79 VW engines. The problem is attributed to deteriorated oil seals.)

Chrysler is equally upbeat about penalties for failure to meet light-truck fuel-economy standards "because of offsetting fuel-economy credits from prior years and projected credits from future years."

Chrysler's main litigation appears to be with the Equal Employment Opportunity Commission (EEOC), both in Federal District Courts in Michigan and Georgia, filed in July, 1981, and in August, 1983, respectively.

EEOC charged Chrysler with age discrimination in terminating certain salaried employes between the ages of 55 and 70 pursuant to a policy of special early retirement at corporate option. Relief sought includes reinstatement, back pay and liquidated damages and an injunction to stop such practices in the future.

In September, 1982, the court denied Chrysler's move for summary judgment and granted EEOC's request and ordered reinstatement of some 40 corporate option retirees and three other retirees who contested their "voluntary" retirement.

Chrysler appealed and in March, 1983, the appeals court denied and granted in part Chrysler's appeal. Meanwhile, the Federal District Court denied EEOC's motion for summary judgment and later denied Chrysler's similar move, which Chrysler appealed to the circuit court. The suit is now in discovery.

The August, 1983, EEOC, litigation in Georgia is similar but somewhat less complicated. Chrysler filed to dismiss on grounds that EEOC did not have authority to enforce the age discrimination law and to strike the jury demand.

In April, 1984, the federal court denied Chrysler's motion, and Chrysler appealed both rulings. In October, 1984, Chrysler withdrew its appeal concerning EEOC's authority. This suit is also in discovery.

Jaguar Cars names Duncan in engineering

LEONIA, N.J.—Jagar Cars, Inc., has named J. Keith Duncan U.S. manager of engineering, replacing David B. Scholes who has completed a two-year assignment in the U.S. and will return to Jaguar's headquarters in the U.K.

The position was established to provide a direct liaison with Jaguar engineering at the factory in England. On a rotating basis, a senior Jaguar engineer serves in the U.S. for at least nine months, after which he returns to the engineering group in England.

IMPORTED CAR SALES

	April, 1985	April, 1984	4 Mos., 1985	4 Mos., 1984
Alfa Romeo	505	312	1,518	1,021
Audi	6,727	7,093	22,535	24,389
BMW	7,516	7,438	26,560	22,833
Chevrolet Spectrum	3,836	—	13,909	—
Chevrolet Sprint	1,212	—	5,267	—
Dodge Colt	1,716	2,019	9,986	11,234
Dodge Conquest	204	511	837	1,721
Dodge Vista	514	430	2,537	1,982
Honda	36,447	27,850	132,223	131,692
Isuzu	1,126	997	7,368	4,666
Jaguar	1,643	1,571	5,895	5,442
Maserati Biturbo	152	—	521	—
Mazda	10,107	11,229	54,383	51,653
Mercedes-Benz	8,046	7,097	27,932	27,681
Mercury Merkur	554	—	1,355	—
Mitsubishi	2,764	2,854	11,621	12,471
Nissan	28,661	30,357	146,569	145,473
Peugeot	1,230	1,606	4,472	6,297
Plymouth Colt	1,762	1,782	9,557	9,806
Plymouth Conquest	194	372	801	1,435
Plymouth Vista	536	424	2,549	1,831
Porsche	2,005	2,312	7,981	8,583
Renault	793	953	3,224	4,208
Saab	3,736	3,690	12,420	12,105
Subaru	13,709	11,427	49,504	49,938
Toyota	42,942	31,971	161,961	151,116
Volkswagen	11,165	9,926	39,770	38,102
Volvo	9,439	10,360	37,963	37,598
TOTAL	199,241	174,311	801,218	763,277

U.S. CAR SALES BY MARKETING UNITS

	April, 1985	April, 1984	4 Mos., 1985	4 Mos., 1984
Chevrolet	161,446	148,363	566,371	544,514
Ford	126,611	108,301	476,598	430,711
Oldsmobile	101,607	102,105	364,098	393,683
Buick	84,675	90,785	303,834	317,161
Pontiac	82,580	64,429	266,671	242,302
Mercury	50,761	43,811	183,066	173,679
Honda	50,514	40,011	188,037	172,949
Dodge	47,226	35,753	176,387	137,579
Toyota	42,942	31,971	161,961	151,116
Plymouth	36,594	28,741	148,009	113,052
Chrysler	31,727	27,968	117,346	103,371
Nissan	29,928	30,357	147,838	145,473
Cadillac	25,348	30,226	93,424	106,299
VWoA	24,477	26,450	86,130	99,156
Subaru	13,709	11,427	49,504	49,938
AMC-Renault	12,615	15,877	46,525	68,633
Lincoln	12,493	11,943	54,921	47,594
Mazda	10,107	11,229	54,383	51,653
Volvo	9,439	10,360	37,963	37,598
Mercedes-Benz	8,046	7,097	27,932	27,681
BMW	7,516	7,438	26,560	22,833
Saab	3,736	3,690	12,420	12,105
Mitsubishi	2,764	2,584	11,621	12,471
Porsche	2,005	—	7,981	—
Jaguar	1,643	1,571	5,895	5,442
Peugeot	1,230	1,606	4,472	6,297
Isuzu	1,126	997	7,368	4,666
Alfa Romeo	505	312	1,518	1,021
Maserati Biturbo	152	—	521	—
TOTAL	886,523	895,402	3,631,489	3,478,977

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest,Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Fiat includes Lancia. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

April auto sales show increase of 10 percent

Continued from Page 6

percent, Dodge was up 36.59 percent, Ford was up 18.75 percent, Mercury was up 14.60 percent and Lincoln was up 4.61 percent.

Chevrolet and Pontiac were the only GM makes to surpass year-ago sales, Chevrolet up 5.42 percent and Pontiac exploding 28.17 percent. Buick dropped 6.73 percent, Cadillac was down 16.14 percent and Oldsmobile was down 0.49 percent.

AMC Eagle sales were off 41.14 percent, Renault Alliance/Encore was down 18.67 percent, VW dropped 7.50 percent while Honda was up 15.67 percent. Nissan had no year-ago comparison figure.

The April import sales total included a 30.87-percent increase for Honda imports and a climb of 34.32 percent for Toyota. Nissan imports were down 5.59 percent, Mazda was off 9.99 percent and Subaru was up 19.97 percent.

BMW was up 1.05 percent for the month, Audi was down 5.16 percent, Jaguar was up 4.58 percent, Porsche dropped 13.28 percent, Saab was up 1.25 percent, VW tumbled 12.48 percent and Volvo missed its year-ago total by 8.89 percent.

Third-period domestic sales in April were up 1.48 percent, to 282,653 from 278,540. With eight selling days in the period both years, the daily rate likewise was up 1.48 percent, to 35,332 from 34,818. It was the second strongest selling rate of the calendar year, surpassed only by the 35,905 average racked up Feb. 21-28.

For the period, GM was down 0.64 percent and earned 57.71 percent of the market. Ford sales dropped 11.26 percent and claimed 20.03 percent of the total. Chrysler was up 28.81 percent for 15.52 percent of the market. AMC slipped 3.87 percent in numbers and held 1.91 percent of the market.

DOMESTIC CAR SALES

	Apr. 21 to Apr. 30, 1985	Same Period, 1984	April 1985	Same Month 1984	Jan. 1 to Apr. 30, 1985	Same Period, 1984
Alliance	0	0	6,581	7,706	24,009	33,669
Encore	0	0	4,414	5,506	15,094	23,426
Total Renault	0	0	10,995	13,214	39,103	57,095
Spirit	0	0	0	0	0	0
Concord	0	0	0	0	0	0
Eagle	0	0	827	1,710	4,198	7,330
Total AMC	0	0	827	1,710	4,198	7,330
AMERICAN MOTORS	5,397	5,614	11,822	14,924	43,301	64,425
Horizon	2,919	2,598	6,347	6,764	38,480	27,700
Turismo	2,016	1,869	5,739	4,467	23,551	15,372
Reliant	6,564	4,468	16,142	12,964	52,550	51,924
Caravelle	1,557	0	3,716	0	13,165	0
Plymouth	691	757	2,158	1,968	7,356	4,984
Total Plymouth	13,747	9,692	36,102	26,163	135,102	99,980
Laser	2,912	2,024	6,447	4,847	22,227	18,116
LeBaron K	2,732	3,674	7,995	8,931	30,386	32,081
Lebaron GTS	2,554	0	5,072	0	15,774	0
Cordoba	0	0	0	0	0	136
Fifth Avenue	2,703	2,717	7,730	7,009	30,641	24,381
E-Class	1,579	996	4,483	2,817	18,318	10,996
New Yorker	0	1,707	0	4,304	0	17,661
Total Chrysler	12,480	11,120	31,727	27,968	117,346	103,371
Total Imperial	0	0	0	0	0	0
Omni	2,788	2,485	7,407	6,084	31,806	23,412
Charger	2,312	2,158	6,498	5,064	25,440	17,883
Daytona	2,730	1,732	6,056	4,360	20,526	15,527
Aries	4,981	3,389	12,791	8,953	41,596	39,167
Lancer	1,698	0	3,301	0	11,411	0
Dodge 400-600	0	1,004	0	2,273	3,012	7,819
Diplomat	1,328	868	3,751	2,517	12,689	6,459
Mirada	0	0	0	0	0	262
Dodge 600	1,807	1,611	4,988	3,542	16,547	12,093
Total Dodge	17,644	13,247	44,792	32,793	163,027	122,642
CHRYSLER CORP.	43,871	34,059	112,621	86,924	415,475	325,993
EXP	602	1,070	2,313	2,684	10,991	8,727
Escort	9,668	11,135	27,536	29,050	112,560	115,139
Mustang	4,894	4,297	15,462	10,371	55,545	44,487
Tempo	6,081	6,917	30,020	18,484	122,301	84,535
Fairmont	0	0	0	0	0	0
Granada	0	0	0	0	0	0
Thunderbird	5,751	5,221	16,256	13,198	52,280	54,927
LTD	6,254	8,282	20,381	16,316	67,912	67,054
Crown Victoria	5,613	6,218	16,643	16,198	55,009	55,842
Total Ford Division	38,953	43,140	128,611	106,301	476,596	430,711
LN7	0	0	0	0	0	0
Lynx	1,907	2,109	5,945	5,363	23,359	22,295
Topaz	2,106	2,474	9,211	5,732	33,759	24,710
Zephyr	0	0	0	0	0	0
Cougar 82'	0	0	0	0	5,820	0
Cougar	3,826	4,196	11,989	10,551	34,586	39,419
Capri	470	564	1,406	1,288	5,546	6,879
Marquis	2,949	3,462	9,117	8,634	32,614	33,609
Grand Marquis	3,937	4,718	12,539	12,243	46,047	46,767
Total Mercury	15,195	17,523	50,207	43,811	181,731	173,679
Continental	594	706	1,899	1,709	11,327	7,316
Lincoln	3,126	3,334	9,337	7,732	36,667	26,810
Mark VII	439	999	1,257	2,502	6,927	13,468
Total Lincoln	4,159	5,039	12,493	11,943	54,921	47,594
Total L-M Division	19,354	22,562	62,700	55,754	236,652	221,273
FORD MOTOR COMPANY	58,307	65,702	191,311	164,055	713,250	651,984
Skyhawk	4,727	4,790	12,307	12,201	34,907	37,574
Skylark	4,671	3,966	10,849	10,922	39,696	34,967
Somerset Regal	4,015	0	9,092	0	31,993	(0)
Century	8,120	8,445	19,346	21,510	70,677	73,500
Regal	3,707	7,308	8,569	17,649	34,699	68,850
Lesabre	5,384	5,216	13,623	14,025	51,273	55,056
Electra	2,758	3,221	6,627	9,480	23,032	28,240
Riviera	1,721	1,840	4,262	4,998	17,567	18,954
Total Buick	35,103	34,786	84,675	90,785	303,834	317,161
Cimarron	1,277	529	3,301	1,326	8,275	6,175
Seville	979	1,122	2,541	3,133	9,586	12,089
Cadillac	5,123	6,961	14,206	20,052	55,221	65,230
Eldorado	1,968	2,117	5,300	5,715	20,342	22,805
Total Cadillac	9,347	10,729	25,348	30,226	93,424	106,299
Chevette	3,311	5,755	9,174	15,004	43,792	65,356
Cavalier	20,015	13,563	56,816	35,102	160,209	119,951
Citation	2,228	3,860	6,502	10,051	26,080	36,496
Camaro	6,342	7,414	18,136	18,344	69,332	66,776
Celebrity	11,155	11,217	29,971	30,645	110,658	109,659
Malibu	0	33	0	99	0	775
Monte Carlo	3,749	4,680	11,171	12,749	39,048	49,037
Chevrolet	7,362	8,897	20,810	23,878	84,690	86,418
Corvette	1,318	864	3,818	2,491	13,386	10,044
Total Chevrolet	55,480	56,303	156,398	148,363	547,195	544,514
Firenza	2,872	1,958	8,283	5,222	23,192	19,733
Omega	0	1,637	0	4,674	0	15,718
Calais	3,790	0	11,356	0	38,404	0
Cutlass Ciera	9,695	8,416	30,630	23,744	109,952	88,411
Cutlass Supreme	6,185	12,013	19,781	33,708	73,230	130,821
Olds 88	6,072	8,735	19,258	25,353	71,586	92,349
Olds 98	2,978	1,854	9,225	5,932	35,481	33,204
Toronado	966	1,220	3,094	3,472	12,232	13,447
Total Oldsmobile	32,558	35,833	101,607	102,105	364,087	393,683
Fiero	5,015	3,655	13,008	9,634	37,239	38,685
1000	717	951	1,742	2,385	7,502	9,294
Sunbird	5,713	4,639	14,950	11,092	41,910	39,297
Phoenix	0	562	0	1,353	896	4,827
Firebird	3,802	3,697	10,504	9,389	34,691	35,000
Grand Am	3,552	0	10,654	0	36,703	0
6000	5,454	5,376	15,387	12,018	48,758	44,823
Bonneville	1,767	2,549	4,706	6,339	17,983	25,395
Grd Prix	1,872	2,972	5,066	7,372	19,061	26,991
Parisienne	2,733	1,919	6,543	4,847	21,908	17,990
Total Pontiac	30,625	26,520	82,580	64,429	266,671	242,302
GENERAL MOTORS	163,113	164,171	450,608	435,908	1,575,211	1,603,959
VOLKWAGEN	3,176	3,247	6,585	7,119	25,825	28,082
HONDA	7,522	5,747	14,057	12,161	55,814	41,257
NISSAN	1,267	0	1,267	0	1,267	0
DOMESTIC TOTAL	282,653	278,540	788,281	721,091	2,830,143	2,715,700
IMPORT TOTAL	—	—	199,241	174,311	801,218	763,277
INDUSTRY TOTAL	—	—	987,522	895,402	3,631,489	3,478,977

VW missed its previous year's total by 2.19 percent, earning 1.12 percent of the market. Honda was up 30.89 percent for a 2.66 percent share and Nissan's 1,267 sales represented 0.45 percent of the total.

Saab honored

ORANGE, Conn.—The Saab 900 Turbo 16 has been named the Sports Sedan of 1985 by the Automotive Journalists Assn. of Canada.

factories list auction dates

American Motors

May 14—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 15—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

Used Car Sales
Auction Averages

May to date	$5,263
Month ago	$4,843
Year ago	$5,695

May 16—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

May 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 22—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 23—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

Chrysler Corp.

May 14—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 15—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 16—Clanton's Auto Auction, Darlington, S.C., and Evansville Auto Auction, Evansville, Ind., and Aptco Auto Auction (special wreck sale), Taylor, Mich.

May 17—Concord Auto Auction, Acton, Mass.; Cincinnati Auto Auction, Cincinnati, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 21—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Model Breakdown
Auction Averages

	MAY 1985	APR. 1985	MAR. 1985
1985	$12,490	$11,744	$12,924
1984	$8,874	$8,522	$9,046
1983	$6,384	$6,464	$6,028
1982	$5,594	$5,228	$5,332
1981	$4,534	$4,003	$4,544
1980	$3,323	$3,511	$3,474
1979	$2,623	$2,622	$2,909
1978	$1,992	$1,938	$1,578
Overall Average	$5,263	$4,961	$4,928

May 22—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; Southwest Auto Auction (mini), Phoenix, and South Seattle Auto Auction, Kent, Wash.

May 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

May 28—Hatfield Auto Auction, Hatfield, Pa., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 29—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Ford Motor Co.

May 15—Indianapolis Auto Auction, Indianapolis; Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

May 16—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 14—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

May 15—Clanton's Auto Auction, Darlington, S.C.

May 16—Indianapolis Auto Auction, Indianapolis, and Big H Auto Auction, Houston.

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Colvin adds Olds

Jim R. Colvin signs an Oldsmobile dealer agreement for Jim Colvin Pontiac-Oldsmobile-GMC Truck, Inc., Sweetwater, Tex. Witnessing is Cleo E. Swartz, assistant manager of Oldsmobile's Dallas zone.

Auto workforce cut 46 pct. in Mexico since '81

MEXICO CITY.—The labor force in the Mexican auto industry has been cut by nearly half in the past four years, according to a study by Jose Othon Quiroz, researcher at Metropolitan University.

In 1981, the industry employed 66,080 workers at 11 assembly plants. In 1982 and 1983, the economic crisis and retooling in the industry resulted in the layoff of 17,405 workers or 26.34 percent of the peak employment level, Quiroz said.

In 1984, 13,000 more workers were layed off.

While all indicators point to an upswing in the industry this year and next, it will be difficult to restore the employment peak of four years ago, Quiroz said.

Nevertheless, productivity margins have improved, Quiroz reported.

In concentrating on increasing exports, the industry has the advantages of lower wages and proximity to the U.S., Quiroz said.

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May 14	D&A Auto Auction New Stanton, PA 412/722-3122	Arena Auto Auction Chicago, IL 312/568-0900
May 15	Columbus Fair Auto Auction Columbus, Ohio 614/497-2000	Central States Auto Auction Mason City, Iowa 515/424-2373
May 16	Todd Auto Auction Telford, PA 412/722-3122	Evansville Auto Auction Evansville, IN 812/425-4576
May 21	Aptco Auto Auction Taylor, MI 313/285-7300	High Point Auto Auction High Point, NC 919/886-7091

*Registered Buyers Only

L.A. museum gets torch car

Craig Black, left, director of the Los Angeles Natural History Museum, receives the keys to one of the nine 1984 Buick Rivieras specially designed and engineered to accompany the 84-day cross-country Olympic Torch Run from Michael S. Hadden, assistant manager of Buick's Los Angeles zone. The car will be on permanent display at the museum.

Obituaries

William M. O'Brien, 67; retired Chrysler VP

William M. O'Brien, former Chrysler vice president for employe and industrial relations and top labor negotiator, died with his wife May 8 in an early-morning fire in their home in Grosse Pointe, Farms, Mich. He was 67.

Mr. O'Brien, who retired in 1980, joined Chrysler in 1958. He was elected a vice president in 1963 and sat across the bargaining table from the UAW in six national contract negotiations.

William M. O'Brien

UAW Vice President Marc Stepp, head of the union's Chrysler Department, said Mr. O'Brien was "very fair and honorable."

Mr. O'Brien, who went head-to-head with three former UAW presidents—the late Walter Reuther, Leonard Woodcock and Douglas Fraser—was well-liked and respected by company and union officials as well as by the reporters who covered the labor beat.

He received his A.B. and J.D. degrees from Loyola University. His professional career was varied. He played professional basketball for the old Chicago Bruins, was an FBI special agent and worked in Ford Motor Co.'s industrial relations department before joining Chrysler.

George H. Thatcher

SARASOTA, Fla.—George H. Thatcher, a retired auto dealer, died here April 22. Mr. Thatcher was a former partner in Jarvis Motor Sales (Ford) in Detroit as well as in Thatcher and McHugh (Packard). He retired in 1961.

EPA finds high failure rate for auto emission controls

Continued from Page 1

the cost can be substantial to a manufacturer.

Thus far, EPA has not decided whether to order a recall of the troublesome 1981-1982 models. "We're still trying to decide the cutoff point," said an EPA source. But when the order does come, the domestic makers will bear the brunt of it.

Deemer takes sales post with division of Bendix

BIRMINGHAM, Mich.—Jay C. Deemer, formerly with Rockwell International, has been appointed a general sales manager for the Bendix Chassis & Brake Components Division. He succeeds John J. D'haenens, who was promoted to director of product planning and program management for BCBCD in South Bend.

In his new position, Deemer will be responsible for passenger-car and light-truck foundation brakes and steering products for Volkswagen of America, American Motors, Chrysler Corp., General Motors and all North American Japanese automotive manufacturers.

EPA studies indicate, without naming names, that for the 1981 model year, the best HC compliance figure for a U.S. maker was 61 percent and the worst was 27 percent, while the Japanese and European makers ran from a low of 68 percent to a high of 95 percent.

When the compliance rate was 40 percent in the 1977-78 period, EPA ordered more than 8 million cars recalled. Recalls for the current HC problem will also run well into the millions.

Adding to EPA's woes in the emissions area are new findings by the agency that its efforts to control evaporative emissions from automobiles have largely proven to be a bust, with only about one-third of both the 1981 and 1982 models complying with its 2 grams per test requirement.

EPA researchers believe changes in the volatility of fuels may be partly at fault but that poor design is likely to be the main cause.

"We don't know what we're going to do about that one yet," EPA sources said.

Days' supply of cars lowest since November

Continued from Page 1

and Escort, 79 each; Pontiac 1000, 67; Golf, 61; Laser, 41; Daytona and Omni, 34 each; Charger, 33; Turismo, 29; Fiero and Horizon, 28 each; domestic Sentras, 25, and domestic Accords, 13.

There also were less than 3,000 Chevrolet Novas, the joint-venture car built by New United Motor Mfg., Inc., in stock but no sales yet, so there is no way to judge its days' supply.

The days' supplies of compacts: Eagle, 181; LeBaron, 85; Capri, 76; Camaro, 70; Aries, 50; Firebird, 50; Reliant, 44; Firenza, 34; Mustang, 34; Cimarron, 30; 2000 Sunbird, 28; Skyhawk, 24; Cavalier and Tempo, 21 each, and Topaz, 20.

Intermediates: Lancer, 114; E-Class and New Yorker, 106; LeBaron GTS, 81; Dodge 600, 80; Marquis, 76; Citation and Thunderbird, 73 each; Grand Prix, 72; Bonneville, 68; Calais, 66; Caravelle and LTD, 64 each; Regal, 63; Monte Carlo, 62; Cougar, 57; Celebrity, 42; Pontiac 6000, 40; Century, 38; Cutlass Supreme, 37; Skylark, 34; Cutlass Ciera, 31, and Grand Am, 17.

Standards: Grand Marquis, 79; Crown Victoria, 78; Chevrolet, 77; Diplomat and Parisienne, 63; Olds 88, 52; Plymouth, 51, and LeSabre, 43.

Luxury: Seville, 102; Fifth Avenue, 95; Mark VII, 93; Toronado, 91; Eldorado, 89; Continental, 83; Cadillac, 77; Olds 98, 72; Riviera, 71; Electra, 61; Lincoln, 53, and Corvette, 52.

NHTSA probes belt retractors on Escort, Lynx

WASHINGTON.—NHTSA has started an engineering analysis of rear seat belt retractors in 1982-84 Ford Escort/Lynx models.

The alleged problem could cause twisting and binding of the belts, but there is some evidence that instead of the potential of 1.1 million vehicles involved, the 1984 models may have a redesigned belt retractor and that would cut the number in half.

Ford has the matter under advisement. The Center for Auto Safety gave NHTSA an internal Ford document showing that Ford knew of the "twisting and binding" problem in November, 1983, and that it was a "consumer and warranty concern."

In a March 25 letter to Ford, the center said that the number of warranty claims dropped from 1,677 on the 1983 models to 129 on the 1984 models. The center said this was clearly a result of design change. CAS also cited consumer complaints of trouble in obtaining new belts.

CAFE issue splits industry; not all makers want cut

Continued from Page 4

bility suits, consumer action groups and FTC action, all involving complaints about the GM diesel engine, had more to do with its acceptance and continuation than "changed energy circumstances.")

It is true, however, that consumers did start to prefer gasoline engines over diesels even when they functioned well. Mercedes-Benz of North America, for example, had counted on higher sales of diesel models, and at one point 80 percent of its U.S. sales were diesels.

MBNA endorsed the rollback for 1986 and later models but said in its filing in the docket that if market projections for diesels had really occurred, it would not be having problems with CAFE compliance.

The other major impact described by MBNA concerned gray-market cars.

When NHTSA changed its rule to allow a flood of gray-market vehicles, MBNA, starting with 1984 models, began importing cars with larger, less-fuel-efficient engines. Those cars caused a further reduction in MBNA's CAFE by some two to three MPG.

MBNA argued that since NHTSA allowed this influx of gray-market Mercedes, NHTSA should recognize this and reduce CAFE to 26 MPG.

MBNA said its diesel-to-gasoline sales ratio has shifted from 79 percent diesel vehicles and 21 percent gasoline vehicles in 1982 to 41 percent diesel vehicles and 59 percent gasoline vehicles projected for 1985.

Volvo of America said it made engine and drivetrain improvements, introduced diesel-powered cars and reduced road loads to raise its CAFE from 21.0 MPG in the 1979 model year to its projected 1985 level of 26.4 MPG, which is 1.1 MPG short of the standard. Its best estimate for 1986 is 26.5 MPG.

Saab-Scania, also a limited-line maker, said its projections from the 1986 through 1990 model years show there is no year in which it can reasonably expect to meet 27.5 MPG.

The AIA filing on behalf of its member companies wants the rollback to 26 MPG because to do otherwise would restrict consumer choice and because there would be only a minimal effect on oil consumption.

The big players in the CAFE rollback petition at NHTSA—and, undoubtedly, the big ones at the Senate hearing tomorrow (May 14)—are GM and Ford, whose fines could run to hundreds of millions of dollars.

Both have filed numerous documents, much of which is confidential since future product plans are involved. Both have met with NHTSA officials. Both have been asked to explain why their earlier predictions of capability to meet 27.5 MPG were not met.

In addition, since both were formal petitioners, GM and Ford have been asked for specific data. This includes:

The impact, if any, of the Japanese VRA; the impact of a standard lower than 27.5 MPG but not as low as 26 MPG; description of any changes in product plans during the past three years to raise CAFE level and a quantified evaluation of the success or failure of those programs; full descriptions of marketing and pricing actions taken to tilt the market over the past three years to achieve CAFE compliance, and a quantitative analysis for the belief that a rollback is needed.

NEW-CAR STOCKS

	May 1, 1985	April 1, 1985	May 1, 1984
Alliance	89	103	87
Encore	93	103	88
Spirit	0	0	0
Concord	0	0	0
Eagle	181	179	87
AMERICAN MOTORS	97	109	87
Horizon	28	25	48
Turismo	29	28	61
Reliant	44	56	66
Caravelle	64	74	0
Plymouth	51	58	21
Total Plymouth	41	44	57
Laser	41	44	76
LeBaron K	85	80	80
Lebaron GTS	81	71	0
Cordoba	0	0	0
Fifth Avenue	95	83	72
E-Class	106	85	85
New Yorker	0	0	0
Total Chrysler	81	73	72
Omni	34	30	51
Charger	33	35	64
Daytona	34	40	76
Aries	50	68	81
Lancer	114	87	0
Dodge 400-600	0	0	0
Diplomat	63	69	132
Mirada	0	0	0
Dodge 600	80	74	89
Total Dodge	52	53	67
CHRYSLER CORP.	56	56	66
EXP	79	83	51
Escort	79	69	59
Mustang	34	42	63
Tempo	21	18	85
Fairmont	0	0	0
Granada	0	0	0
Thunderbird	73	86	78
LTD	64	66	46
Crown Victoria	78	95	54
Ford Division	57	53	63
LN7	0	0	0
Lynx	94	94	83
Topaz	20	24	92
Zephyr	0	0	0
Cougar 82'	0	0	0
Cougar	57	69	59
Capri	76	78	103
Marquis	76	73	39
Grand Marquis	79	83	50
Total Mercury	64	66	61
Continental	83	46	94
Lincoln	53	49	25
Mark VII	93	66	94
Total Lincoln	12	50	48
FORD MOTOR	59	56	61
Skyhawk	24	44	68
Skylark	34	42	49
Somerset Regal	66	68	0
Century	38	35	33
Regal	63	57	54
Lesabre	43	49	36
Electra	61	52	35
Riviera	71	61	45
Total Buick	45	48	45
Cimarron	30	50	124
Seville	102	92	43
Cadillac	77	67	33
Eldorado	89	83	47
Total Cadillac	76	71	40
Chevette	80	61	69
Nova	0	0	0
Cavalier	21	40	45
Citation	73	70	47
Camaro	70	68	68
Celebrity	42	38	42
Malibu	0	0	52
Monte Carlo	62	56	68
Chevrolet	77	79	57
Corvette	52	50	51
Total Chevrolet	48	54	54
Firenza	34	65	84
Omega	0	0	50
Calais	66	68	0
Cutlass Ciera	31	31	31
Cutlass Supreme	37	37	37
Olds 88	52	53	31
Olds 98	72	59	35
Toronado	91	97	61
Total Oldsmobile	46	47	38
Fiero	28	36	12
1000	67	59	75
Sunbird	28	50	67
Phoenix	0	0	72
Firebird	50	54	52
Grand Am	17	19	0
6000	40	45	40
Bonneville	68	60	72
Grand Prix	72	67	71
Parisienne	63	64	70
Total Pontiac	40	47	53
GENERAL MOTORS	47	51	47
VOLKSWAGEN	61	55	97
HONDA	13	3	13
NISSAN	25	0	0
DOMESTIC TOTAL	52	53	53
Subcompact	54	49	59
Compact	36	42	66
Intermediate	51	53	48
Standard	66	72	48
Luxury	75	85	44

Month's total reaches 757,116

April car output highest since '78

By Louise Kertesz
Detroit Reporter

April's output of 757,116 cars by domestic auto makers was the highest total for the month since 1978 when 875,652 cars were assembled.

The April figure was 1.48 percent better than March's 746,090 and was up 12.63 percent from the year-ago month's 672,200.

The manufacturers planned to build 178,607 cars last week, 1.66 percent less than the previous week's 181,614 and 4.34 percent more than the year-ago week's 171,170.

Year-to-date, 3,228,572 cars have been assembled, 2.17 percent more than the 3,159,849 completed last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 58.19 percent; Ford Motor Co., 21.27 percent; Chrysler Corp., 16.85 percent; Honda of America Mfg. Co., 1.76 percent; Volkswagen of America, 1.32 percent; Nissan Motor Mfg. Co., U.S.A., 0.36 percent, and New United Motor Mfg. Co., 0.25 percent.

Ford's Atlanta plant, which produced the Ford LTD and Mercury Marquis, closed Friday (May 10) for conversion to the new Taurus and Sable. The closing idles some 2,000 employes.

The AMC plant in Kenosha was idle last week for inventory adjustment.

General Motors scheduled two overtime shifts Saturday (May 11) at its plants in Detroit; Fairfax, Kans.; Lakewood, Ga.; Pontiac (G-Line); Wilmington, Del.; Janesville, Wis., and Lordstown, O.

Ford has scheduled daily overtime this week (May 13) at its plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler has slated two nine-hour daily shifts this week at its plants in Belvidere, Ill; Newark, Del., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is scheduled to work two 8½-hour daily shifts this week.

Strikes in Sweden peril output at Volvo and Saab

STOCKHOLM.—With scattered strikes disturbing Swedish industry, this may be a critical week for maintaining production, both Volvo and Saab-Scania reported.

The strikes involve selected groups of state employes, such as certain air traffic controllers, customs officers and railway employes. Beginning May 2, this tended to paralyze airports, railroad freight and some harbors.

So far, Sweden's export industry managed to keep production and deliveries running by using outlets still open, but the week starting today (May 13) will be critical.

Saab and Volvo may run into trouble because the supply of imported German electronic equipment is running short. This includes fuel-injection equipment used for all cars destined for the U.S. market. Volvo also has a problem getting transmission parts from England.

Should the strike be prolonged, Volvo is prepared to build unfinished cars and stock them, as it did during the 1984 West German Metalworkers' strike.

Saab plans to increase production of carburetor-equipped cars.

In the long run, Volvo production could also be affected by railway transport problems. It could transport body panels from the Olofstrom press works in Southeast Sweden and assembled car bodies from Gothenburg to the Kalmar plant by road, but this would severely limit production.

Both Volvo and Saab have started shipping spare parts for the U.S. market via Oslo, Norway, by boat and air. Neither is having any shipping problem there, although speed and cost are hurt.

Export of cars also is still possible via shipping ports not blocked by the strike.

The strike involves a small extra wage compensation, more or less promised in a two-year, 1984 agreement but now frozen by the government as part of its inflation-fighting program.

CANADIAN CAR PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
AMERICAN MOTORS	400	610	368	910	9,329	4,266
FORD MOTOR	11,328	10,552	10,812	41,922	160,580	186,577
GENERAL MOTORS	14,464	13,610	12,566	51,786	250,250	185,099
VOLVO	225	225	225	945	4,145	4,089
Total Cars, Canada	26,417	24,997	23,971	95,563	424,304	380,031

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
CHEVROLET	28,771	19,867	25,118	101,624	370,748	436,272
DODGE	4,600	4,148	4,616	19,279	77,779	77,826
FORD	26,236	25,852	25,760	110,104	450,438	451,726
GMC	8,901	6,512	8,415	32,131	120,091	132,151
INTERNATIONAL	1,980	1,587	1,761	7,310	27,840	30,353
JEEP	4,350	3,848	4,435	16,205	70,811	74,345
NISSAN	1,270	1,868	1,335	5,997	35,134	38,804
AM GENERAL	50	50	50	210	990	920
MISCELLANEOUS	1,739	1,000	1,739	7,232	19,600	34,194
Total Trucks, U.S.	77,577	64,732	73,229	300,092	1,173,431	1,276,591

CANADIAN TRUCK PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
CHRYSLER	8,760	6,456	8,889	35,678	136,147	157,090
FORD	3,648	3,422	3,609	15,472	61,351	65,709
GENERAL MOTORS	6,248	6,348	6,309	25,360	117,359	110,082
INTERNATIONAL	265	172	270	1,079	2,703	4,513
Total Trucks, Canada	18,921	16,398	19,077	77,589	317,560	337,394
N. American Trucks	96,498	81,130	92,306	377,681	1,490,991	1,613,985

—Also includes window van production. *—Estimated.
‡Also includes commercial cars. Ford General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production is highest since May week in '79

U.S. truck makers targeted production of 77,577 units last week, the best weekly output since the week ended May 19, 1979, when 81,851 trucks were assembled.

Last week's scheduled output was up 5.94 percent from the previous week's 73,229, which marked the fourth consecutive week of the highest production levels since June, 1979.

Last week's production was 19.84 percent better than the year-ago week's 64,732.

So far this year, 1,276,591 trucks have been built, 8.79 percent more than the 1,173,431 assembled last year at this point.

April production of 300,092 trucks was up 1.90 percent from March's 294,486, 14.91 percent better than the year-ago month's 261,162 and the highest April production since 1978, when 315,994 trucks were built.

General Motors scheduled two overtime shifts Saturday (May 11) at the following plants: Pontiac (No. 2, Line 5 and No. 5); Shreveport, La.; Flint (Nos. 1 and 2); Baltimore; Janesville, Wis., and Lordstown, O.

GM's Detroit plant worked one shift Saturday.

Ford Motor Co. scheduled daily overtime this week (May 13) at the following plants: Twin Cities; Wayne, Mich.; Kansas City; Norfolk; Lorain, O., and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week.

Week's output in Canada climbs to 26,417 cars

Targeting production of 26,417 cars last week, Canadian makers again planned their highest production since the week ended May 14, 1983, when 27,994 cars were built.

Last week's output was 10.[illegible]0 percent better than the previous week's 23,971, which fell some 2,000 units short of a targeted two-year high.

So far this year, 380,031 cars have been assembled, 10.43 percent less than the 424,304 built last year at this point.

April output of 95,563 cars was up 18.91 percent from March's 80,367 but was down a bit (1.50 percent) from last April's 97,020.

Scheduled production of 18,921 trucks last week was about the same (down 0.82 percent) as the previous week's 19,077 but was 15.39 percent better than the year-ago week's 16,398.

Year-to-date, 337,394 trucks have been assembled, 6.25 percent more than the 317,560 finished last year at this time.

April's build of 77,589 trucks—the best April production ever—was about even with (down 0.67 percent) March's 78,110 and was 10.24 percent better than last April's 70,381.

Chrysler's Windsor (Ont.) plant scheduled production of 2,586 Plymouth Voyagers, 2,916 Dodge Caravans and 606 Mini Ram Vans last week, bringing the T-115 total for the year to 108,391.

U.S. CAR PRODUCTION

	Week Ended May 11, 1985	Week Ended May 12, 1984	Week Ended May 4, 1985	April Total	Jan. 1 to May 12, 1984	Jan. 1 to May 11, 1985
AMERICAN MOTORS	0	4,806	3,728	8,730	73,858	36,491
Renault Total	0	4,806	3,728	8,730	73,858	36,491
Alliance	0	2,751	2,415	5,485	39,984	21,878
Encore	0	2,055	1,313	3,245	33,874	14,613
CHRYSLER CORP.	30,100	28,749	32,065	126,988	498,383	514,465
Plymouth Total	8,750	8,238	9,341	36,245	148,368	150,445
Horizon	3,100	3,335	3,884	14,004	60,877	53,400
Reliant	3,900	4,030	4,019	18,105	76,716	68,361
Caravelle	1,400	237	1,038	4,444	3,546	21,548
Gran Fury	350	636	400	1,692	7,229	7,136
Chrysler Total	9,900	10,124	10,194	39,814	165,960	169,502
LeBaron	1,900	3,141	2,004	8,651	49,612	41,883
LeBaron GTS	2,500	0	2,603	10,184	0	34,992
Laser	1,400	1,928	1,615	5,061	30,305	20,254
New Yorker/E-Class	1,600	2,771	1,586	6,539	41,867	27,973
Fifth Avenue	2,500	2,284	2,386	9,379	44,176	44,400
Dodge Total	11,450	10,387	12,530	50,929	184,055	194,518
Omni	3,000	2,547	3,442	14,207	55,473	55,561
Aries	3,300	3,506	3,679	14,908	60,812	54,395
Daytona	1,300	1,220	1,347	4,088	23,187	17,829
Dodge 600	1,400	1,928	1,498	5,991	32,088	27,498
Lancer	1,800	0	1,771	7,802	0	26,237
Diplomat	650	1,186	793	3,933	12,495	12,998
FORD MOTOR	37,992	39,415	37,735	153,675	668,314	667,921
Ford Division	25,455	25,876	26,670	103,240	437,738	443,569
Escort	7,650	7,688	7,853	29,987	135,445	117,766
Mustang	4,199	3,098	4,383	14,143	49,380	67,609
LTD	5,713	4,158	6,460	25,725	86,910	95,258
Thunderbird	3,910	3,638	3,556	16,032	61,611	80,237
Crown Victoria	0	1,592	0	0	30,735	7,122
EXP	0	552	0	0	12,338	3,836
Tempo	3,983	5,150	4,418	17,353	61,319	71,739
L-M Division	12,537	13,539	11,065	50,435	230,576	224,352
Mercury Total	9,622	9,402	8,121	36,033	166,552	161,342
Lynx	1,760	1,191	1,324	6,549	27,033	27,761
Capri	231	560	413	1,310	7,162	7,187
Marquis	3,317	2,773	3,020	12,491	41,575	46,996
Cougar	3,147	1,963	2,633	11,395	38,511	52,493
Grand Marquis	0	2,028	0	0	35,406	4,733
Topaz	1,167	887	731	4,288	16,865	22,172
Lincoln Total	2,915	4,137	2,944	14,402	64,024	63,010
Continental	528	1,092	532	2,615	13,130	11,417
Lincoln	2,065	2,588	2,065	10,203	36,843	44,632
Mark VI/VII	322	457	327	1,584	14,051	6,961
GENERAL MOTORS	103,930	92,762	101,607	439,547	1,828,733	1,904,740
Buick Total	22,262	19,812	23,238	97,039	390,355	379,247
Skylark	0	2,099	1,669	10,190	36,885	40,953
Skyhawk	2,440	2,924	2,775	9,267	62,552	40,664
Somerset Regal	2,765	0	2,619	10,790	0	48,105
Century	6,779	4,127	7,000	26,333	85,655	92,442
Regal	3,547	4,769	2,984	11,699	86,241	43,633
LeSabre/Electra(rwd)	3,190	3,552	2,747	13,921	87,523	52,973
Riviera	1,450	971	1,422	5,675	20,940	24,730
Electra(fwd)	2,091	1,370	2,022	9,164	10,559	35,747
Cadillac Total	7,160	5,933	7,005	31,067	129,565	142,500
Cimarron	637	279	481	2,237	7,597	10,930
Seville	647	961	710	3,434	16,092	15,801
Eldorado	1,270	1,821	1,357	6,420	29,796	29,318
Cadillac (rwd)	1,350	1,567	1,119	5,133	64,855	21,271
DeVille (fwd)	3,256	1,305	3,338	13,843	11,225	65,180
Chevrolet Total	34,241	33,253	33,935	144,960	629,551	662,486
Chevette	3,621	5,840	2,853	13,804	90,680	60,472
Cavalier	11,007	8,400	10,370	42,080	157,772	186,439
Celebrity	5,143	5,720	6,199	25,027	114,128	110,583
Camaro	4,997	5,539	5,020	20,535	99,724	88,235
Citation	0	2,290	1,215	6,813	42,237	28,697
Malibu/El Camino	0	931	0	0	13,501	0
Monte Carlo	2,660	1,063	2,890	14,905	53,252	60,161
Chevrolet	5,813	2,858	4,457	17,831	45,538	111,474
Corvette	1,000	612	931	3,965	12,719	16,425
Oldsmobile Total	24,859	22,707	25,057	107,545	456,965	476,757
Omega	0	938	0	0	20,389	0
Firenza	1,025	1,845	1,429	6,160	29,769	28,026
Cutlass Supreme	5,432	4,836	4,816	19,846	129,191	81,877
Cutlass Ciera	6,775	5,677	7,356	29,668	105,394	143,696
88/96 (rwd)	4,655	6,838	4,281	22,216	145,132	90,712
Olds 98 (fwd)	2,864	1,532	2,940	12,808	11,425	54,645
Calais	3,475	0	3,616	13,635	0	61,181
Toronado	633	1,041	619	3,212	17,665	16,620
Pontiac Total	15,408	11,057	12,372	58,936	220,297	243,750
Acadian**	0	471	227	956	8,442	5,292
2000 Sunbird	3,268	3,198	2,759	11,757	56,163	51,864
1000	531	1,246	368	1,896	17,821	11,424
Firebird	2,635	2,225	2,114	11,246	42,184	46,372
Phoenix	0	864	0	0	7,360	0
6000	1,525	0	1,139	5,520	0	14,298
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,689	320	1,112	5,270	11,916	25,549
Fiero	2,400	2,733	1,917	11,550	46,678	42,344
Grand Am	3,360	0	2,736	10,741	0	46,607
HONDA	3,140	2,867	3,305	13,503	46,494	60,853
NISSAN	640	0	633	1,910	0	3,325
NUMMI (Nova)*	455	0	455	2,369	0	3,515
VOLKSWAGEN	2,350	2,571	2,096	8,394	44,067	37,262
Total Cars, U.S.	178,607	171,170	181,624	757,116	3,159,849	3,228,572
Total Cars, Canada	26,417	24,997	23,971	95,563	424,304	380,031
N. American Cars	205,024	196,167	205,595	852,679	3,584,153	3,608,603
N. American Trucks	96,498	81,130	92,306	377,681	1,490,991	1,613,985
North American Cars and Trucks	301,522	277,297	297,901	1,230,360	5,075,144	5,222,588

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Promotion for Madden

TROY, Mich.—Chrysler Financial Corp. has named James J. Madden Jr. executive vice president, Marketing and Operations Staff. He has been vice president of the Marketing and Operations staff since 1980.

C2700-1

Automotive News

May 20, 1985

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Inventory is 34 days; Japanese pinch eases

Imported-car supply highest in 2 years

By Kathleen Hamilton
Assistant Managing Editor

The shortage of Japanese cars abated a bit last month, and European car makers shipped more cars to the U.S. for the spring selling rush. The result: The May 1 stockpile of new imported cars hit a three-month high point and the 34-day supply was the highest in two years.

There were 262,444 new imported cars in port and dealer inventory on May 1, a considerable jump from the previous month's 221,179.

Import inventories had taken a nosedive in March, as Japanese makers cut shipments in order to stay within their quotas during the fiscal year that ended March 31. They began easing last month, but the Japanese makes were so riddled by shortages that their sales suffered, while the sales pace for European makes increased.

On May 1, 1984, there were 221,547 import cars in stock. One reason for the big year-to-year increase is the easing of quotas on Japanese cars this year.

May's 34-day supply isn't much to cheer about: Importers would prefer a 60- or 70-day supply to prevent shortages. But it's better than they have had since May 1, 1983, when there was a 40-day supply of cars. During the two years since then, import stocks have dipped as low as 23½ days (in September, 1984).

On April 1, there was a 29-day supply of imports. On May 1, 1984, the figure was 32. All of last month's figures have been revised to include only the estimated number of Honda imports. Figures published last month included both Honda's imports and its Ohio-built Accords. The company has since changed its accounting to break out the totals separately.

Another reason to hold off on the hurrahs over the 34-day supply is the fact that the daily selling rate for imported cars last month was the lowest since September. The selling rate no doubt will rise dramatically this month, as the Japanese continue to shore up their stocks. And as it goes up, the days-supply will plunge as it is hit by the mathematical double-whammy of reduced inventories divided by a larger sales-per-day figure.

Import-truck inventories stood at 90,286 units, a 32-day supply, as the month opened. One month earlier, there were 92,259 units, a 33-day supply. One year earlier, there were 82,378 units, a 44-day supply. The days-supply figures for trucks have hovered in the 30s since February. Nissan's Tennessee-built trucks are included in all totals.

This month's car-truck total for imports showed 352,730 units in stock, a 34-day supply, compared with 313,438 and 28 days a month earlier and 303,925, a 34-day supply, a year earlier.

Japanese makes had 49.22 percent of the import-car inventory

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Chevy to get 'L' for 'X'

Barry Penlound

Due in 1987 model year

The 1987 L-body is slated to replace the Citation X-body in Chevrolet's lineup. Bumpers and aero headlights are as they will appear on the car; the grille may be changed. The L-body will share mechanical components with General Motors' N-cars: Buick Somerset Regal, Oldsmobile Calais and Pontiac Grand Am.

Kenosha may build new plant for AMC

Marjorie Sorge
Labor Editor

The City of Kenosha may be willing to build a new assembly plant for American Motors if the company guarantees future production in that city.

The city would lease the plant to AMC, a source said last week.

The current Kenosha plant is on lakefront property which the city would like to have for other uses. The facility is aging, with some portions built at the turn of the century. It currently builds the Renault Alliance and Encore.

If the City of Kenosha were to build a new plant for the company and a new, less-expensive contract can be reached between the UAW local there and the company, it is likely that some of AMC's major problems would be solved.

The company lost $29 million during the first three months of this year and must lower costs at Kenosha which AMC maintains is the most expensive auto plant in the world. It is currently trying to get a new labor agreement there and has said it will begin plant-closing procedures May 24 for the Kenosha assembly and Milwaukee stamping plants if the union does not commit to making concessions.

If the city builds that plant and then leases it back to the company, the cost would be substantially less than if AMC were to build a new plant on its own.

Such a move also would help the city, since if AMC closes the plant, there will be 5,800 people out of work.

However, continuation of AMC production in Kenosha hinges on a new labor agreement between the company and UAW Local 72.

Last week, the 5,800 members of Local 72 voted overwhelmingly to enter into negotiations rather than accept the company's demands for concessions outright.

The local sent a telegram to AMC last Friday asking for early talks, possibly beginning today (May 20), to "negotiate for a mutually satisfactory agreement" to replace the current contract which expires Sept. 16.

In the telegram, the local agreed to accept profit sharing for the payback for the complete payback of the Employe Investment Program (EIP); to negotiate a mutally satisfactory economic and work-rule agreement along the lines AMC outlined in a letter in early May, and to explore a letter of intent to guarantee new models for Kenosha.

That should be the commitment AMC is seeking.

Richard Calmes, AMC vice president, industrial relations, sent a letter to the union on May 3 asking for the concessions commitment. The local interpreted the letter as demanding the concessions without allowing the union

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breaking news

Chrysler names P-car

ANAHEIM, Calif.—Chrysler Corp. will name its 1986 upscale subcompacts Plymouth Sundance and Dodge Shadow, shareholders at the annual meeting here were told. A turbocharged version will be available. Chrysler also showed a running prototype of its Liberty subcompact project.

Ford of Britain slips into red ink

LONDON.—Ford of Britain, for many years Ford Motor Co.'s cash cow, slipped into the red last year for the first time since 1971. The $17-million deficit followed four years of dwindling returns. Sales were a record $4.6 billion. The loss came despite interest payments of $90 million from loans to the parent company during Ford of Britain's boom years.

See BREAKING NEWS, Page 8, Col. 1

Administration witnesses have rough day

CAFE hearing lively, but indecisive

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In a hearing before a Senate Energy subcommittee last week, the Reagan Administration got a black eye in the battle over whether to roll back the 1986 passenger-car CAFE standard.

Although the hearing was lively, no clear consensus emerged from the shots exchanged. No legislative proposals are on board in the Senate. No hearings have yet been scheduled in the House.

The next move is up to NHTSA. Administrator Diane Steed said she expects some response to the companies by early June.

Both Ford Motor Co. and General Motors—petitioning NHTSA for 26 MPG instead of 27.5 MPG for 1986 models and beyond—emerged with bruises. But so did Chrysler Corp., which is vigorously opposing any rollback as "unfair."

Strange bedfellows with Chrysler were Joan Claybrook, now head of Public Citizen and also the former NHTSA administrator who rolled back light-truck standards for Chrysler in 1982; the Center for Auto Safety and the Environmental Policy Institute. They came off relatively unscathed.

The Automobile Importers of America (AIA), also asking for a rollback on behalf of its European members, weathered the flack fairly well.

The AIA argued on behalf of limited-line European luxury makes. Ford and GM were protecting their flanks as full-line makers beset by customers wanting to buy full-sized vehicles, not as single-line or limited-line makers who had no cars to average.

But it was Administration witnesses that took direct hits.

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GM facing shortage of V-6 engines

By Edward Lapham
Marketing Editor

The shift of consumer preference to mid-size cars with V-6 engines has caused a V-6 shortage at General Motors. The shortage threatens to undercut its marketing plans for at least another year.

The most crucial imbalance is in the "Buick" family of V-6s, currently offered in displacements of from 3.0 to 3.8 liters.

Those engines are used extensively in A-body and N-body models, currently among the best selling GM cars.

The four corporate sources are currently Tonawanda, N.Y.; Flint; Ramos Arizpe, Mexico. and St. Catharines, Ont.

"Current engine production was planned a few years ago, before the price of gasoline stabilized and the consumer expressed a preference for more performance," a GM spokesman told Automotive News last week.

"It is a temporary situation until more capacity becomes available."

The next major jump in V-6 output is not scheduled to come on stream for about 15 months, when the refitted V-8 diesel plant in Lansing begins building 2,400 units per day.

In a recent interview, Pontiac General Manager J. Michael Losh told Automotive News that "the majority of Grand Ams," Pontiac's N-body, are four-cylinder models, but "the A-car (6000) is 60-40 in favor" of the sixes.

"When you look at all our car lines, they're in relatively short supply," Losh said. "And, to a certain extent, that's true for everybody."

At the beginning of May, Pontiac Grand Am stocks were the lowest of the N-cars, with a 17-day supply. The Oldsmobile Calais and Buick Somerset Regal each had a 66-day supply.

The A-car stocks were tighter. The Oldsmobile Cutlass Ciera ha

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NEWSPAPER

But McCurry says firm is ready; Chevy Nova a new problem

Import-leader Toyota faces major challenge

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—Looking at a volume increase of only 11.9 percent under Japan's new Voluntary Restraint Agreement and the prospect of its two nearest competitors expanding U.S. production, Toyota's leadership position in the import market will face perhaps its biggest challenge in the firm's history over the next several years.

Robert B. McCurry, Toyota senior vice president, feels his company is ready to meet it head-on, although he is not happy with the limits placed on Toyota as the result of VRA.

"We're against VRA, period," he said. "We think it's wrong. I noticed the Chrysler numbers the day VRA was released, and they had a 75-day supply of Mitsubishis. I think they (Japan's Ministry of International Trade and Industry) should look at the people who turn around inventories and have one or two days' supply and should allocate accordingly.

The low percentage of increase "really doesn't do much for us," McCurry said. "What's 50,000 vehicles?"

As for the types of vehicles Toyota will chose to bring in, he said, "We'll do what the market demands. Obviously, if the market is more competitive, we would bring in more of our price-oriented vehicles."

That doesn't necessarily mean that Toyota will go head-to-head with Hyundai or Yugo.

"Our most popular cars are the Corolla and Camry," McCurry said. "Those two vehicles are in the heart of the market. Basic vehicles are the strongest, so we would try to increase those two vehicle lines."

As for the General Motors-Toyota joint-venture vehicle, which will be sold by Chevrolet as the Nova, McCurry said he views the product as just another competitor: "We're going to sell against them as a competitor, although I'm sure it's going to be a good competitor."

McCurry said he's not thrilled about the prospect of Chevrolet using the Toyota name in advertising and indicated that Chevrolet may be too low in its estimates of how many people the Toyota name will attract.

"I'm kind of surprised they're doing it," he said. "Looking at their side of it, Toyota is a fine name that has the best quality existing. Obviously, there's a lot of benefit to be written from that if the customer knows that the powertrain comes from Toyota. I would assume that's their reason for doing it.

"They say they get 10 percent more attention by using Toyota. I think they're very low with that 10 percent."

Although Toyota and GM are building cars for Chevrolet, Toyota has not announced plans for a U.S. plant of its own. McCurry would like to see an announcement, but he said it may not happen as soon as he would like it.

"I think you have to relate it to Toyota and their experience in the marketplace, their products and their engineering," he said. "Very seldom are they first, but when they come out, they ususallly come out with the best plan and the best product. They are doing a study (of U.S. assembly).

"Generally, when Toyota makes a decision, it's all wrapped up. There are no loose ends as to where and how and why."

McCurry said that if a plant is built in the U.S., he would like to see product that "would go to the heart of the market, which is Camry and Corolla."

A more immediate goal, however, is Toyota's drive to sell a million vehicles a year, including trucks.

"When we make our projections, we project cars and trucks combined," he said. "Our truck business has been very good. We did 260,000 trucks last year, and we're projecting that we'll go 280,000 this year. If we get 600,000 cars (under VRA), we'll sell 600,000 cars. We're approaching the magic figure, which we're shooting for—a million units. Once we get to a million, I'm sure we'll shoot for 1.2 million."

Toyota currently has 1,084 dealers in the U.S. and although a million units is within striking distance over the next several years, McCurry feels the comany can handle additional units without a major expansion of the dealer body.

"We have a vey strong dealer body," he said, adding that "the average dealer in Los Angeles sells around 2,000 vehicles (per year) right now. I think we can grow gradually and make a good impact on the market."

Whatever expansion is undertaken will be in new markets that have emerged because of population shifts. "In new areas, growth areas, we're doing a lot of examin-

Please turn to Page 62, Col. 3

New quota finds Nissan disappointed

By Matt DeLorenzo
Los Angeles Staff Writer

LOS ANGELES.—Although Nissan will be able to boost its car supply by an additional 55,000 due to Sentra production in Tennessee, the company is somewhat disappointed in its quota under Japan's Voluntary Restraint Agreement for the next year.

"We were disappointed to a degree because, based on the information we received, we and Toyota have received the lowest percentage increases of any of the major manufacturers and we have the largest dealer organization," said Chuck King, Nissan's senior vice preisdent, sales.

"We have an unofficial number and it's about a 12-percent increase, about 57,000 cars," King said, adding that Nissan also received 2,000 more units under Category II, which covers sport/utility vehicles. "Currently, we don't have anything that falls in that category, but perhaps by the end of the restraint we will, so we might be able to utilize that other 2,000."

Noting that captive imports distributed by Chrysler Corp. and General Motors were the big gainers under VRA, King said the balance of the importers received about a 15 percent increase overall, as opposed to the 24 percent increase in the total number.

"Maybe if that had been stated by MITI (Japan's Ministry of International Trade and Industry) in the first place, we wouldn't be seeing all this negative reaction, particularly out of Washington," King observed.

"President Reagan didn't call for any type of restraints, so the Japanese Government took it upon itself to limit the numbers for another year and got tremen-

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Sprint for two sun lovers

Shown for the first time at the Los Angeles Auto Expo was a Chevrolet-sponsored design study of the Suzuki-built Sprint, but without its back seat and the usual hard top. Chevrolet dealers on the West Coast have been selling the coupe version of Sprint for a year. A Chevy spokesman said the conversion was made to test the convertible's viability and that no production plans exist.

Service Index notes increase of 7 pct.

Shop business rises for quarter

By Jack Walsh
Service Editor

First-quarter service and parts volume in the nation's new-car dealerships was up moderately over a year ago in spite of a decline in the rate of growth in the first three months of 1985.

Through March, according to the Automotive News Service Index, shop business was 7 percent higher than volume in the like period last year. In 1984, volume for the three months was up 19.8 percent from the previous year.

All indicators used in compiling the Service Index were higher than a year ago in the first three months, although the rate of growth was considerably slower in 1985.

Shop volume in March was up 4.7 percent over last year, compared with gains of 7.4 percent in February and 8.8 percent in January. A year ago, January service and parts business was 18.5 percent higher than the previous year, February was up 26.2 percent (the highest for any month in Index history) and March showed a boost of 15.3 percent.

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SERVICE INDEX
104.7★

	March, '85 vs. March, '84	3 mos., '85 vs. 3 mos., '84
Gross Profit on All Labor and P&A Sales	+6.6%	+7.3%
Repair Orders Written	+ 4.3%	+ 6.8%
Total Labor Sales (Customer & Warranty)	+5.4%	+10.5%
Shop Parts Sales (Customer & Warranty)	+5.6%	+8.1%
Sales of All P&A	+3.2%	+4.8%

★—Survey by Automotive News shows that dealers' service and parts business in March, 1985, was 104.7 percent of business in March, 1984. Service business in the first three months of 1985 was 107 percent of business in the corresponding period in 1984.

Lower-priced Porsche due for U.S. in 1986

By John A. Russell
New York Staff Writer

NEW YORK.—In a move to offer an entry-level model in the U.S., Porsche Cars of North America will bring back the 924 in 1986 and it will be priced 10 percent lower than the 944.

The 944 now is priced at $21,440 with 5-speed transmission and $21,040 with automatic.

Porsche executives stressed that the 924 will be a true Porsche using the 944 running gear. When the 924 was last offered in this country several years ago, the complaint was that its mechanicals were basically Audi.

In an interview with Automotive News last week, PCNA President John A. Cook said the company needs an entry-level car and the 924, which will be designated the 924S, will fill this gap.

While Cook stated categorically the company will not market sedans but will "stick with what we know best," he revealed that the company intends to introduce a 911 Turbo Carerra for this market in November. Also slated for November introduction is the 944 Turbo which Cook promised will be competitively priced. Within a year, the company will be offering four models in the U.S. in several configurations.

There will be the 924S, followed by the 944 and 944 Turbo, then the 911 Turbo Carrera and finally the 928S. Cook said there was a strong possibility the company would also have a Carerra Cabriolet in the future.

The broadening of the model range is essential, Cook said, since the company is not selling to the old Porsche "buffs." Cook anticipates that as the model range broadens, so will the customer base.

In the model line today, Cook considers the 928S the "real sleeper." This 32-valve model with the improved five-speed transmission will "burn your socks off" Cook said and he termed it the "best-kept secret that exists." He is moving to change that with what he terms a reintroduction of the car.

In June, PCNA will implement a direct-mail campaign on the

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Chrysler to import sunroof for C-cars

By Dan McCosh
Detroit Reporter

Chrysler Corp. is planning to install imported sunroofs on its 1987½ C-body cars, the replacements for the current rear-drive full-size M-bodies. An innovative process that takes about 50 seconds of assembly-line time will be used.

The sunroofs will be made in Holland by Inalfa-Hollandia, Inc., and shipped to the Chrysler assembly plant.

Inalfa-Hollandia is a Holland-based company that currently makes sunroofs for a variety of European cars. The Chrysler project is the first U.S. original-equipment contract for Inalfa-Hollandia and may be the first time sunroof kits have been imported from overseas for OE installation.

A subcontractor will modify and reinforce the actual roof panel from the unassembled car, supplied by Chrysler, and the pre-cut roof panels then will be shipped to the C-car assembly site, tentatively identified as Sterling Heights, Mich. At the plant the roof panels will be mated to the Inalfa-Hollandia sunroofs

On-line, the roof panel installation is expected to take about 50 seconds, with the prefabricated

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60th year—No. 5075

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Decline by GM is biggest factor

Sales drop 8 pct. for early May

By Jenny L. King
Detroit Reporter

Early-May new-car sales slipped some 20,000 units from their year-ago level, dampened by another soggy sales report from market leader General Motors.

Compared with the same period in recent years, though, the 217,732 total wasn't out of line. It was down 8.61 percent from 238,240 in 1984 while up 29.00 percent from 168,785 two years ago.

GM sales for the May 1-10 period were down 12.95 percent from a year earlier, dropping to 129,212 from 148,431. Ford Motor Co. slipped 2.97 percent, to sales of 52,919 from 54,537. Chrysler Corp. was the sole member of the Big Three to improve upon its year-ago standing, up 3.79 percent to 27,359 from 26,359.

Honda was up 2.43 percent, to 3,202 from 3,126. Volkswagen sales of 1,690 Golf passenger cars were down 2.71 percent from 1,737 Rabbits in 1984. American Motors reported estimated sales of 2,950, down 27.16 percent from 4,050. The Automotive News estimate for newcomer Nissan, based on its April sales, was 400 Sentras from Tennessee.

With the domestic market now divided into seven segments, the largest piece still belonged to GM, which had 59.34 percent, down from 62.30 percent a year earlier. Ford climbed to 24.30 percent from 22.89 percent, and Chrysler expanded to 12.57 percent from 11.07 percent.

AMC dropped to 1.35 percent from 1.70 percent; Honda had 1.47 percent compared with 1.31 percent; VW edged up to 0.78 percent from 0.73 percent, and Nissan had 0.19 percent of the most recent market.

There were more minuses than pluses in the domestic-make sales comparisons for the period. Plymouth was down 10.64 percent; Mercury slipped 13.22 percent, and Lincoln was down 10.22 percent.

Buick was down 13.19 percent; Cadillac slipped 9.96 percent, and Chevrolet was down 16.98 percent. Oldsmobile dropped 15.05 percent; AMC was down 20.00 percent; Renault slipped 28.17 percent, and VW was down 2.71 percent.

Gainers were Chrysler, up 19.30 percent; Dodge, up 3.09 percent; Ford, up 2.12 percent; Pontiac, up 0.06 percent, and Honda, up 2.43 percent.

With nine selling days both this year and last, the daily rates were 8.61 percent apart, down to 24,192 this year from 26,471 in 1984.

DOMESTIC SALES

	May. 1-10, 1985	May. 1-10, 1984
Renault		
Alliance-Encore	2,550†	3,550†
AMC	400†	500†
AMERICAN MOTORS	2,950†	4,050†
Chrysler	9,747	8,170
Plymouth	7,414	8,297
Dodge	10,198	9,892
CHRYSLER CORP.	27,359	26,359
Ford	36,435	35,678
Mercury	12,975	14,951
Lincoln	3,509	3,908
FORD MOTOR CO.	52,919	54,537
Buick	21,714	25,014
Cadillac	8,838	9,816
Chevrolet	45,111	54,336
Oldsmobile	32,333	38,062
Pontiac	21,216	21,203
GENERAL MOTORS	129,212	148,431
VOLKSWAGEN	1,690	1,737
HONDA	3,202	3,126
NISSAN	400†	0
U.S. INDUSTRY TOTAL	217,732	238,240

†—Estimate

Buick test drive boosts California Somerset sales

LOS ANGELES.—A telemarketing program that invites prospects to test drive a Buick Somerset Regal for 24 hours was launched May 1 in Southern California and was responsible for 342 sales in 15 days.

Michael Hadden, assistant zone manager, said "the whole idea is to get them (prospects) into the car."

Radio, television and print ads invite people to take the car for 24 hours. By calling a special number, (800) 85-Buick, the prospect reaches an operator in Flint who determines the closest dealer and arranges for the test drive.

Hadden said Buick is supporting the program by making 700 additional identically equipped Somerset Regals available to 50 dealers in Los Angeles, Ventura and Orange counties. The cars, which list for $11,602, are equipped with automatic transmissions and appearance packages and are available in red, white or gray.

"Through May 15, we've had 583 calls, which have resulted in 379 test drives. There have been 342 sales," Hadden said.

The ads are scheduled to run through May 26 and the test drives through June 1. Following the test-drive program, tent sales at the dealerships will be held to sell the Somerset Regal demonstrators.

Volvo's score is best yet in 35-MPH crashes of '85s

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—In the latest NHTSA high-speed crashes of 1985 models, Volvo won the prize, and the Chevrolet Spectrum (made by Isuzu) showed the worst results of the five vehicles reported.

Using belted and instrumented dummies, the cars are crashed into a barrier at 35 MPH (5 MPH above the standard compliance test but equal to about one-third more in energy forces).

The head injury criteria (HIC) of 1000 means roughly that a person will survive and avoid the most serious injuries; a chest deceleration of 60 Gs is also roughly survivable. Only single crashes are used, and cars should be compared only by size classes.

Using those gauges, Volvo's performance with two models was the best for the driver of 1985 models tested so far, and its HIC figure of 262 for the passenger of one vehicle was the best recorded for any model.

Results for the Volvo DL four-door sedan were: 651 for driver HIC; 310 for passenger HIC. For Volvo's DL four-door wagon, driver HIC was 621 and passenger HIC was 262.

Results for chest Gs were equally spectacular: 36 for the driver and 25 for passenger for the sedan; 33 for the driver and 31 for the passenger for the wagon.

The Chevrolet Spectrum two-door hatchback recorded dummy HICs of 1559 and 960 for driver and passenger, respectively, and 51 and 56 Gs for driver and passenger chest deceleration.

Dummies in the Nissan Maxima recorded a driver HIC of 1041 and a passenger HIC of 1500. Chest deceleration was 63 Gs for the driver and 38 Gs for the passenger.

The Chevrolet S-10 Blazer two-door 4x4 recorded a driver HIC of 1036 and a passenger HIC of 1320. Chest deceleration was 62 Gs for the driver and 43 Gs for the passenger.

All vehicles met Standard 212 (windshield retention), Standard 219 (windshield intrusion) and Standard 301 (fuel system integrity)—comfortably assuring they would comply at the lower compliance speed of 30 MPH.

breaking news

Continued from Page 1

Chrysler Financial to team up with GE Credit

ANAHEIM, Calif.—A joint venture has been announced by Chrysler Financial Corp. and General Electric Credit Corp. to finance machinery, equipment and real estate used by third parties. It will be called CGE Associates.

CARB chairman resigns

SACRAMENTO.—Gordon Duffy, chairman of the California Air Resources Board and state secretary of environmental affairs, has resigned effective June 1. Jananne Sharpless, Duffy's chief deputy, has been named interim replacement. Duffy stepped down to take a lobbyist post with Paul Priolo, whose clients include American Honda.

Porsche to miss CAFE by 2 MPG

WASHINGTON.—In a late filing of its model CAFE estimates for the 1985 model year, Porsche said it expects 25.5 MPG. Since this is 2 MPG below the fuel-economy standard, Porsche could be subject to $2 million in penalties.

China plans auto extravaganza

SHANGHAI.—China, in line with a policy to expand foreign trade, plans a seven-day automotive exhibition and seminar July 3-9 in Shanghai. Exhibitors, in addition to displaying their products, will conduct seminars on products and technologies. The affair has been named Automotive China '85.

Alfa 75 to become 'Milano' for U.S.

Alfa Romeo will introduce its sedan, named simply 75, to Europe next month. The upmarket version, renamed Milano for the U.S., will go on sale stateside in April. The car is a derivative of the jointly developed Saab 9000 (to be sold in the U.S.) and Lancia Thema. Fiat also will have a version.

Alfa plans new products tailored for North America

By Richard Feast
European Editor

MILAN, Italy.—"Two years ago we were faced with a major decision about the U.S.—whether to stay in or get out," said Ernesto Vettore, president of U.S. importer Alfa Romeo, Inc.

Annual sales were down to little more than 2,000 and there were no new models in the offing to help turn around the outlook.

Alfa Romeo decided to stick with it, while pushing ahead with development of models tailored more specifically to North American demands.

The first of those new products, the Milano, will go on sale next April. It will be followed in 1987 by a larger sedan currently known as 164. After that there are prospects of new-generation sports cars styled by Pininfarina.

Joseph Cooley Jr., the U.S. sales and marketing director, said he foresees annual sales rising steadily to the region of 20,000 by the end of the decade. The major competitors are identified as Audi, BMW, Saab and Volvo.

The Milano takes its name from the Italian city where Alfa Romeo has its origins. It is based on the 75 sedan, which goes on sale Italy in June and in the rest of Europe in November.

While Europeans will be offered a wide variety of gasoline and diesel power units, North American customers will initially receive only the top model, powered by a 154-HP, 2.5-liter V-6 engine. A 3-liter version with 190 HP will be added a year later.

For North America, Milano will be more lavishly equipped and trimmed. One version will feature an interior treatment by a Milanese fashion designer, Trussardi. A ZF automatic will be an option, but standard equipment is likely to include items like anti-lock braking, limited-slip differential, air conditioning and electric window lifts.

Alfa Romeo officials hinted at a list price of below $20,000 for the Milano. For the 164—a front-drive car, unlike the rear-drive Milano—the expectation is a sticker price below $25,000.

The 164 is an Alfa Romeo derivative of the model jointly developed as the Saab 9000 and Lancia Thema. Fiat's version, known as Type 4, will be unveiled this fall.

While Alfa Romeo believes its future lies with refined and comfortable sporty cars, it will not abandon sports cars completely. It has some longer-range projects in this category, but they will be given priority only when the sedans are fully launched.

• Cooley said U.S. sales in the class of sedans like the Milano and 164 total about 600,000 units a year. The targets are the 76 million Americans born between 1946 and 1955. More specifically, they are the so-called yuppies: College-educated, upwardly mobile, high-income buyers.

The Milano is a four-door sedan weighing just under 2,560 pounds. It is a little more than 170 inches in length and sits on a wheelbase of almost 99 inches.

Alfa Romeo's U.S. sales target this year for its sport cars is 4,500, compared with 3,700 last year. For next year, it believes it can sell 10,000 units, split roughly 50/50 between sports cars and the Milano. If it does so, it will be an alltime high. Its previous best was in 1977, when it sold 6,700.

The Milano is powered by the V-6 developed for the unsuccessful large sedan known simply as 6, and subsequently used in the GTV. It is front mounted and drives the rear wheels via a transaxle. In usual Alfa Romeo fashion, it uses a DeDion rear axle.

Top speed is quoted at more than 130 MPH. Acceleration from rest to 60 MPH is accomplished in about 8.2 seconds.

Fuel consumption for the 75—from which Milano will be derived—on the European cycle is the equivalent of 34.6 MPG at 56 MPH; 26.1 MPG at 75 MPH, and 18.1 MPG on the urban section of the test. An average will be just under 25 MPG, according to official European standard statistics.

Makers, not dealers, liable for penalties

A paragraph in an article on the NHTSA fund-authorization bill on Page 71 of the May 13 issue of Automotive News indicated that dealers are liable for fines or jail terms for failure to disclose certain defects. They are not. The section should have read:

Under the proposal, dealers who have been informed of a safety recall for a vehicle or piece of equipment would have to remedy it—at manufacturer's expense—before selling or leasing the vehicle. Also under the proposal, manufacturers knowingly and wilfully failing to notify the government, purchasers or dealers of a safety-related defect are subject to criminal penalties including a fine of not more than $50,000 or a one-year jail term or both.

Automotive World News

Fiat hopes lightning strikes twice

Flying down to Rio for another Uno launch

By Richard Feast
European Editor

Fiat Auto likes what's happened with its little Uno hatchback. Soaring sales nearly thrust Fiat into new-car sales leadership in Europe last year.

The company is so pleased that it hopes a little of the magic will rub off on its new, sporty Uno Turbo model.

For starters, the company outdid itself in impressing the press. In introducing the original Uno, Fiat flew European auto journalists to sunny Florida in mid-winter.

Could Fiat top this? It not only could. It did.

Recently the Italian auto maker hauled a jumbo-jet load of European scribes to Rio de Janeiro. The timing just happened to coincide with the opening round of the Formula One auto racing world championship, the Brazilian Grand Prix.

Fiat's determination to return to grandiose car introductions of the pre-oil crisis era is at odds with the rest of Europe's auto industry. Fiat maintains these flamboyant affairs are cost effective, but very few others believe the idea will sweep the industry.

Europe's volume car-makers recognize their more straitened circumstances these days. When profit margins are tight, they fear a backlash from disgruntled shareholders.

But Uno has been such a runaway success that Fiat apparently fears nothing, including fear itself. The car accounts for about 45 percent of the company's European production, which belies the popular adage about no one making money on small cars. Fiat's 1984 financial report is due shortly, and the automobile division is expected to announce a profit nearly doubling 1983's $45 million.

The full-scale launch of Lancia Thema in June and debut of the Fiat Type 4 this fall — both of which will yield even bigger per-car profits — point toward further financial enrichment.

Vittorio Ghidella, managing director of Fiat Auto and architect of the turnaround, declares, "We are producing 2,450 Unos a day. We were going to produce 2,200, and we would have been happy with 2,000."

Ghidella refers to European output at Mirafiori and Rivalta. Now the Uno is being produced at Belo Horizonte, Brazil, as well. Launched there last September, it is being built at a rate of 5,000 a month, mainly for the domestic market.

Total Uno volume has reached one million units in little more than two years. It is the company's fastest first million.

This year Fiat will build 10,000 of the new Turbos, and plans to double that in 1986. The 125-mph speedster, just 144 inches long, is a worthy contender in what is referred to as the "hot hatch" car market.

The "hot hatch" was practically invented by Volkswagen with its Golf GTI. Every other self-respecting European company followed that path toward compact cars with good performance and superior handling and road holding.

Among the cognoscenti, the Peugeot 205 GTI now has been established as the benchmark "hot hatch." Its appeal is an example of how public perception of a company can be changed. Peugeot's image suddenly has switched from dowdy to devilish.

Fiat's Uno Turbo has a 1.3-liter four-cylinder engine. With turbo and intercooler, it produces 105 bhp. In a car weighing only 1,860 pounds, the result is good performance (zero to 62 mph in 8.3 seconds) and fuel economy (32 mpg average for three ECE measurements).

The Fiat Uno Turbo in Rio de Janeiro.

Happy days for Fiat Automoveis

First positive balance sheet in nine years

Fiat Automoveis will soon report its first positive financial report since the Brazilian company was established nine years ago.

Alberto Fava, executive vice president, predicts it will be a purely symbolic return on revenues of $850 million, but he maintains the breakthrough is significant.

When established, the enterprise was financed 57 percent by Fiat Auto in Italy and 43 percent by the state of Minas Gerais, Brazil, where the Belo Horizonte factory is located.

Two subsequent share issues have boosted Fiat's holding to 82 percent, and indications are Minas Gerais wants to sell its remaining holding. Fiat has first option, but so far has not confirmed it will buy the 18 percent.

Auto sales in Brazil for the year will amount to 700,000, of which Fiat will have 13 percent. Over the longer term, Brazil's auto makers are shooting for a million-unit national market — a point almost reached in 1980 with 945,000.

"This market deserves one million," maintains Fava, who hopes it will happen by year 2000.

Fiat is proud of its status as Brazil's No. 1 auto exporter. This year it will produce 80,000 cars (including kits) and 220,000 engines for export. This means Fiat is now producing more units than when Brazilian demand was at its peak in 1980.

Fava believes Brazil's export incentive scheme, known as Befiex, and good product quality at a low price are enough to offset the disadvantages of inflation running at 200 percent and more.

—Richard Feast

Advanced system for Fiat

Ferrari is completing advanced four-wheel-drive development systems for all Fiat group cars, according to the man who shares the roles of Ferrari chairman and Fiat Auto managing director.

Vittorio Ghidella says the projects are under direction of top Ferrari engineer Mauro Forghieri. But he will reveal no more details about techhnical aspects or introduction dates.

Speaking at the Uno Turbo launch in Brazil, Ghidella also confirmed that Fiat's 1.0-liter FIRE engine is the first of a line with standardized components. There will be a 700-cc three-cylinder, 750-cc three-cylinder, 1.0-liter four-cylinder (the one already shown) and 1.1-liter four-cylinder.

First application is in the new Lancia Y10. First Fiat Unos with FIRE power will appear this summer.

—Richard Feast

Uno is Europe's No. 1 seller

Volkswagen Golf is second to Italian marque

Fiat Auto's claim that its Uno was the top-selling car in Europe in 1984 is borne out by an Automotive News annual survey of national buying patterns.

Fiat estimates Uno attracted almost 484,000 new customers in 1984, about 1,500 more than the Volkwagen Golf. Fair enough.

But while Uno's power base was Italy, where nearly 70 percent were registered, Golf's appeal was more widespread. It was the best seller in three countries — West Germany, Switzerland and Austria — and second in five other national top 10 markets.

Yet the most consistent sellers, according to the survey of 14 national markets, were cars produced by American-owned companies. That exemplifies the effectiveness of a pan-European design and marketing approach that harbors fewer biases toward national considerations.

Three Ford models scored firsts: Escort in the UK, Sierra in Norway and Fiesta in Ireland. Moreover, Escort took second in all but two of the top 10 national rankings.

At rival Adam Opel, General Motors' European flag bearer, Kadett was No. 1 in the Netherlands and Belgium and recorded 10 places in the top 10 markets.

The biggest turnaround in 1984 occurred in France where the Peugeot 205 soared to the top past the country's perennial best seller, the Renault 5, which slumped to a distant second.

Another major change came in Belgium where Kadett deposed the 1983 winner, Escort.

The only first for a Japanese car was

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Ford edges Fiat for European sales leadership

Only 13,000 sales separate top two makes as Renault slips out of contention

It was only tentative before. Now it is official. Ford was the No. 1 new-car retailer in Western Europe in 1984.

But the contest was even closer than in 1983 when Renault's nose-to-the-wire margin over Ford was about 17,000 units. In 1984 Ford's advantage over Fiat Auto was a scant 13,000 as Renault slipped out of contention.

As official statistics from national organizations filtered in, it became clear that they would confirm preliminary returns. The final figures show a market share of 12.8 percent for Ford and 12.7 percent for Fiat.

Rounding out Europe's top six sellers for 1984 are Volkswagen-Audi (12.1), Peugeot group (11.5), General Motors (11.3) and Renault (10.9).

Total demand in Western Europe last year fell nearly three percent to just below 10.12 million units. Four of the five largest markets recorded falls, leaving an overall decline in Europe of 309,000 units from 1983.

Early indications for first-quarter 1985 suggest the downward trend is continuing. Sales at the end of March were down 4.8 percent from a year earlier. The main difference this year is that Fiat Auto has moved into a comparatively healthy lead and GM is pressing Ford for second place.

Last year's achievement by Ford was noteworthy because it was the the first time the company has been the market leader. However, the intense competition did little for Ford financially, and the company has gone on record as saying it will not defend market share at the expense of profitability.

Nonetheless, in 1984 Ford made broad gains across Europe, most notably in West Germany, France and Spain, although it declined in the UK and Italy. Ford regained market leadership in the UK, Ireland and Norway, and was the leading importer in France. In sales volume, the UK was Ford's key last year, but its German, French, Spanish and Italian showings were very respectable.

Italy was Fiat's key market in 1984, even though it lost some share. Fiat made gains on a wide front across Europe, but relied on Italy for 70 percent of its European car business, making the company vulnerable should something unfortunate happen in its home market.

No other maker relies to such an extent on one market — not even VW-Audi in West Germany. VW-Audi lost some share there last year but still held onto

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Automotive World News

EUROPE'S 1984 BEST SELLERS

WEST GERMANY
(2,393,539 total sales)

Pos.	Model	1984 Units	1983 Pos.
1	VW Golf	280,229	1
2	Opel Kadett	171,718	2
3	Mercedes-Benz 190	106,121	—
4	BMW 3-series	101,692	7
5	Opel Ascona	97,954	4
6	VW Passat	92,382	5
7	Ford Sierra	88,713	6
8	Mercedes-Benz W123	87,582	3
9	Ford Escort	84,164	—
10	Audi 80	74,331	8

FRANCE
(1,757,873 total sales)

1	Peugeot 205	171,702	5
2	Renault 5	155,523	1
3	Renault 11	144,688	3
4	Citroen BX	107,160	7
5	Peugeot 305	82,897	6
6	Renault 25	71,035	—
7	Renault 9	67,476	2
8	Renault 18	57,009	4
9	Citroen Visa	54,732	8
10	Ford Fiesta	50,304	—

UNITED KINGDOM
(1,749,650 total sales)

1	Ford Escort	157,340	1
2	Vauxhall Cavalier	132,149	4
3	Ford Fiesta	125,851	5
4	Austin-Rover Metro	117,442	3
5	Ford Sierra	113,071	2
6	Austin-Rover Maestro	83,072	6
7	Vauxhall Astra	56,511	7
8	Vauxhall Nova	55,442	—
9	Ford Orion	51,026	—
10	Volvo 300 series	35,034	10

ITALY
(1,636,363 total sales)

1	Fiat Uno	331,050	1
2	Fiat Panda	125,650	3
3	Fiat Regata	110,700	—
4	Fiat Ritmo	110,550	2
5	Autobianchi A112	67,500	5
6	VW Golf	59,950	6
7	Alfa Romeo 33	50,700	—
8	Lancia Prisma	46,900	9
9	Renault 5	44,050	8
10	Ford Fiesta	37,050	—

SPAIN
(493,890 total sales)

1	Renault 11	40,043	—
2	Renault 9	37,625	1
3	Opel Corsa	35,675	4
4	Peugeot 205	30,211	—
5	Ford Fiesta	29,850	6
6	Renault 5	26,062	2
7	Seat Ronda	25,573	5
8	Renault 18	25,519	3
9	Seat Panda	23,957	7
10	Ford Escort	21,438	10

NETHERLANDS
(461,391 total sales)

1	Opel Kadett	30,712	1
2	Ford Escort	30,459	2
3	VW Golf	30,637	4
4	Volvo 300 series	18,308	3
5	Opel Corsa	18,192	6
6	Ford Sierra	13,402	7
7	Opel Ascona	12,656	5
8	Peugeot 205	9,840	—
9	Fiat Uno	9,754	—
10	Mazda 626	9,184	—

BELGIUM
(352,227 total sales)

1	Opel Kadett	18,598	2
2	VW Golf	16,639	1
3	Ford Sierra	11,011	6
4	Peugeot 205	10,357	—
5	Ford Escort	10,335	8
6	Toyota Corolla	9,137	—
7	Opel Ascona	9,111	4
8	Ford Fiesta	9,050	5
9	Opel Corsa	8,968	—
10	Fiat Uno	8,037	-

SWITZERLAND
(267,488 total sales)

1	VW Golf	18,223	1
2	Opel Kadett	14,013	2
3	Opel Ascona	9,317	5
4	Ford Escort	9,127	4
5	BMW 3-series	8,363	7
6	Ford Sierra	7,095	3
7	Peugeot 205	5,574	—
8	Opel Corsa	5,368	—
9	Fiat Uno	5,162	—
10	Toyota Corolla	4,980	—

SWEDEN
(231,121 total sales)

1	Volvo 200-series	38,500	1
2	Saab 900	22,505	2
3	VW Golf/Jetta	13,895	3
4	Volvo 700-series	13,606	—
5	Ford Escort	10,409	8
6	Volvo 300-series	10,389	4
7	Opel Kadett	9,159	5
8	Ford Sierra	6,738	9
9	Saab 90	5,924	*7
10	Mazda 323	5,911	6

*—Position for Saab 99, subsequently replaced by 90.

AUSTRIA
(207,447 total sales)

1	VW Golf	17,528	1
2	Opel Kadett	12,103	3
3	Mazda 323	9,881	2
4	Ford Escort	9,825	6
5	Mazda 626	9,621	5
6	Opel Ascona	9,506	4
7	Ford Sierra	6,607	7
8	BMW 3-series	5,462	—
9	Audi 80	4,706	8
10	Fiat Uno	4,629	—

DENMARK
(134,345 total sales)

1	Toyota Corolla	9,476	4
2	Opel Kadett	8,912	1
3	Ford Sierra	8,727	3
4	Ford Escort	8,389	6
5	Skoda	6,736	2
6	Mazda 323	5,874	5
7	Mazda 626	5,829	7
8	Opel Ascona	5,049	9
9	Lada	4,091	8
10	Ford Fiesta	3,328	—

FINLAND
(126,995 total sales)

1	Lada	11,290	1
2	Nissan Sunny	7,619	2
3	Toyota Corolla	7,395	3
4	Ford Escort	5,432	6
5	Mazda 323	4,414	5
6	Nissan Cherry	3,984	4
7	Mazda 626	3,912	—
8	Opel Kadett	3,805	7
9	Saab 99/90	3,577	8
10	Opel Ascona	3,540	10

NORWAY
(107,237 total sales)

1	Ford Sierra	5,841	1
2	Ford Escort	5,771	9
3	Volvo 200-series	5,102	2
4	VW Golf	4,752	3
5	Mazda 626	4,680	5
6	Opel Ascona	4,336	4
7	Mazda 323	4,159	6
8	Opel Rekord	3,869	7
9	Mazda 929	3,323	8
10	Toyota Carina	3,022	—

IRELAND
(56,141 total sales)

1	Ford Fiesta	5,224	1
2	Toyota Corolla	3,544	2
3	Opel Ascona	2,879	7
4	Opel Kadett	2,826	3
5	Ford Escort	2,387	5
6	Ford Siera	2,359	4
7	Toyota Carina	2,326	—
8	Toyota Starlet	2,274	6
9	Fiat Uno	1,821	—
10	Nissan Sentra	1,635	9

EUROPEAN SHARES OF NEW-CAR MARKET BY COMPANY AND COUNTRY, 1984-83

Country		Ford	Fiat Auto	VW-Audi	Peugeot Group	General Motors	Renault	Austin-Rover	Daimler-Benz	BMW	Volvo	Japan (all)	Total units
Austria	'84	10.83	7.24	20.50	6.90	12.98	4.84	0.12	3.49	3.79	1.63	28.10	207,447
	'83	8.98	5.95	21.99	6.35	13.70	4.95	0.19	3.34	3.44	1.56	28.35	247,847
Belgium/Lux	'84	9.64	6.28	13.30	13.69	11.72	8.30	1.82	2.46	2.57	2.14	20.15	352,227
	'83	7.79	6.20	13.09	13.54	11.14	8.18	1.51	2.49	2.96	2.05	22.92	338,933
Denmark	'84	16.85	5.44	6.97	6.88	14.16	0.47	0.27	0.69	1.87	4.11	29.61	134,345
	'83	14.77	5.35	5.24	7.09	13.73	0.57	0.07	0.77	2.03	3.78	31.01	116,238
Finland	'84	8.62	5.15	6.22	6.75	8.45	0.71	0.05	2.08	1.97	4.76	37.83	126,995
	'83	8.23	7.64	4.71	6.78	8.02	0.69	0.24	2.40	2.00	4.78	40.15	119.440
France	'84	7.86	5.53	5.55	33.13	4.37	31.00	1.72	1.08	1.72	0.90	3.03	1,757,673
	'83	7.11	5.10	5.72	32.21	3.83	35.13	1.01	0.93	1.64	0.69	2.70	2,017,617
Greece*	'84	7.44	2.36	3.85	7.09	12.93	8.40	—	—	—	—	30.96	65,747
	'83	9.03	3.72	2.86	5.59	9.99	7.87	—	—	—	—	39.57	61,549
Ireland	'84	21.63	7.92	5.26	4.58	14.45	8.56	5.40	0.54	0.74	1.68	27.47	56,141
	'83	21.47	8.91	4.45	4.36	12.60	8.85	5.26	0.49	0.65	1.47	30.01	59,132
Italy	'84	4.48	54.28	5.90	6.65	5.09	8.95	1.26	0.92	1.68	1.29	0.17	1,636,363
	'83	4.57	55.42	5.69	6.41	3.47	10.22	1.71	0.84	1.76	1.09	0.14	1,580,672
Netherlands	'84	12.81	7.30	9.21	10.50	15.53	5.65	1.41	2.01	2.80	5.09	22.01	461,391
	'83	10.82	6.55	8.29	10.59	16.31	6.36	1.74	1.94	3.23	4.81	23.49	459,379
Norway	'84	14.73	4.95	10.28	6.12	12.42	0.47	0	1.73	2.05	7.87	34.48	107,237
	'83	14.79	2.49	11.13	5.12	13.28	0.44	0	1.56	1.90	7.61	35.86	109,672
Portugal	'84	5.4	14.76	1.29	12.48	13.69	36.66	3.90	3.11	0.51	0.93	6.81	74,638
	'83	5.35	14.00	1.99	15.46	8.97	36.52	5.58	4.55	1.06	1.24	9.74	76,702
Spain	'84	14.90	0.83	5.62	20.72	8.70	29.59	0.47	0.31	0.65	0.30	0.71	493,890
	'83	13.24	0.80	1.05	18.09	9.44	32.12	0.40	0.68	0.69	0.30	1.05	528,323
Sweden	'84	11.02	2.98	11.25	3.19	9.48	1.10	0	2.70	1.82	27.00	14.89	231,121
	'83	9.93	2.57	10.19	3.09	9.60	1.02	0	2.70	1.89	28.56	15.24	217,123
Switzerland	'84	8.60	8.09	15.83	8.59	14.05	5.53	0.86	2.21	4.56	2.33	24.51	267,488
	'83	8.86	8.53	14.77	8.73	13.05	5.38	0.70	1.93	4.02	2.38	27.20	273,886
United Kingdom	'84	27.83	2.87	5.52	5.43	16.16	3.48	17.66	0.82	1.47	3.38	11.31	1,749,650
	'83	28.91	277	5.62	5.87	14.63	3.51	18.01	0.75	1.43	3.42	10.83	1,791,699
W. Germany	'84	12.27	4.58	27.90	4.00	16.28	3.56	0.31	9.76	6.66	0.64	12.04	2,393,939
	'83	11.87	4.18	28.27	3.79	18.49	3.69	0.20	10.14	6.41	0.63	10.56	2,426,774
Total	'84	12.83	12.70	12.07	11.53	11.32	10.92	3.87	3.25	2.92	2.35	10.30	100
	'83	12.48	12.11	11.77	11.75	11.09	12.65	3.84	3.28	2.92	2.22	10.05	100
Units	'84	1,297,829	1,284,940	1,221,444	1,166,817	1,144,911	1,104,911	391,468	329,014	295,071	237,564	1,041,780	10,116,292
	'83	1,301,615	1,262,691	1,227,096	1,224,965	1,156,624	1,318,674	400,388	341,703	304,093	230,978	1,047,323	10,425,284

*—Full Greek breakdown unavailable

world news briefs

Leif Mellberg and his six-wheel station wagon.

Japanese thank West Germans

They gave Japan's European sales a boost in 1984

The share of Europe's new-car market captured by Japanese makes increased fractionally in 1984. Only happenings in West Germany kept the Japanese from showing a substantial decline.

A year ago, as German auto workers plunged their industry into a six-week strike, Japan was ready and waiting to supply German motorists with the new cars they could not obtain from their own manufacturers.

While the German market declined overall in 1984, sales of Japanese products increased, giving Japanese cars a combined market share for the year of more than 12 percent in Germany, up from 10.5 percent in 1983.

In contrast, Japanese market-penetration fell in practically every other European country, reflecting toughly competitive conditions as Europe's domestic companies scrapped aggressively for sales.

Besides Germany, there was a small gain for the Japanese in the UK and France; but both countries have unspoken quotas on Japanese makes. The Japanese lost penetration in Europe's free markets, including two to three percentage points in the Netherlands, Belgium, Finland, Ireland, Portugal and Greece. The drops were an even greater five points in Norway and eight in Greece.

By adding more than 31,000 units in Germany, Japanese makes ended 1984 with total Western European sales of more than 1.04 million and a market slice of 10.3 percent. The numbers were by no means evenly distributed, since there are restrictions on Japanese brands in Southern European countries including Italy, France, Spain and Portugal.

Finland, with nearly a 38 percent Japanese share, and Norway, almost 35 percent, were the main Japanese fanciers. Austria, Belgium, Denmark, Greece, the Netherlands, Ireland and Switzerland each gave 20 to 30 percent of 1984's business to Japanese companies.

West Germany was the top volume market for the Japanese in 1984 at 288,000 units. Next was the UK at nearly 198,000. Only other country to record six figures in Japanese registrations was the Netherlands with some 101,500. Belgium's 71,000 and Switzerland's 65,500 were next highest.

For all but one Japanese maker, West Germany was the single most important market. Mazda was the leading Japanese import there with nearly 65,500 registrations, as well as in Austria, Norway and Sweden. Mazda also was a close runnerup to Nissan in France.

The exception to West Germany top-market standing was Nissan's glittering showing in the UK, where it tallied more than 106,000 sales, further confirming the importance of Nissan and the UK to Japan's export machine. Nissan's UK importer accounted for every 10th Japanese car sold in all of Europe.

No other performance approached that. It represented nearly 40 percent of Nissan's European sales, even though Nissan was also the leading Japanese marque in Finland, France and the Netherlands. It indicates why Nissan is prepared to protect its European presence by building a factory in the UK.

Nissan's Western Europe sales total last year topped 278,000 compared to 222,000 for Toyota, whose most important national market was Germany (53,000), even though it was not the market leader there.

Toyota was the main Japanese make in Belgium, Denmark, Ireland, Portugal and Switzerland.

Mazda was third overall in Western Europe with just under 200,000.

— Richard Feast

Six-wheeler from Sweden

Saab customizing specialist Leif Mellberg, of Nykoping, has created this unusual six-wheeler from what had been a written-off Saab 900. The vehicle has a station wagon body nearly 24 inches longer than the standard car. Mellberg's previous creation was a Saab with gull wing doors known as Blue Spirit.

Kadett on course

Adam Opel has responded to rivals' carpings that the new Kadett got off to a slow start. The company reports first quarter sales up 15.5 percent. Opel and Vauxhall Motors in the UK sold 134,604 units in the first three months—a rate which, if continued, will put the Kadett/Astra firmly among Europe's bestsellers.

Who has most cars

France's CSCA estimates there were 539 cars for every 1,000 inhabitants in the U.S. at the beginning of 1984. Among other countries it lists 403 in West Germany, 388 in Switzerland, 380 in France, 360 in Sweden, 358 in Italy, 290 in the UK and 220 in Japan.

MAN says no

Suggestions that West German heavy vehicle producer MAN is to move into the orbit of GM's Truck and Bus Group have been scotched by MAN's head of vehicle sales, Dr Gunter Dietz.

Spen King retires

C. S. "Spen" King, most recently vice chairman of BL Technology, has retired. King joined Rover in 1945 and, following various changes of company ownership, was largely responsible for the development of all Rovers and Triumphs in the mid-'70s. Among them were the Spitfire, TR6, TR7, Dolomite Sprint, Rover 2000, Rover 3500 and Range Rover.

Hino engines for India

Reports from India suggest that Ashok Leyland, the country's No. 2 commercial vehicle maker, is to buy diesel engine technology from Hino.

Still slow in France

New car demand in France is still slow, despite last year's substantial sales drop. In the first quarter of this year registrations were down 1.8 percent at 438,709.

Fiat Uno

Continued from Page 35

Toyota Corolla in Denmark. Overall, Mazda models, particularly the 323, gained more places than any other Japanese marque. Nissan, which outsells other Japanese makers in Europe, had very few top 10 places, and Honda had none.

A reminder of Finland's close trade link with the Soviet Union was provided by Lada's first place there once again. Indeed, the Finns proved to be more consistent in their car-buying habits than other Europeans. Only one newcomer made it to Finland's chart last year, and the finishing order was similar to 1983.

Uno's 331,000 sales in home-country Italy accounted by far for the biggest single chunk of sales by any make in any European market. It was followed by Golf's 260,000 sales in West Germany, 172,000 each for Peugeot 205 in France and Kadett in Germany, and 155,000 each for Escort in the UK and Renault 5 in France.

In terms of market domination, nothing approached Uno's lock on Italy where it accounted for one of every five cars sold. Next best was 17 percent in Sweden by the Volvo 200 series, Golf's 11 percent in Germany and the 205's 10 percent in France.

— Richard Feast

Ford

Continued from Page 35

nearly 28 percent. Its other strengths were in France, UK, Italy and Belgium, where it is also a producer. It was market leader in Austria and Switzerland.

The Peugeot group (PSA) returned to French market leadership last year, and improved in its important markets of Spain, Belgium, Germany and Italy. But an overall sales decline in France and further erosion of its British share caused PSA to slip overall. But the feeling is PSA has bottomed out and, compared with its French rival Renault, appears to be in glowing health.

GM's main setback last year, after several years of rapid gain, was caused by the German metalworkers strike. Its Adam Opel operation was a direct strike target, and as a result of vehicle shortages went into reverse in its important domestic market.

But Adam Opel improved its UK share considerably and made important gains from fairly low bases in Italy and France. Much of this was attributable to the Spanish-built Corsa, a type car much in demand in Southern Europe.

Last year was the worst ever for Renault. It lost its leading position in Europe and suffered horrendous financial returns. It dropped from first place in France, its bedrock market, and saw its important representation in Spain and Italy dwindle. It also suffered share losses in the UK and Germany.

Overall, Renault had nearly 214,000 units wiped away in 1984 from the previous year. The general decline in France (by 260,000) was a big reason, although some Renault products began to look outdated.

Collapse of the French market was by far the most important national trend in Western Europe last year. Also declining, however, were the UK by 42,000 sales, Spain by 4,000 and Germany by 33,000.

The 56,000 sales gain in Italy, 40,000 in Austria and other national upswings were not enough to produce an overall improvement.

JAPAN'S NEW CAR SALES IN EUROPE — 1984

Country	Daihatsu	Honda	Isuzu	Mazda	Mitsubishi	Nissan	Subaru	Suzuki	Toyota	Total	%	1983 %
Austria	785	3,993	83	20,772	5,691	10,779	2,963	3,222	9,997	58,285	28.10	28.35
Belgium/Lux	1,853	8,917	105	10,157	9,649	14,206	2,186	3,196	20,714	70,983	20.15	22.92
Denmark	1,898	1,429	11	12,258	1,910	7,022	158	153	14,937	39,776	29.61	31.01
Finland	829	3,899	116	8,575	4,863	14,860	186	1,771	12,947	48,046	37.83	40.15
France	0	7,667	0	14,597	3,505	14,694	0	0	12,720	53,183	3.03	2.70
Greece*	___	4,747	___	1,860	1,830	7,070	___	___	2,699	20,356	30.96	39.57
Ireland	7	9	0	1,178	0	5,143	0	6	9,078	15,421	27.47	30.01
Italy*	___	___	___	___	___	___	___	___	___	2,806	0.17	0.14
Netherlands	4,147	12,727	67	16,848	13,552	21,908	2,836	10,847	18,617	101,549	22.01	23.49
Norway	803	2,613	0	13,166	4,032	5,551	1,197	0	9,610	36,972	34.48	39.86
Portugal	68	567	23	346	432	1,411	294	104	2,274	5,081	6.81	9.74
Spain*	___	___	___	___	___	___	___	___	___	3,496	0.71	1.05
Sweden	1,048	3,472	0	10,893	1,810	7,879	617	0	8,696	34,415	14.89	15.24
Switzerland	1,107	8,363	562	8,530	8,348	10,344	7,843	3,465	16,989	65,551	24.51	27.20
United Kingdom	4,779	18,916	0	17,505	10,559	106,360	3,673	3,391	32,702	197,702	11.31	10.83
W. Germany	6,542	37,613	3,029	63,474	44,017	58,018	7,632	14,701	53,132	288,158	12.04	10.56
Total	23,866	114,932	3,880	198,299	108,468	278,175	29,585	40,856	222,413	1,041,780	10.30	10.05

*Full manufacturer breakdowns for Greece, Italy and Spain are unavailable.

Automotive World News

REGISTRATIONS OVERSEAS

WEST GERMANY
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	2,329	3,421
Austin Rover	1,637	2,104
Bertone	85	107
BMW	31,967	49,583
Daihatsu	1,681	1,658
Fiat Auto	28,127	31,241
Ford	48,806	70,068
GM-Opel	92,048	122,319
Honda	7,348	10,300
Isuzu	1,050	627
Jaguar	588	401
Lada	1,978	2,551
Land Rover	243	174
Mazda	17,598	17,764
Mercedes-Benz	70,697	68,083
Mitsubishi	10,270	11,305
Nissan	13,566	15,917
Peugeot SA	24,098	29,228
Citroen	9,679	11,377
Peugeot/Talbot	14,419	17,851
Pininfarina	226	93
Porsche	3,136	3,728
Renault	19,462	25,007
Saab	834	1,158
Seat	924	1,135
Skoda	454	600
Subaru	2,820	1,824
Suzuki	5,022	3,700
Toyota	13,760	12,890
VW-Audi Group	159,936	189,148
Audi	33,068	40,350
Volkswagen	126,868	148,798
Volvo	3,288	4,344
Others	449	347
Total	570,120	687,836

UNITED KINGDOM
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	897	1,293
BL	90,786	91,117
Austin Rover	89,773	90,203
Range Rover	1,013	914
BMW	9,688	7,920
Daihatsu	1,326	1,461
Fiat Auto	13,999	14,493
Ford	131,423	136,483
SO	1,527	1,080
GM-Vauxhall-Opel	92,670	94,994
Honda	3,952	3,957
Hyundai	1,235	717
Jaguar	2,253	2,153
Lada	3,346	3,675
Lotus	174	143
Mazda	3,974	4,583
Mercedes-Benz	5,424	4,947
Mitsubishi	3,493	3,071
Nissan	19,459	20,838
Panther	21	61
Peugeot SA	28,659	28,923
Citroen	7,323	8,736
Peugeot/Talbot	21,336	20,187
Reliant	58	35
Renault	21,059	18,780
Rolls-Royce	203	182
Saab	2,333	2,603
Skoda	2,139	3,008
Subaru	678	607
Suzuki	1,157	953
Toyota	7,753	6,744
VW-Audi	31,671	28,425
Audi	6,156	6,065
Volkswagen	25,515	22,360
Volvo	18,276	16,666
Zastava	1,429	1,596
Others	1,429	1,596
Total	503,148	502,861

SWEDEN
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	312	252
BMW	939	978
Daihatsu	203	229
Fiat Auto	1,575	1,636
Ford	7,933	5,521
GM-Opel	7,624	5,572
Honda	897	864
Lada	322	372
Mazda	2,576	2,653
Mercedes-Benz	2,247	1,212
Mitsubishi	543	282
Nissan	1,935	1,307
Peugeot SA	1,776	1,901
Citroen	736	892
Peugeot/Talbot	1,040	1,009
Porsche	53	59
Renault	426	416
Saab	7,694	8,322
Skoda	106	80
Subaru	364	221
Toyota	2,857	2,138
VW-Audi Group	7,004	6,833
Audi	2,798	1,739
Volkswagen	4,236	5,094
Volvo	18,179	16,739
Others	12	4
Total	65,716	57,591

BELGIUM
Cars

	2 mos., 1984	2 mos., 1984
Alfa Romeo	663	828
Austin Rover	984	1,438
BMW	1,670	2,963
Daihatsu	273	405
Fiat Auto	2,442	5,382
Ford	6,450	6,387
FSO	102	0
GM-Opel	8,703	10,431
Honda	1,184	1,834
Hyundai	102	98
Jaguar	51	70
Lada	2,200	2,872
Mazda	1,754	2,278
Mercedes-Benz	1,741	1,824
Mitsubishi	1,855	1,830
Nissan	2,552	3,428
Peugeot SA	9,424	10,492
Citroen	4,351	4,918
Peugeot/Talbot	5,073	5,574
Porsche	78	144
Renault	6,489	6,477
Saab	243	290
Seat	734	301
Skoda	402	665
Subaru	405	512
Suzuki	434	832
Toyota	3,300	5,160
VW-Audi Group	9,473	10,191
Audi	2,688	3,083
Volkswagen	6,785	7,108
Volvo	1,569	1,725
Wartburg	160	193
Zastava	60	76
Total	65,609	79,394

AUSTRIA
Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	427	458
BMW	1,124	1,785
Daihatsu	81	118
Fiat Auto	2,055	2,600
Ford	3,401	3,552
GM-Opel	5,103	4,534
Honda	455	669
Lada	206	168
Mazda	2,396	3,288
Mercedes-Benz	1,269	1,236
Mitsubishi	683	576
Nissan	1,523	1,630
Peugeot SA	2,208	2,727
Citroen	1,116	1,261
Peugeot/Talbot	1,092	1,466
Porsche	61	121
Renault	1,563	1,673
Saab	39	83
Seat	104	202
Skoda	122	75
Subaru	617	405
Suzuki	167	153
Toyota	1,396	1,631
VW-Audi Group	6,760	6,767
Audi	1,851	1,263
Volkswagen	4,909	5,504
Volvo	492	618
Others	64	59
Total	32,316	35,128

JAPAN
Cars

	2 mos., 1985	2 mos., 1984
Daihatsu	13,513	15,126
Fuji	10,120	10,821
Honda	32,828	33,141
Isuzu	4,445	5,788
Mazda	28,810	30,599
Mitsubishi	21,886	23,435
Nissan	104,627	103,000
Suzuki	10,718	11,669
Toyota	175,470	164,187
Imports (all)	6,450	5,222
Total	408,867	402,988

Vans, trucks, buses

Daihatsu	46,789	38,924
Fuji	29,512	28,604
Hino	5,603	5,893
Honda	21,060	23,142
Isuzu	17,232	17,601
Mazda	21,942	23,711
Mitsubishi	47,744	41,521
Nissan	37,870	38,259
Nissan Diesel	2,727	2,851
Suzuki	56,460	52,652
Toyota	48,699	47,759
Imports (all)	27	0
Total	335,665	320,917
Total vehicles	744,532	723,905

PRODUCTION OVERSEAS

FRANCE
Cars

	2 mos., 1985	2 mos., 1984
Peugeot	214,692	210,259
Citroen	80,058	82,719
Peugeot	134,634	109,751
Talbot	8,353	17,789
Renault	244,586	268,286
Total	459,278	478,645

Vans, trucks, buses

GBM	11	7
Iveco-Unic	21	1,051
Peugeot SA	28,365	18,612
Citroen	13,661	4,449
Peugeot	12,674	11,463
Talbot	2,030	2,700
Renault	39,892	41,228
Sovam	14	10
Total	68,303	60,908
Total vehicles	27,581	539,553

JAPAN
Cars

	2 mos., 1985	2 mos., 1984
Daihatsu	24,178	24,735
Fuji	37,594	43,364
Honda	137,398	147,055
Isuzu	24,347	12,965
Mazda	130,768	126,310
Mitsubishi	82,296	77,284
Nissan	293,954	312,103
Suzuki	35,662	23,064
Toyota	403,290	372,193
Total	1,169,487	1,139,073

Vans, trucks, buses

Daihatsu	65,804	58,922
Fuji	48,386	43,614
Hino	9,044	9,323
Honda	24,040	22,586
Isuzu	51,589	45,774
Mazda	56,368	58,114
Mitsubishi	87,044	83,655
Nissan	104,844	103,330
Nissan Diesel	5,819	6,386
Suzuki	69,179	79,266
Toyota	180,999	154,602
Others	51	139
Total	703,166	665,771
Total vehicles	1,872,653	1,804,784

BRAZIL
Cars

	2 mos., 1985	2 mos., 1984
Faras	0	6
Fiat Auto	15,470	14,531
Ford	29,358	27,277
General Motors	33,626	25,054
Gurgel	7	10
Puma	0	28
Sta Matilde	13	15
Toyota	0	29
Volkswagen	41,473	47,183
Total	119,947	114,134

Vans, trucks, buses

Agrale	104	93
Fiat Auto	5,409	4,350
Fiat Cam.	52	74
Ford	7,223	6,166
General Motors	2,080	3,182
Gurgel	149	157
Mercedes-Benz	5,590	4,643
Puma	0	3
Scania	598	443
Toyota	477	482
Volkswagen	7,098	2,174
Volvo	381	269
Total	29,161	22,036
Total vehicles	149,108	136,170

THE NETHERLANDS
Cars

	12 mos., 1984	12 mos., 1983
Volvo Car	108,598	105,597

Vans, trucks, buses

Bova	175	180
Daf	12,984	11,302
Den Oudsten	9	0
FTF	28	16
Ginaf	21	18
Scania	6,906	4,807
Terberg	142	91
Volvo	246	130
Total	20,521	16,554
Total vehicles	129,119	122,151

Clawing back

The Australian Tiger

Leyland Bus is fighting its way back into the Australian market with its Tiger bus and coach chassis. Since launch of Tiger in late 1983, sales in both the bus and coach sectors have topped 120 units in a market running at about 800 units a year.

In New Zealand, a much smaller market, Leyland registered 20 Tigers last year. It has a target of 100 units a year there — 80 percent of total annual sales.

Prior to the relaunch of Leyland Bus in both markets in late 1983, sales were running at virtually single figures. In both markets there has been a ready acceptance to the three-axle Tiger for long distance services and touring, especially in New Zealand.

Developed specifically for the Antipodes, the three-axle Tiger has the same high-power TL11H 245 engine and hydracylic gearbox as Tigers sold in the UK.

Air suspension is standard with the third axle using the same axles and hub assemblies as on the front. The axle does not steer and has its own wide-based air bellows, with the axle secured by long leading arms.

Air suspension is standard all around on the three-axle Tiger by Leyland Bus for the Australian market. Since its launch in late 1983, sales topped 120 units.

Joins air freight for growing volume

'Endless' sea bridge for Saab parts

ORANGE, Conn.—With parts sales jumping 31 percent in 1984 and another 35 to 40 percent increase expected this year, Saab Scania of America has been forced to implement new parts shipment methods to augment its "air bridge" system to keep up with the demand.

While 70 to 75 percent of its parts continue to be shipped by air, said William Murray, parts and accessories manager of Saab, an overlapping sea freight shipment system has been developed using "fix load" containers with the same 23 parts numbers transported every week.

But this is only the begining as the company is developing a new line of accessories including air dams and suspension kits to appeal to U.S. sport buyers.

Murray said the development of the sport/handling kits were a response to the market in Europe where the "aero" look is "sweeping" the continent and he believes the trend will move across the ocean.

There have been several other new wrinkles in the parts programs at Saab. For example, every Saab dealer now is also a Michelin and Pirelli tire dealer for the sizes of tires used on Saab. Murray said this arrangement was made to service customers who may not have these tire outlets in their locale. And business has been good for the dealers with 3,000 to 4,000 tires being moved per month between the two brands.

Along the same line, Saab made the move to get into pre-mounted snow tires. This has been a big seller, according to Murray. The company offered snow tires, premounted on steel wheels without hub caps, for $108 retail. Saab started out with 2,000 tires among its 300 plus dealers but within three months the dealers sold 9,000 tires.

With these new areas of business, expanding the lines of shipping parts became a necessity. The air carrier, Lufthansa, has only a certain number of aircraft which can be used on this air bridge system. So Saab decided to use sea freight for slower moving parts. Every week, the same 23 parts numbers are loaded in the same quantity in special boxes for ease in unloading the container. The container is delivered to the harbor just before the ship leaves.

The system also means the company can reduce what Murray referred to as the "safety net" of parts stocks since it now has an endless chain of parts in transit.

The system will be expanded, he said. The goal is to have around 300 parts numbers in this chain.

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Entertainment has also been expanded to feature top stars and attractions every day of the 1986 Show. Limited space is available. Contact: 1986 Philadelphia Auto Show, c/o Liberty Productions, Inc., P.O. Box 4097, Harrisburg, PA 17111. Telephone (717) 657-1310.

U.S. TRUCK REGISTRATIONS

THREE MONTHS, 1985 VS. 1984★

Make	3 mos., 1985	Percent Share of '85 market	3 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
Ford	298,272	27.57	265,202	29.03	−1.46
Chevrolet	276,327	25.53	254,765	27.89	−2.36
Dodge	127,133	11.75	93,769	10.27	+1.48
GMC	75,998	7.02	68,244	7.47	−0.34
Jeep	13,663	4.09	10,665	3.78	+0.45
Plymouth	23,991	2.22	17,001	1.86	+0.36
International	15,986	1.48	11,983	1.31	+0.17
Mack	7,282	0.67	4,510	0.49	+0.18
Freightliner	4,157	0.38	3,021	0.33	+0.05
Peterbilt	2,910	0.27	2,805	0.31	−0.04
Kenworth	2,617	0.24	3,472	0.38	−0.14
White	2,270	0.21	2,126	0.23	−0.02
Mercedes	1,171	0.10	473	0.05	+0.05
Volvo	557	0.05	407	0.04	+0.01
Autocar	338	0.03	236	0.03	—
Western Star	284	0.02	112	0.01	+0.01
Miscellaneous●	204,699	18.91	153,319	16.78	+2.13
TOTALS	1,082,370	100.00	913,468	100.00	—

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
●—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

THREE MONTHS, 1985 VS. 1984★

Make	3 mos., 1985	Percent Share of '85 market	3 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
International	10,859	21.54	8,636	21.91	−0.37
Ford	9,983	19.81	7,383	18.74	+1.07
GMC	6,567	13.03	5,216	13.24	−0.21
Mack	6,259	12.41	3,852	9.77	+2.64
Freightliner	4,157	8.24	3,021	7.67	+0.57
Peterbilt	2,910	5.77	2,805	7.12	−1.35
Kenworth	2,617	5.19	3,472	8.81	−3.62
Chevrolet	2,564	5.09	1,806	4.58	+0.51
White	2,270	4.50	2,126	5.39	−0.89
Volvo	557	1.10	407	1.03	+0.07
Mercedes-Benz	458	0.91	148	0.38	+0.53
Autocar	338	0.67	236	0.60	+0.07
Western Star	284	0.56	112	0.28	+0.28
Miscellaneous	599	1.18	188	0.48	+0.70
TOTALS	50,422	100.00	39,408	100.00	—

★—Group 7 and 8 trucks only.

American Warranty sued by ex-associate in Florida

By Richard Johnson
Detroit Reporter

A Florida marketer of auto warranty contracts has filed suit against an Illinois-based insurance company and affiliates, charging the firm with illegally attempting to take over its network of agents and sub-agent dealers in the state.

Southeast Gulf Atlantic Corp., Fort Lauderdale, has filed suit in both U.S. District and Florida state courts, naming American Warranty Corp. of Florida and California, and United Equitable Insurance Co. and United Equitable Corp., both of Lincolnwood, Ill., as defendants.

A spokesman for the plaintiff said the suits will be amended soon to seek $5 million in compensatory damages and $5 million in punitive damages.

Southeast Gulf Atlantic contracted with American Warranty Corp. of Florida in 1981, becoming the exclusive general agent in Florida to sell motor-vehicle warranty service programs offered by the defendants.

Southeast said it assembled its agency network over 10 years, and it claimed that American Warranty is "maliciously interfering" with that relationship.

The suits charge that American Warranty delivered termination notices to Southeast's seven agents and approximately 250 sub-agent dealers without notifying the plaintiff of termination, and that American Warranty also made personal contacts as part of an effort to "create a direct relationship between the plaintiff's agents and sub-agent dealers and defendants."

The defendants' attorney, David Wells, denied that his client illegally interfered in dealings between Southeast and its agents. He said the agreement with Southeast was properly terminated pursuant with the contract.

Wells, who noted that injunctions sought by the plaintiff in both cases have been denied, said his client sent notice of termination to Southeast on March 11, and that termination was effective 30 days later. He said the defendants are now in the process of submitting answers to the complaints and filing counterclaims.

U.S. quotas listed for Japanese auto makers

Following are the Japanese car-export-allocation figures published in the Japan Economic Journal. They are presumed to be the actual figures for the year beginning April 1, 1985.

	Year Beginning April 1, 1985	April 1, 1984
Toyota	617,000	551,792
Nissan	545,000	487,040
Honda	425,000	372,338
Mazda	226,000	173,468
Mitsubishi	208,000	122,612
Isuzu	120,000	49,500
Subaru	106,000	76,250
Suzuki	53,000	17,000
TOTALS	2,300,000	1,850,000

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factories list auction dates

American Motors

May 21—Aptco Auto Auction, Taylor, Mich., and High Point Auto Auction, High Point, N.C.

May 22—Metro Milwaukee Auto Auction, Caledonia, Wis.; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

May 23—Corry Auto Auction, Corry, Pa.; Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

May 24—Floyd Hauhe Auto Auction, Bridgeton, Mo.

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

May 30—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

May 21—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

May 22—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn.; Southwest Auto Auction (mini), Phoenix, and South Seattle Auto Auction, Kent, Wash.

May 23—Fredericksburg Auto Auction, Fredericksburg, Va.; Atlanta Auto Auction, Red Oak, Ga.; 166 Auto Auction, Springfield, Mo., and Arena Auto Auction, Chicago.

May 28—Hatfield Auto Auction, Hatfield, Pa.; Florida Auto Auction of Orlando, Ocoee, Fla.

May 29—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 30—Clanton' Auto Auction, Darlington, S.C., and Aptco Auto Auction, Taylor, Mich.

May 31—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

May 22—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

May 23—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Baltimore Washington Auto Exchange, Baltimore; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

May 22—Brasher's Salt Lake Auto Auction, Salt Lake City; Metro Auto Auction, Kansas City, and Southwest Auto Auction, Phoenix.

May 23—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

May 30—Aptco Auto Auction, Taylor, Mich.

June 5—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

June 6—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

June 11—Florida Auto Auction of Orlando, Orlando.

Model Breakdown
Auction Averages

	MAY. 1985	APR. 1985	MAR. 1985
1985	$12,075	$11,744	$12,924
1984	$8,618	$8,522	$9,046
1983	$6,376	$6,464	$6,028
1982	$5,395	$5,228	$5,332
1981	$4,555	$4,003	$4,544
1980	$3,295	$3,511	$3,474
1979	$2,635	$2,622	$2,809
1978	$1,957	$1,938	$1,578
Overall Average	$5,224	$4,961	$4,928

Used Car Sales
Auction Averages

May to date	$5,224
Month ago	$5,039
Year ago	$5,684

NHTSA alters lighting rules for technology, style

WASHINGTON.—NHTSA is continuing to alter auto lighting standards to allow auto makers to use technological improvements and to provide greater styling freedom.

The first of two new NHTSA vehicle-lighting proposals came at the urging of General Motors and Volkswagen. The rule would allow three new types of standardized replaceable light sources to be used in replaceable-bulb headlamp systems.

The system would have one source providing the upper beam, a second source emitting the lower beam and a third source incorporating both upper and lower beam filaments.

The second proposal would allow the use of type F headlamp systems, which use four rectangular headlamps smaller than those currently used. The proposed Type F headlamp under NHTSA consideration features ease of aiming and can be tested more easily for compliance with federal rules.

used-car auction directory

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May mean recall of early '84 cars

NHTSA refuses plea on Mark VII lights

WASHINGTON.—Ford Motor Co. w ll probably have to repair or replace 24,766 replaceable bulb headlamps on Continental Mark VIIs manufactured before Dec. 20, 1983, due to a NHTSA decision not to grant the auto maker's petition of inconsequential noncompliance.

Ford has not announced a recall and a company spokesperson said the auto maker may petition the safety agency for reconsideration of its decision.

If the recall occurs, however, Ford estimates it will involve many of the first 12,000 Mark VIIs built at the beginning of the model's production.

The headlamps, which have plastic lenses, failed to pass a NHTSA chemical resistence test when high-octane gasoline was wiped across the face of the lens. The government safety agency said all the lamps it tested failed, "manifesting cracks at the bottom of the lamps at the end of the 48-hour period."

Ford and Sylvannia GTE Products Corp. had earlier certified to NHTSA that the lamps met the chemical resistance test. The auto maker began using a lens coating in December, 1983, that apparently passes the government test.

Ford argued that noncompliance with the NHTSA rule was inconsequential since the weld joint in question is inaccessible to a wiping cloth and "as a practical matter, it is highly unlikely that headlamps in service will be wiped with rags so thoroughly soaked in gasoline." The number of headlamps that would come in contact with premium gasoline was also questioned by Ford.

NHTSA said it wished to insure performance of plastic-lensed lamps that were equal to lenses made of glass through the use of abrasion resistance, impact and chemical resistance tests.

The agency said that in formulating the original tests, NHTSA relied on a petition from Ford which stated the company had performed "corrosion testing with chemicals to which the headlamps may reasonably be expected to be exposed during service."

Although Ford and Sylvania objected to the use of gasoline as a test substance, the use of gasoline was finally adopted in exchange for the agency dropping a requirement that the lenses be immersed in gasoline for five minutes and that they also be exposed to motor oil.

Old promoted to VP of American Sunroof

SOUTHGATE, Mich.-Donald J. Old has been promoted to vice president and general manager of American Sunroof Co., a unit of ASC, Inc.

Old joined the ASC organization in 1983 as general manager of American Sunroof. Prior to joining ASC, Old was with Rockwell International as director of materials.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

MARCH 1985 VS. 1984

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	March '85	.....	.....	.....	.....	.....	.....	.....	117	117
	March '84	.....	.....	.....	.....	.....	.....	.....	82	82
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	338	338
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	236	236
CHEVROLET	March '85	58,733	41,722	2,539	.....	20	459	1,079	35	104,587
	March '84	44,164	41,226	3,751	.....	21	455	631	41	90,289
	Year to Date '85	150,623	115,522	6,158	.....	56	1,404	2,470	94	276,327
	Year to Date '84	128,116	114,721	8,885	.....	52	1,185	1,710	96	254,755
(Memo Units)#	March '85	45,231	16,254	.....	.....	.....	.....	.....	.....	61,485
	March '84	30,449	16,669	.....	.....	.....	.....	.....	.....	47,118
	Year to Date '85	113,723	42,782	.....	.....	.....	.....	.....	.....	156,505
	Year to Date '84	87,135	45,879	.....	.....	.....	.....	.....	.....	133,014
DODGE	March '85	32,905	16,203	.....	.....	.....	.....	.....	.....	49,108
	March '84	24,121	12,149	.....	.....	.....	.....	.....	.....	36,270
	Year to Date '85	87,209	39,924	.....	.....	.....	.....	.....	.....	127,133
	Year to Date '84	61,890	31,879	.....	.....	.....	.....	.....	.....	93,769
(Memo Units)#	March '85	23,770	8,431	.....	.....	.....	.....	.....	.....	32,201
	March '84	16,920	7,371	.....	.....	.....	.....	.....	.....	24,291
	Year to Date '85	63,657	20,821	.....	.....	.....	.....	.....	.....	84,478
	Year to Date '84	42,180	19,728	.....	.....	.....	.....	.....	.....	61,908
FORD	March '85	68,430	40,682	.....	.....	.....	951	2,647	1,111	113,821
	March '84	26,705	63,843	.....	.....	.....	1,055	1,926	857	94,386
	Year to Date '85	171,776	113,218	.....	.....	.....	3,295	6,979	3,004	298,272
	Year to Date '84	73,284	181,347	.....	.....	.....	3,188	5,071	2,312	265,202
(Memo Units)#	March '85	49,523	13,201	.....	.....	.....	.....	.....	.....	62,724
	March '84	26,115	21,190	.....	.....	.....	.....	.....	.....	47,305
	Year to Date '85	120,885	36,924	.....	.....	.....	.....	.....	.....	157,809
	Year to Date '84	70,357	60,659	.....	.....	.....	.....	.....	.....	131,016
FREIGHTLINER	March '85	.....	.....	.....	.....	.....	.....	.....	1,549	1,549
	March '84	.....	.....	.....	.....	.....	.....	.....	1,031	1,031
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,157	4,157
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,021	3,021
GMC	March '85	13,311	10,632	389	.....	495	487	1,410	1,016	27,740
	March '84	10,010	11,428	103	.....	168	498	1,093	900	24,200
	Year to Date '85	34,246	30,436	1,919	.....	1,497	1,333	3,746	2,821	95,998
	Year to Date '84	29,547	31,449	276	.....	482	1,274	2,877	2,339	68,244
(Memo Units)#	March '85	9,789	3,811	.....	.....	.....	.....	.....	.....	13,600
	March '84	36,245	4,385	.....	.....	.....	.....	.....	.....	10,630
	Year to Date '85	24,357	10,342	.....	.....	.....	.....	.....	.....	34,699
	Year to Date '84	18,162	11,075	.....	.....	.....	.....	.....	.....	29,237
INTERNATIONAL	March '85	.....	.....	.....	.....	.....	1,968	1,292	2,707	5,967
	March '84	.....	.....	.....	.....	.....	1,196	967	2,205	4,368
	Year to Date '85	.....	.....	.....	.....	.....	5,127	3,680	7,179	15,986
	Year to Date '84	.....	.....	.....	.....	.....	3,347	3,006	5,630	11,983
JEEP	March '85	10,940	1,438	.....	.....	.....	.....	.....	.....	12,378
	March '84	9,255	1,712	.....	.....	.....	.....	.....	.....	10,967
	Year to Date '85	33,458	4,920	.....	.....	.....	.....	.....	.....	38,378
	Year to Date '84	26,256	5,767	.....	.....	.....	.....	.....	.....	32,023
(Memo Units)#	March '85	10,940	1,271	.....	.....	.....	.....	.....	.....	12,211
	March '84	9,255	1,401	.....	.....	.....	.....	.....	.....	10,656
	Year to Date '85	33,458	4,374	.....	.....	.....	.....	.....	.....	37,832
	Year to Date '84	26,256	4,836	.....	.....	.....	.....	.....	.....	31,092
KENWORTH	March '85	.....	.....	.....	.....	.....	.....	.....	1,021	1,021
	March '84	.....	.....	.....	.....	.....	.....	.....	1,196	1,196
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,617	2,617
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,472	3,472
MACK	March '85	.....	.....	.....	.....	.....	322	106	2,050	2,478
	March '84	.....	.....	.....	.....	.....	249	33	1,491	1,773
	Year to Date '85	.....	.....	.....	.....	.....	1,023	293	5,966	7,282
	Year to Date '84	.....	.....	.....	.....	.....	658	82	3,770	4,510
MERCEDES-BENZ	March '85	.....	.....	.....	.....	.....	195	163	.....	358
	March '84	.....	.....	.....	.....	.....	115	45	.....	160
	Year to Date '85	.....	.....	.....	.....	.....	713	458	.....	1,171
	Year to Date '84	.....	.....	.....	.....	.....	325	148	.....	473
PETERBILT	March '85	.....	.....	.....	.....	.....	.....	.....	1,078	1,078
	March '84	.....	.....	.....	.....	.....	.....	.....	1,072	1,072
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,910	2,910
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,805	2,805
PLYMOUTH	March '85	9,134	.....	.....	.....	.....	.....	.....	.....	9,134
	March '84	7,473	14	.....	.....	.....	.....	.....	.....	7,487
	Year to Date '85	23,991	.....	.....	.....	.....	.....	.....	.....	23,991
	Year to Date '84	16,942	59	.....	.....	.....	.....	.....	.....	17,001
VOLVO	March '85	.....	.....	.....	.....	.....	.....	124	47	171
	March '84	.....	.....	.....	.....	.....	.....	119	44	163
	Year to Date '85	.....	.....	.....	.....	.....	.....	338	219	557
	Year to Date '84	.....	.....	.....	.....	.....	.....	298	109	407
WESTERN STAR	March '85	.....	.....	.....	.....	.....	.....	.....	96	96
	March '84	.....	.....	.....	.....	.....	.....	.....	40	40
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	284	284
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	112	112
WHITE	March '85	.....	.....	.....	.....	.....	.....	.....	640	640
	March '84	.....	.....	.....	.....	.....	.....	.....	1,176	1,176
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	2,270	2,270
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,126	2,126
MISCELLANEOUS*	March '85	70,693	870	247	92	18	10	33	303	72,266
	March '84	53,393	525	11	50	.....	3	7	61	54,050
	Year to Date '85	200,595	2,550	647	231	50	27	87	512	204,699
	Year to Date '84	151,466	1,480	31	151	.....	3	18	170	153,319
TOTALS	March '85	264,146	111,547	3,175	92	533	4,412	6,854	11,770	402,529
	March '84	175,121	130,897	3,865	50	189	3,571	4,821	10,196	328,710
	Year to Date '85	701,998	306,570	8,724	231	1,603	12,922	18,051	32,371	1,082,370
	Year to Date '84	487,501	266,702	9,192	151	534	9,980	13,210	26,198	913,468

+—New York and Oklahoma registrations compiled from manufacturers' sales records.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. *—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Administration witnesses have rough day

CAFE hearing lively, but indecisive

Continued from Page 1

NHTSA head Steed tried to explain that a decision on the GM and Ford petitions (and AIA's request) had not been yet made.

However, her statements about consumer demand which the auto makers could only "moderately control" and her stance for "free market factors, rather than CAFE standards" as the "most efficient means of achieving appropriate levels of fuel economy over the long run" got her in trouble.

Besides, in addition to saying that no decision has yet been made on the Center for Auto Safety petition for higher CAFE standards, also pending before NHTSA, she appeared to have prejudged that issue by opposing a bill calling for higher standards.

Regardless of the feasibility of higher CAFE standards, Steed noted, the effect of higher standards would be to deny consumers the "larger and more-powerful vehicles which are currently available" and thus "reduce the levels of sales, investment and employment in the domestic auto industry." Those statements, of course, are just as relevant for the rollback decision for GM, Ford and European luxury makers.

But it was William J. Silvey, the Energy Department's head of policy, planning and analysis, who became the target. Silvey's refusal to agree that CAFE standards caused the industry to downsize fleets and produce fuel-efficient cars outraged most senators.

He insisted that while the 1975 law may have "alerted" the auto industry, it was really the "free market" that was controlling. Disagreement also ensued over oil decontrol and current vulnerability to shortages, with several senators noting that a situation was now developing in which any supply disruption could cause another oil shock which the "free market" could not handle.

Finally, Senator Howard Metzenbaum, Ohio Democrat, got Silvey to agree that such a shortage could occur "overnight" while the auto companies would need several years to adjust models if they had abandoned the small-car market to Japan.

Senator John D. Rockefeller IV, West Virginia Democrat, said he had come to learn and make up his mind but not to listen to an "extraordinary commitment to ideology which seems to transcend facts at hand."

In fact, Rockefeller said, the testimony of Administration witnesses had made him sympathetic to the Chrysler viewpoint although the witnesses' statements about the "free market" apparently were meant to help Ford and GM.

Other senators implied that the Administration witnesses had turned them off, and Senator Daniel J. Evans, Washington Republican, who is strongly opposed to a rollback, said it might be a "free market" for Americans but not for the Japanese.

Metzenbaum, who also strongly opposes any rollback, vigorously disagreed about letting the marketplace take over automobile fuel efficiency.

Thus was the stage set for GM, Ford and Chrysler.

Speaking for GM, Dr. Marina v.N. Whitman, vice president in charge of the Public Affairs Staffs Group and chief economist, explained that GM was faced with consumer demand for family-size cars and cars capable of pulling trailers. GM's liability for missing the 1986 CAFE standard has been estimated at some $400 million.

Although GM was able to use in 1983 and 1984 more than $1 billion in credits it had accumulated because it exceeded standards earlier, it now does not have enough in the three-year period it could use. Technology, said Whitman, is not the issue; it's the marketplace. If standards are not rolled back, she added, consumers will retain older cars which are less efficient than today's largest cars.

Moreover, failure to change the standard could significantly affect competition and employment. GM, she said, will have no choice but to restrict production of large cars and cause unemployment. This would benefit foreign companies which have a large bank of unused credits and which could make and import large vehicles.

Any restriction of production would also raise prices, and in any case, Whitman said, the auto trade balance would be hurt. Paying fines, she concluded, was not possible because it would mean violating the law, although paying fines would be the cheapest solution. GM's estimated CAFE for 1985 models is 25.1 MPG.

In Detroit last week, GM Chairman Roger Smith said GM is not going to pay the fine. He said, "It is like saying, 'Here is the red light; go through it and it is only 10 bucks. So run the red light and pay the fine.'

"That is not how we look at it. It is not just a question of paying a penalty; it is a civil fine for breaking the law, and we are not goiong to break the law."

At the hearing, Helen O. Petrauskas, Ford environmental and safety engineering vice president, said Ford tried to avoid any threat of plant closing and instead stressed that if the standard was not rolled back, Ford could and would meet it by increasing production at small-car and small-engine plants.

Ford estimates its 1985 CAFE at 25.9 MPG.

But like GM, Ford does not consider paying the fines an alternative because it also will not consider breaking the law. Its fines for 1986 are estimated at $80 million.

Ford also might have to restrict production of large cars but feels it is "unrealistic" to assume it can significantly increase sales of small cars in the face of the 450,000-unit increase in Japanese imports.

Both Ford and GM contended that Chrysler is no longer a "full-line" company, but both noted that in 1982 Chrysler petitioned for lowering of the light-truck standard—arguing it would have to restrict production and cause unemployment—and won its rollback.

Chrysler's spokesman was Robert S. Miller Jr., executive vice president for finance and administration. He said the record does not support any reduction because the law states the standard should be at the "maximum feasible level."

And, said Miller, the 27.5-MPG standard is feasible because Chrysler has reached it; it is feasible because, as recently as late last year, Ford said it could meet 27.5 MPG by carryback credits, and it is feasible because the "market forces" argument runs counter to the findings of NHTSA's own officials.

Chrysler claimed GM and Ford failed to meet the standard because they "fell short in reducing weight and in introducing new technology."

A rollback is "unfair," said Miller, because it would put Chrysler at a competitive disadvantage since it would take at least five years to get back into the big-car business.

Miller said GM earns about $8 billion a year in "variable profits" on its larger cars and Ford makes about $3 billion. He said that paying CAFE fines ($400 million for GM and $80 million for Ford) would give GM a 2,000 percent return on its "investment" and would give Ford a 3,800 percent return.

Besides, said Miller, CAFE standards should stay in place to help keep the nation on the path toward energy independence. Those who waste gasoline should pay, and an auto maker can either charge more or take a smaller profit, he said.

Ford countered the "unfairness" charge by saying it has made an $800 million investment to make fuel-efficient cars, that it already has more small-engine investment than it can use and—in a snipe at Chrysler—that it took no investment to "walk away from a market and buy from Japan."

Whitman said that Chrysler had left the big-car business because its product was not selling and GM "makes no apology for providing cars the public wants to buy." What was "unfair," she added, was restricting products consumers wanted to buy.

Dr. Robert A. Leone, speaking for the AIA, argued that excessively stringent fuel-economy standards are unfair and counterproductive.

He said manufacturers either have to raise prices to stifle demand for some models or restrict production, and either way the consumer loses.

In addition, he said, too-stringent standards could penalize individual producers. The example here was buying a Saab 900 Turbo at 19.2 MPG at higher cost because the Saab is below the standard, but buying an Audi 5000-S Turbo (18.9 MPG) with no price premium because the Audi is counted with Volkswagen in its CAFE.

Leone called this example "distressing" since all decisions would mean an increase in compliance with standards but would mean a decrease or no change in on-the-road use of gasoline.

Center for Auto Safety Director Clarence Ditlow III said that the biggest single factor in Ford and GM being below standards was their retention of the old rear-wheel-drive vehicles.

Claybrook said the original purposes of the CAFE standards are still valid: To save billions of gallons of gasoline, reduce the nation's vulnerability to oil shocks and address the inadequacies of the free market as it affects fuel economy.

Now, however, Ford and GM are giving NHTSA conflicting signals, she said. They are asking for a rollback of current standard but requesting carryback credits because they expect to exceed standards in the future.

Norris McDonald, speaking for the Environmental Policy Institute, opposed any rollback of CAFE standards. EPI said rolling back the car CAFEs will give a competitive edge to GM and Ford

Plaza L-M signs with O'Gara

Plaza Lincoln-Mercury, Houston, has joined O'Gara Coachworks' dealer network. Rick Messinger, right, Southwest regional sales manager for O'Gara, presents the keys to a 1985 Lincoln Savoy to Erwin Machann, center right, general sales manager; Bill Cooper, center left, general manager, and Buster Madison, president and owner of the dealership.

Supply of imported cars hits 34 days, 2-year high

Continued from Page 1

on May 1, up from 48.41 percent on April 1. The 23-day supply of Japanese cars was the highest in three months.

The Chevrolet Spectrum, built by Isuzu, remained in oversupply, as it has since its introduction. Reduced sales helped push it to a 103-day supply. Chrysler Corp.'s best-selling captives, Colt by Mitsubishi, rose to nearly the ideal level. Isuzu's figures were estimated by Automotive News from its dealer-supply numbers.

German makes accounted for 36.77 percent of import-car inventories, up a bit from the April 1 share of 35.77 percent. German-car sales increased during the month, but shipments increased more. The two makes showing big jumps in their days-supply levels, Audi and Volkswagen, could attribute those jumps solely to increased shipments. Both increased their selling rates last month. The Merkur, Lincoln-Mercury's German captive, shows a high supply typical of a newly launched model.

The other European makes had a 14.01-percent share of May 1 inventory, down from 15.82 percent a month earlier. In this category, sales held nearly steady and inventories increased—just not as much as the increase for the Japanese and Germans.

The Japanese car makes and their days-supply figures on May 1: Isuzu, 71; Nissan, 37; Mitsubishi, 31; Subaru, 18; Mazda, 16; Toyota, 15, and Honda (imports only), 9. The Chevrolet captives averaged an 88-day supply: 103 for Spectrum and 41 for the Suzuki-built Sprint. The Chrysler captives averaged a 59-day supply: Dodge Conquest, 128; Plymouth Conquest, 123; Dodge Vista, 70; Plymouth Vista, 68; Dodge and Plymouth Colt, each 48 days.

The German makes: Merkur, 117; Audi, 95; VW (imports only), 78; BMW, 65; Porsche, 56, and Mercedes-Benz, 41.

Other European makes: Renault, 192; Peugeot, 71; Volvo, 53; Saab, 42; Alfa Romeo, 39, and Jaguar, 22 (estimated). Stocks are no longer reported by Maserati.

The days-supply figures for trucks: Isuzu, 58; Chrysler, 40; Toyota, 33; Nissan (including domestics), 27; Mazda, 20, and Mitsubishi, 17.

IMPORT STOCKS

	May 1, 1985	April 1, 1985	May 1, 1984
Spectrum	103	91	0
Sprint	41	43	0
Chevrolet	88	80	0
Plymouth Colt	48	40	57
Dodge Colt	48	35	53
Plymouth Conquest	123	97	79
Dodge Conquest	128	110	71
Plymouth Vista	68	42	42
Dodge Vista	70	43	42
Chrysler Corp.	59	43	56
Honda	9	10	12
Isuzu	71	39	111
Mazda	16	11	21
Mitsubishi	31	13	39
Nissan	37	23	25
Subaru	18	19	37
Toyota	15	10	13
JAPAN	23	19	22
Audi	95	70	57
BMW	65	59	59
Mercedes-Benz	41	47	24
Merkur	117	83	0
Porsche	56	50	28
VW	78	66	91
GERMANY	70	60	59
Alfa Romeo	39	65	24
Jaguar	22	20	18
Peugeot	71	61	48
Renault	192	179	267
Saab	42	43	31
Volvo	53	48	41
OTHER COUNTRIES	55	52	39
TOTAL IMPORT CARS	34	29	32
Isuzu	58	90	104
Mazda	20	12	20
Mitsubishi	17	16	36
Nissan*	27	35	37
Toyota	33	26	39
Chrysler	40	38	97
TOTAL IMPORT TRUCKS	32	33	44
TOTAL IMPORT VEHICLES	34	30	34

*—Includes domestic trucks.

Automotive News names Carver to production post

Diane Carver has been appointed advertising production manager of Automotive News.

Carver most recently served as production manager of Monthly Detroit and has been employed by Crain Communications since 1982.

Diane Carver

"We are pleased to have Diane as part of our advertising production staff," said Robert C. Adams, production director of Crain Communications. "She has a strong production background and will make a significant contribution to our Automotive News advertising production department."

Carver has a bachelor's degree in business from Eastern Michigan University.

To save 5,800 jobs

Kenosha may build new plant for AMC

Continued from Page 1

to bargain. A company spokesman said the letter was misinterpreted and that the company is seeking only a commitment that the conditions it is asking are met.

The concessions included accepting a profit-sharing formula for payback of the entire $110 million to $150 million EIP, new working conditions and wage cuts to bring the plant in line with the 1983 General Motors-UAW agreement, and other commitments to the company to keep the Kenosha plant competitive in a world market in order to guarantee future production in Kenosha.

Changes in wages and work rules would include shorter vacations, fewer days off, a 37-cent-an-hour wage cut for assembly workers, a lower new-hire rate, a *no-strike clause, shorter relief* time, seniority changes, health-care cost-containment programs and a cut in the number of union representives.

In the letter, Calmes said if the local did not make the commitment, plans would be made to close the two operations.

Under Wisconsin law a company is required to give 60 days' notice if it is going to close a plant.

That would mean AMC could shut down those operations as early as July, but John Drew, a member of the Local 72 executive board, said the company has told the union it will close Milwaukee stamping on Sept. 16, 1985; Kenosha assembly on July 1, 1986, and that Kenosha engine will be phased out during the 1986-87 model year if concessions are not granted.

Kenosha engine provides some of the engines for AMC's Jeep operations and some for the Eagle which is built in Brampton, Ont.

Kenosha builds AMC's only offering in the subcompact market. AMC will be getting a compact from its French partner Renault sometime before the 1987 model year when it will introduce a new intermediate passenger car built at its new plant in Brampton.

If AMC can arrange to keep Kenosha open or have a new plant built, it will be able to offer a full line of vehicles, built in North America.

Calmes has said AMC has no intention of giving up the Alliance and Encore models and would consider moving that production to Canada or overseas if a satisfactory agreement cannot be reached with the union.

In 1982 negotiations, the union *agreed to invest between $110* million and $150 million to help the company create a new production program by banking some wages and benefits, worth about $10,000 for each employe. A similar agreeement was negotiated at AMC's Jeep plant in Toledo.

The contract gave the union the choice of two payback methods: Profit sharing, which will cost AMC about $3.8 million a year, and a wheel tax, which requires the company to pay about $100 per vehicle produced in North America, or about $40 million a year.

AMC officials have told the union they must accept the profit-sharing payback for the duration. All the money is to be paid back by 1988, but that will be very difficult using the profit-sharing formula alone.

The union has already agreed to accept profit sharing for the first year of the payback.

Shop business climbs 7 pct. for first quarter

Continued from Page 3

In the first quarter of 1985, the leading indicator was total customer-paid and warranty labor sales, which were 10.5 percent than the year-earlier volume.

Shop parts sales, customer-paid and warranty, were up 8.1 percent through March, while gross profit on all labor, parts and accessories sales—the No. 1 indicator from a dealer's viewpoint—was 7.3 percent percent higher than a year ago.

Three-month repair orders written showed a gain of 6.8 percent, sales of all parts and accessories were higher by 4.8 percent and sales of the same items to outside customers were up 2.5 percent.

Gross profit on all shop sales was the leading indicator in March, with a boost of 6.6 percent over the same month in 1984. Shop parts volume rose 5.6 percent and total labor sales were 5.4 percent higher than last year.

The number of repair orders written during the month showed a gain of 4.3 percent, sales of all parts and accessories were up 3.2 percent and P & A sales to outside customers were 1.5 percent higher than a year ago.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

V-6 shortage threatens GM's marketing plans

Continued from Page 1

a 31-day supply, the Buick Century had a 38-day supply, the Pontiac 6000 had a 40-day supply and the Chevrolet Celebrity had a 42-day supply.

There was no indication how many of those cars were four-cylinder models.

"GM is tapped out in the fastest-growing market segment, the performance intermediates," said auto analyst Arthur G. Davis, of Prescott, Ball & Turben.

Davis said the situation is not desperate, however. "GM still leads the way in this market because it still offers more performance V-6 engines than anybody, including the imports," he said.

Davis said he expects the U.S. car market next year to remain essentially flat, with 11.0 million sales vs. 10.8 this year, with most of the small increase coming at the low end of the market.

"Consequently," Davis said, "GM has the potential for an upgraded product mix starting in 1986.

There are some who believe the V-6 shortage might be overstated.

"I believe the constraint is imagined, not real," said Bill Graham, vehicle procurement manager for Automotive Rentals, Inc.

"We've had a tough time getting the factory to build some of the V-6 models this year, but I've heard from some of the GM people that the contstraint is designed to help meet CAFE."

Graham said ARI has been taking the same 60-40 mix the factory has been building for dealers and that when GM made its 1986 model presentations two months ago, there were no indications it intended to allocate V-6s next year.

Business car changes go to White House

WASHINGTON.—The Senate last week approved by voice vote the conference version of a bill to repeal tax record-keeping rules for business autos.

The House approved the same measure a week earlier. The White House has indicated President Reagan will sign the bill into law.

obituaries

A.B. Reid

ABERNATHY, Tex.—A.B. Reid, 80, former owner of Reid Chevrolet Motor Co. here, died recently.

And auto-marriage rumors fill the land

It's springtime in Rome

Continued from Page 2

would be the head of Fiat's automobile division, Vittorio Ghidella —on the recommendation of Ford's Robert A. Lutz, who would then return to the U.S. to spearhead sales of the company's products.

The rumors are that an amalgamation would be a step-by-step process, involving in the early stages plants producing common components. Joint cars would follow. At the same time, Fiat's production engineering division, Comau, would automate Ford factories in Europe and around the world.

If only half the suggestions are true, they will have some far-reaching consequences around the world.

Meanwhile, in Rome, the economics magazine, Il Mondo, claimed to have identified GM representatives visiting Alfa Romeo. The purpose of the visit was alleged to be distribution of Alfa Romeos in the U.S. by GM.

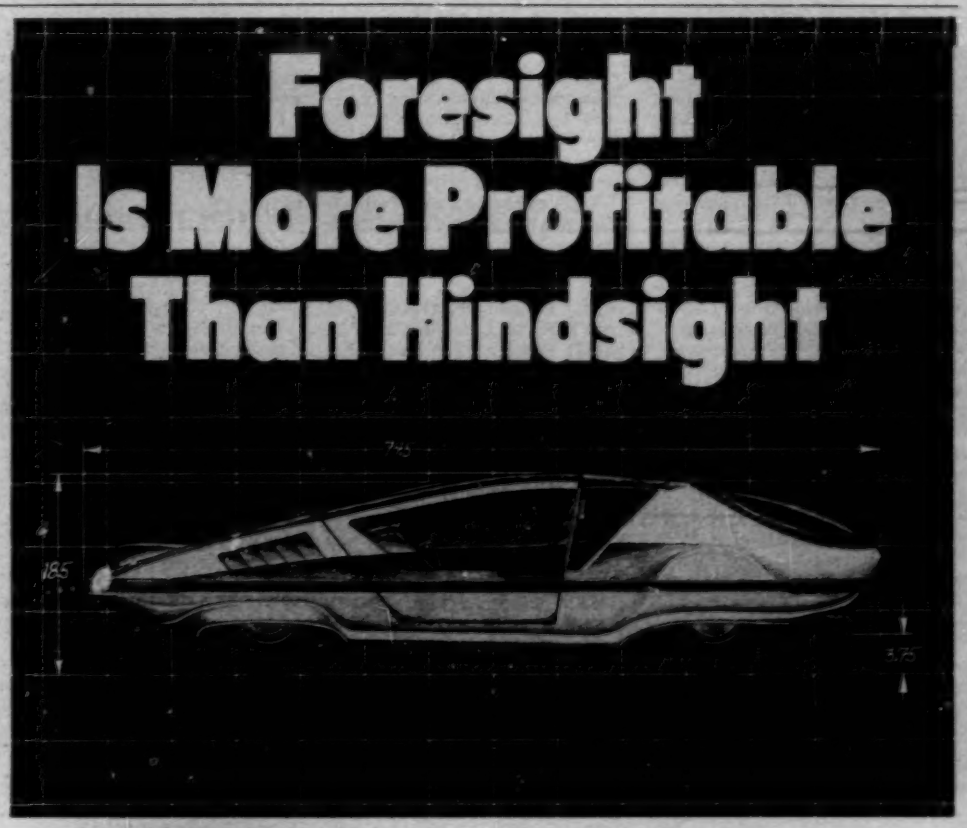
Given GM's current think-big philosophy, this seems unlikely. If GM is discussing anything with Alfa Romeo, it could be a joint sports-car after the fashion of the Chrysler-Maserati link. At its most ambitious, it would be a cash-rich company taking control of a company that has lost a great deal of money but has the medium-term potential of turning a profit.

And Alfa Romeo is still one of the great, emotive names in the automobile business.

Case builds Acura deal

PLANTATION, Fla.—Ground has been broken here for Rick Case Acura.

Foresight Is More Profitable Than Hindsight



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Year-to-date car total tops 3.4 million

Week's output climbs to 184,260

By Louise Kertesz
Detroit Reporter

U.S. manufacturers planned to build 184,260 cars last week, 3.55 percent more than the previous week's 177,935 and 8.26 percent more than the year-ago week's 170,196.

Year-to-date, 3,412,160 cars have been completed, 2.52 percent more than the 3,328,411 assembled last year at this time.

Last week's scheduled production was shared as follows: General Motors, 57.53 percent; Ford Motor Co., 19.19 percent; Chrysler Corp., 17.48 percent; American Motors, 1.98 percent; Honda of America Mfg. Co., 1.70 percent; Volkswagen of America, 1.28 percent; New United Motor Mfg. Co., 0.49 percent, and Nissan Motor Mfg. Co., U.S.A., 0.35 percent.

Ford halted production of the Capri in Dearborn during the week ended May 11 due to a shortage of acceptable parts, a company spokesman said.

GM scheduled two overtime shifts Saturday (May 18) at its plants in Detroit; Pontiac (G-line); Janesville, Wis.; Leeds, Mo.; Arlington, Tex.; Fairfax, Kans.; Framingham, Mass., and Wilmington, Del.

One overtime shift is scheduled Saturday at GM's plants in Lansing (Nos. 1 and 2).

Ford planned Saturday overtime at its plants in Chicago, Dearborn and Lorain, O.

Daily overtime is slated this week (May 20) at Ford plants in Chicago; Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler scheduled two overtime shifts Saturday at its plants in Belvidere, Ill., and St. Louis (No. 1).

The same plants as well as St. Louis No. 2 are scheduled to work two nine-hour daily shifts this week.

Chrysler's Jefferson (Detroit) plant is slated to work two 8½-hour daily shifts this week.

Chase Econometrics, DRI are expected to merge

BALA CYNWYD, Pa.—Chase Manhattan Corp. has renewed negotiations with McGraw-Hill, Inc., for the sale of Chase Econometrics, its economic forecasting and consulting firm.

Chase Econometrics would be merged with McGraw-Hill's forecasting firm, Data Resources, Inc. (DRI).

The deal would make the two former competitors a dominant force in the economic forecasting business with Wharton Econometric Forecasting Associates as the only other leading independent firm in the field.

Chase Econometrics employes were told that DRI would buy its data bases and client lists and was particularly interested in its agricultural and metals groups. They also were told the sale was imminent, and an agreement could be signed as early as Tuesday (May 21).

They were told that only a portion of Chase Econometrics' 240 employes would be moved to DRI, based in Lexington, Mass.

George Brown, DRI executive vice president, confirmed that "active discussions" between the two companies were underway, but he said it was unlikely the sale would be closed this week.

Brown acknowledged that some companies, including many auto and auto supplier companies, subscribe to both Chase Econometrics and DRI services. He said the two, nevertheless, have different emphasis and different products so they would complement each other.

Chase Manhattan, the nation's third largest bank, has been trying to sell the forecasting firm, saying it doesn't fit into its strategic thrust.

The two companies had negotiated last December, but talks ended when Chase Manhattan rejected the New York publishing firm's initial offer.

Chase Manhattan also had negotiated with Mead Corp., which owns an electronic publishing service, but those talks also broke off.

Chase Econometrics, headquartered here, was founded by Michael K. Evans in 1969. Evans sold 80 percent of the company to Chase Manhattan in 1971 and the remainder in 1979. He now heads another economics consulting firm, Evans Economics, Inc., Washington.

Lawrence Chimerine, former U.S. economic research and forecasting manager for International Business Machines Corp., now heads Chase Econometrics.

DRI, founded by the late Otto Eckstein, was purchased by McGraw-Hill in 1979. DRI and Automotive News collaborate on a quarterly world outlook for the automotive industry.

Truck production slips but tops 75,000 again

Domestic truck makers scheduled production of 75,719 units last week, 1.16 percent less than the previous week's 76,609.

The prior week's build fell 968 units short of target but was still the best week's output since the week ended May 19, 1979, when 81,851 trucks were assembled.

Last week's production was 13.70 percent better than the year-ago week's 66,594.

So far this year, 1,351,342 trucks have been built, 8.91 percent more than the 1,240,812 completed last year at this point.

General Motors plants working two overtime shifts Saturday (May 18) were: Janesville, Wis.; Flint (Nos. 1 and 2), and St. Louis.

GM's Baltimore plant worked one overtime shift Saturday.

Ford Motor Co. scheduled Saturday overtime at its plants in Norfolk, Louisville and Kansas City.

Ford plants working daily overtime this week (May 20) are: Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week.

Holiday weekend cuts output in Canadian plants

With all plants except those in Quebec idle Friday (May 17) for the Victoria Day weekend, Canadian makers scheduled production of 23,133 cars last week, 6.58 percent less than the previous week's 24,763.

All assembly plants are closed for the holiday today (May 20).

The prior week's total—the best weekly output this year—fell 1,654 units short of a projected two-year high.

Last week's build was 5.94 percent better than the year-ago week's 21,836.

Year-to-date auto production has passed the 400,000 mark, with 401,510 cars assembled, 10.07 percent less than the 446,447 completed last year at this time.

American Motors' Brampton (Ont.) plant, which builds the Eagle, was closed last week for for inventory adjustment. Production is scheduled to resume May 27.

Truck manufacturers scheduled production of 16,350 units for the shortened build last week, 14.87 percent less than the previous week's 19,206 but 8.31 percent more than the year-ago week's 15,095.

So far this year, 354,029 trucks have been assembled, 6.99 percent more than the 330,892 completed last year at this time.

U.S. CAR PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
AMERICAN MOTORS	3,650	4,816	0	5,887	78,664	40,141
Renault Total	3,650	4,816	0	5,887	78,664	40,141
Alliance	2,450	2,423	0	3,899	42,735	24,328
Encore	1,200	2,393	0	1,988	35,929	15,813
CHRYSLER CORP.	32,200	29,198	29,933	81,372	527,232	548,498
Plymouth Total	9,300	8,242	8,612	23,517	156,606	159,607
Horizon	3,800	3,455	3,205	9,335	64,512	57,305
Reliant	4,000	3,937	3,941	10,352	80,346	72,402
Caravelle	1,100	202	1,097	2,820	3,733	22,345
Gran Fury	400	648	369	1,009	8,015	7,555
Chrysler Total	10,400	9,961	9,864	26,380	175,884	179,866
LeBaron	2,100	3,203	1,950	5,252	52,753	44,033
LeBaron GTS	2,600	0	2,556	6,718	0	37,648
Laser	1,600	1,843	1,321	3,890	32,033	21,775
New Yorker/E-Class	1,600	2,289	1,558	4,110	44,438	29,531
Fifth Avenue	2,500	2,626	2,479	6,411	46,660	46,879
Dodge Total	12,500	10,995	11,457	31,475	194,742	207,025
Omni	3,500	3,615	2,987	8,552	58,720	59,048
Aries	3,400	3,234	3,341	8,948	64,018	57,836
Daytona	1,600	1,283	1,309	3,717	24,507	19,438
Dodge 600	1,600	1,821	1,431	3,930	34,016	29,129
Lancer	1,700	0	1,687	4,450	0	27,824
Diplomat	700	1,042	702	1,878	13,481	13,750
FORD MOTOR	35,357	39,059	37,606	95,614	707,416	702,902
Ford Division	24,212	24,864	25,379	65,593	462,638	457,705
Escort	7,777	7,687	7,536	20,025	143,165	125,429
Mustang	4,657	3,281	4,252	11,539	52,559	72,319
LTD	3,941	4,380	5,763	13,560	91,270	99,249
Thunderbird	3,929	3,236	3,913	9,976	64,879	84,169
Crown Victoria	0	1,348	0	0	32,078	7,122
EXP	0	553	0	0	12,880	3,838
Tempo	3,908	4,379	3,915	10,474	65,807	75,579
L-M Division	11,155	14,195	12,227	30,021	244,778	235,197
Mercury Total	8,466	10,021	9,302	22,641	176,552	169,488
Lynx	1,577	1,210	1,716	4,087	28,221	29,294
Capri	317	411	6	571	7,652	7,279
Marquis	2,165	2,840	3,221	7,198	44,438	49,065
Cougar	3,165	2,461	3,127	7,872	40,942	55,638
Grand Marquis	0	2,266	0	0	37,682	4,733
Topaz	1,242	833	1,232	2,913	17,617	23,479
Lincoln Total	2,689	4,174	2,925	7,380	68,226	65,709
Continental	382	1,104	525	1,226	14,239	11,796
Lincoln	2,015	2,612	2,072	5,338	39,474	46,654
Mark VI/VII	292	458	328	816	14,513	7,259
GENERAL MOTORS	106,026	91,889	103,416	270,408	1,918,975	2,010,254
Buick Total	22,681	19,665	21,876	58,500	409,572	401,542
Skylark	0	2,128	0	1,001	36,986	40,953
Skyhawk	2,899	2,984	2,398	6,962	65,474	43,521
Somerset Regal	2,765	0	2,688	7,024	0	50,793
Century	6,742	4,849	6,879	17,821	90,534	99,284
Regal	3,552	4,014	3,095	8,437	90,200	46,733
LeSabre/Electra(rwd)	3,253	3,027	3,224	8,130	90,511	56,265
Riviera	1,450	899	1,468	3,771	21,834	26,198
Electra(fwd)	2,015	1,764	2,124	5,352	12,033	37,795
Cadillac Total	7,157	6,475	6,970	18,330	135,651	149,467
Cimarron	637	296	663	1,589	7,753	11,593
Seville	645	888	641	1,712	16,969	16,440
Eldorado	1,270	1,692	1,261	3,345	31,465	30,579
Cadillac (rwd)	1,350	1,846	1,279	3,300	66,902	22,550
DeVille (fwd)	3,255	1,753	3,126	8,384	12,562	68,305
Chevrolet Total	34,475	32,542	34,327	89,163	660,175	697,047
Chevette	3,621	1,682	3,625	8,958	92,416	64,097
Cavalier	10,627	9,057	11,077	27,926	166,706	197,136
Celebrity	5,363	6,867	5,183	14,265	120,904	115,966
Camaro	5,023	6,152	5,076	13,111	105,871	93,337
Citation	0	2,297	0	729	44,445	28,697
Malibu/El Camino	0	769	0	0	14,291	0
Monte Carlo	3,074	2,666	2,621	7,429	54,150	63,196
Chevrolet	5,767	2,430	5,755	14,196	48,061	117,183
Corvette	1,000	622	990	2,549	13,331	17,415
Oldsmobile Total	26,535	22,788	24,704	66,273	482,241	503,137
Omega	0	972	0	0	21,325	0
Firenza	1,260	1,917	1,107	3,224	31,614	29,368
Cutlass Supreme	6,399	3,418	5,916	15,205	133,197	88,760
Cutlass Ciera	7,280	6,720	6,844	18,538	112,085	151,045
88/96 (rwd)	4,655	7,285	4,431	11,655	152,375	95,143
Olds 98 (fwd)	2,831	1,509	2,711	7,306	13,026	57,323
Calais	3,475	0	3,058	8,703	0	64,239
Toronado	635	967	637	1,643	18,619	17,259
Pontiac Total	15,180	10,419	15,539	38,142	231,336	259,061
Acadian**	0	93	273	409	8,713	5,565
2000 Sunbird	2,758	3,793	3,357	7,770	59,946	54,711
1000	786	547	520	1,527	18,312	12,199
Firebird	2,679	2,546	2,647	6,594	44,685	49,063
Phoenix	0	849	0	0	8,306	0
6000	1,530	0	1,592	3,805	0	15,895
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,667	316	1,705	4,039	12,230	27,232
Fiero	2,400	2,275	2,405	5,955	49,411	44,749
Grand Am	3,360	0	3,040	8,042	0	49,647
HONDA	3,125	2,905	3,207	8,315	49,486	64,045
NISSAN	640	0	625	1,645	0	3,950
NUMMI (Nova)*	900	0	875	2,048	0	4,835
VOLKSWAGEN	2,350	2,329	2,273	5,881	46,638	39,535
Total Cars, U.S.	184,260	170,196	177,935	471,169	3,328,411	3,412,160
Total Cars, Canada	23,133	21,836	24,763	62,279	446,447	401,510
N. American Cars	207,393	192,032	202,698	533,448	3,774,858	3,813,670
N. American Trucks	92,069	81,689	95,815	243,268	1,571,704	1,705,371
North American Cars and Trucks	299,462	273,721	298,513	776,716	5,346,562	5,519,041

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
AMERICAN MOTORS	0	0	410	631	9,339	4,276
FORD MOTOR	11,328	10,655	11,346	29,161	171,566	197,923
GENERAL MOTORS	11,580	10,956	12,782	31,902	261,172	194,997
VOLVO	225	225	225	585	4,370	4,314
Total Cars, Canada	23,133	21,836	24,763	62,279	446,447	401,510

TRUCK PRODUCTION IN U.S.☆

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
CHEVROLET	25,756	19,966	28,211	69,038	391,848	461,468
DODGE	4,600	4,211	4,636	12,006	82,027	82,452
FORD	27,712	26,900	25,834	69,002	477,133	479,036
GMC	8,508	6,816	8,756	22,313	127,032	140,514
INTERNATIONAL	1,734	1,797	1,668	4,459	29,471	32,095
JEEP	4,350	3,883	4,435	11,446	74,759	78,780
NISSAN	1,270	1,971	1,280	3,351	36,902	40,084
AM GENERAL	50	50	50	130	1,040	970
MISCELLANEOUS	1,739	1,000	1,739	4,521	20,600	35,933
Total Trucks, U.S.	75,719	66,594	76,609	196,265	1,240,812	1,351,342

CANADIAN TRUCK PRODUCTION

	Week Ended May 18, 1985	Week Ended May 19, 1984	Week Ended May 11, 1985	May to Date	Jan. 1 to May 19, 1984	Jan. 1 to May 18, 1985
CHRYSLER	7,330	6,838	8,930	21,593	141,243	164,590
FORD	3,648	3,441	3,622	9,435	64,773	69,331
GENERAL MOTORS	5,112	4,655	6,391	15,288	122,003	115,337
INTERNATIONAL	260	161	263	685	2,873	4,771
Total Trucks, Canada	16,350	15,095	19,206	47,002	330,892	354,029
N. American Trucks	92,069	81,689	95,815	243,268	1,571,704	1,705,371

☆—Now includes window van production. *—Estimated.
Jeep includes commercial only. All General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

May 27, 1985

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Looking at Liberty

Prototype displayed at Chrysler meeting

Chrysler's Liberty prototype was a center of attraction at the company's annual meeting of shareholders in Anaheim, Calif. The prototype was developed over the past 28 months by Chrysler's Advance Development Group in cooperation with the design, engineering, purchasing and manufacturing departments and 40 suppliers. Components and ideas from this project may be used in models scheduled for introduction as early as 1989, according to Chrysler.

U.S. study gives imports 36 pct. of 1988 market

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The U.S. Department of Commerce estimates that new-car sales in this country will total 11.2 million in 1988, up from 10.4 million last year and 10.7 million this year.

That is good news for the auto industry.

But the Commerce Department also estimates that 4,060,000 of those 11.2 million cars will be imports—a 36 percent market share, up from 2,440,000 or 23.5 percent last year.

That is *not* good news for the domestic auto industry.

And, according to Commerce, sales of cars built in North America by the Big Four manufacturers will plummet to 6,365,000 in 1988 from 7,818,000 in 1984.

That is even more-calamitous news for the U.S.-based makers.

The department's Office of Auto Industry Affairs released the figures to a Washington meeting of the Automotive Original Equipment Manufacturers, Inc.

The normally quiet, behind-the-scenes group reacted sharply to the numbers, asking Robert Watkins, deputy assistant secretary of automotive affairs, what level of import penetration the Reagan Admnistration would find unacceptable in the U.S. auto industry.

Watkins, who recently took the Commerce post after leaving MVMA, declined to give the parts manufacturers a specific number. He did say, however, that the projected slide in domestic-maker market share was not "irreversible" and that his department expected U.S. firms to compete and hopefully win back market share beyond 1988.

In 1988, the Commerce Department expects U.S. sales of 7.14 million new cars built in the U.S. and Canada, but that includes 775,000 assembled in the U.S. by Japanese makers. In 1984, the total was 7.818 million sales by domestic manufacturers plus 133,000 Ohio-built Hondas for a total of 7.951 million.

The 775,000 Japanese cars produced in the U.S. in 1988 will include a larger number of Hondas plus the General Motors-Toyota cars from California, the Nissan models from Tennessee and the Mazda units from Flat Rock, Mich. The Chrysler-Mitsubishi joint venture won't be producing cars in the U.S. by that time.

According to the Commerce Department projection, the balance of 11.2 million sales in 1988 will be sourced as follows: 3,075,000 from Japan (including 400,000 captive imports), 610,000 from Europe, 240,000 from Korea and 135,000 from other countries.

By comparison, 1984 sourcing of imports consisted of 1,906,000 from Japan (including 105,000 captives) and 534,000 from Europe.

Using the Commerce projections for 1988, the market shares would be 27 percent for Japan, 9 percent for other imports, 57 percent for domestic makers and 7 percent for Japanese cars built in the U.S.

In 1984, the numbers were 18 percent for Japan, 5 percent for other imports, 76 percent for domestic makers and one percent for Japanse cars built in the U.S.

The Commerce Department projection assumes U.S. sales declines for U.S.-Canadian-built cars in 1985, 1986, 1987 and 1988.

The department said that total will fall from 7,818,000 last year to 7,660,000 this year and to 6,940,000 in 1986. The estimate is 6,600,000 in 1987 and 6,365,000 in 1988.

Sales of U.S.-built Japanese cars are seen rising from 133,000 last year to 250,000 this year and 525,000 in 1986. The estimate is 675,000 in 1987 and 775,000 in 1988.

Overall sales, including imports, were 10.4 million in 1984 and are

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Mid-May sales soar after early-month sag

By Jenny L. King
Detroit Reporter

Mid-May probably comes too late in the year for a selling boom at that time to be called a spring fling.

But U.S. auto makers and their dealers surely would agree that they enjoyed a good old-fashioned sales romp May 11-20, with the daily selling rate well above 30,000 units—the fourth highest so far this calendar year.

If it wasn't spring fever causing customers to get out their check books, it must have been the myriad 8.5 and 8.8 percent interest loans offered at domestic dealerships. The incentives were available on selected models at General Motors, Ford Motor Co., Chrysler Corp. and American Motors outlets.

There were healthy improvements in the May 11-20 period for all but AMC, and the total was best for the period since the spectacular sales year of 1973.

The total of 267,809 new domestic cars was up 18.08 percent from 226,797 in 1984. Early-May sales this year were 217,732. Back in 1973, the mid-month number was 329,482.

All this with only eight selling days. The mid-May daily rate averaged 33,476, up 18.08 percent

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breaking news

GM capital spending second highest ever

DETROIT.—General Motors' worldwide capital expenditures for the 1985 calendar year will be $9 billion. At last Friday's annual meeting, GM Chairman Roger Smith told shareholders this would be the second highest annual spending in GM's history and "one of the best investments we can make in the future." In 1981, GM's capital expenditures were $9.74 billion. Spending totaled $6 billion in 1984.

Foes of CAFE cut mobilize in Senate

WASHINGTON.—A "sense of the Senate" resolution urging NHTSA to retain the current CAFE standards is being circulated jointly by Senators Daniel J. Evans, Washington Republican, and Howard M. Metzenbaum, Ohio Democrat. Both are members of the Senate Energy Committee. At presstime, the Senate resolution, which has so far collected nine additional signatures, had not been introduced. The bipartisan effort—with six Republican and five Democratic signers—is intended to send a signal to NHTSA head Diane Steed, who has said she plans a decision by early June.

Dealers adapting to FTC regulation

U.C. stickers bring few problems

By Edward Lapham
Marketing Editor

U.S. new-car dealers seem to be adapting quickly to the FTC used-car sticker rule, according to a nationwide spot check by Automotive News.

That rule, which became effective May 9, requires a window sticker that lists certain facts about the car and conditions of sale, including what, if anything, is warranted, length of the warranty, what percentage of repair costs the dealer will pay and if the car is being sold "as-is."

Despite printing problems and an early fear that sticker forms might not be available by May 9, most dealers reported they received stickers in time to be in compliance on the effective date.

Some said they received the stickers a few days late and needed the grace period, but all dealers surveyed last week were in compliance.

One dealer said other dealers in his city called him the day after the effective date to warn him that FTC enforcement people were already making the rounds. The fines are set at $10,000 per car per day of non-compliance, and the dealers all seemed to take that seriously.

While most dealers questioned

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Wisconsin plants can be saved if company and union work together—and soon

AMC labor situation serious, but not hopeless

By Marjorie Sorge
Labor Editor

There is no need to blow taps for American Motors' Kenosha assembly plant yet. The battle has just begun.

So far, the company and UAW Locals in Kenosha and Milwaukee have failed to reach an agreement on concessions required to keep the operations open. At presstime they had not even been able to agree to sit down at the bargaining table.

The company has said it needs a commitment from the locals for 17 specific concessions and hasn't received it.

Kenosha Local 72 said it has made that commitment to negotiate those demands, asking the company to sit down and bargain, and the company was guilty of "an act of unprecedented corporate irresponsibility" by issuing the termination notices last week.

News Analysis

Solidarity House, the UAW headquarters, is trying to work with both sides to get them to the table at a mutually beneficical time. The contracts are with the locals and are not national agreements.

AMC says Kenosha is the most expensive plant in the world. Labor costs there are $4 an hour higher than at any other auto plant in the U.S., sources said.

While Kenosha has not agreed to accept the 17 points without talking, Local 75 in Milwaukee sent a letter to AMC last Thursday (May 23) committing to reaching an agreement that would include —but would not be limited to— those 17 points.

Last week, both Kenosha and Milwaukee voted to negotiate on the points, but AMC maintained that was not good enough and wanted blanket appoval.

Workers at the Milwaukee stamping operation have very high seniority, the lowest is 27 years. And while they are very concerned about keeping the operation open for many more years, they are also deeply concerned about their pensions.

At presstime AMC had not received the letter, but it is unlikely that blanket approval from one local will make much difference,

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But 'we're not on an acquisition binge,' Iacocca says

Chrysler prepared to branch out

By Michelle Krebs
Financial Editor

ANAHEIM, Calif.—Chrysler Corp. is poised to make an acquisition or form an affiliation with companies in the aerospace, defense, financial services or materials fields, Chrysler Chairman Lee Iacocca told shareholders at the company's annual meeting here.

Chrysler reportedly considered bidding for Hughes Aircraft Co. with Boeing Co. Boeing is believed to have bid on the privately held Hughes, which is on the auction block, as did General Motors and Ford Motor Co. Hughes is expected to sell for up to $6 billion.

The Big Three are sitting on healthy cash reserves and have indicated intentions to diversify into high-tech areas through acquisitions, joint ventures or equity positions in companies. Chrysler has nearly $3 billion in cash reserves and marketable securities, which compares with GM's $8.4 billion and Ford's $5.3 billion.

"We're not going out on an acquisition binge, but Chrysler and its management represent attractive partners today to a lot of companies in a lot of businesses around the world," Iacocca said.

"If there's an affiliation somewhere that we think would be beneficial to our shareholders or augment our core business, we'll take a good hard look at it," he added.

At the annual meeting, Iacocca announced a joint venture between the auto company's financial subsidiary, Chrysler Financial Corp., and General Electric Credit Corp. The venture, called CGE Associates, will finance machinery, equipment and real estate for third parties. Terms of the deal were not disclosed.

"We're beginning to move into some new directions," Iacocca said. "The bits and pieces of a high-tech, world-based company are beginning to emerge."

Iacocca cited to shareholders Chrysler's other moves in recent months. Chrysler has:

1. Contracted with Lotus for engineering development work.

2. Signed an agreement with its Japanese partner, Mitsubishi Motors Corp., to jointly produce a small car in the U.S. Chrysler, which upped its equity in Mitsubishi to 24 percent from 15 percent, also renewed its contract with Mitsubishi to import V-6 engines.

3. Contracted with the Italian auto maker, Maserati S.p.A., to develop and build a two-seater sports car for the U.S. market. Production will amount to 5,000 to 10,000 cars annually. The car will sell for at least $25,000 and will be introduced in the spring of 1987.

Chrysler, in turn, paid $2.3 million for a 5-percent stake in Maserati.

4. Signed a deal with the Korean electronics firm, Samsung Group, for parts and components.

"All this means access to some of the best technology, design,

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MIE restyles the Maserati Biturbo

MIE (Maserati Information Exchange), Bellevue, Wash., is responsible for the MIE Biturbo, a restyled Maserati Biturbo. It has new front and rear bumpers, a spoiler on the rear edge and side skirts, all painted body color. Other refinements include body-colored front grille and door handles and black window trim.

They don't do this at Ford/GM meetings

ANAHEIM, Calif.—Chrysler Corp. shareholders proved to be speedier than the automotive press corps in descending upon Chrysler Chairman Lee Iacocca after the company's annual meeting here.

Shareholders, with Iacocca's autobiography in hand, swarmed around him for autographs, leaving reporters to yell their questions from far behind the crowd. Iacocca fielded the usual questions and requests from shareholders, such as "please run for president" to which he replied "absolutely not."

Transfer of property to attorney challenged

DeLorean ranch splits 'allies'

By Edward Lapham
Marketing Editor

The saga of bankrupt DeLorean Motor Co. took yet another new twist last week as traditional allies prepared for their first public spat.

So serious was the rift that it seemed likely to spill out from behind closed doors into open court.

The disagreement, between DMC's court-appointed trustee and the company's largest creditors, involves the proposed settlement of a fraud lawsuit against John DeLorean, his former wife Cristina Ferrare and one of his attorneys.

In early 1984, DMC trustee David W. Allard Jr. filed suit in federal court in San Diego, charging that John DeLorean's transfer of his Pauma Valley ranch to attorney Howard L. Weitzman was a fraudulent conveyance.

DeLorean and Weitzman said the transfer was payment for legal fees for the lawyer's defense of DeLorean on federal drug-trafficking charges. DeLorean was acquitted of all charges.

Allard maintained that the property, valued in excess of $2.5 million, represented an excessive fee and that the transfer was made to hide a DeLorean asset which could later be awarded to the DMC estate and used to repay creditors.

On May 6, Allard's attorneys, Sheldon S. Toll and Robert S. Weiss, filed a proposed settlement under which Weitzman would pay the estate $325,000 in exchange for Allard's dropping the suit.

An Automotive News poll of leading creditors on the creditors committee, found overwhelming disapproval of the settlement, which must be approved both in federal court in San Diego and by federal bankruptcy Judge Ray Reynolds Graves in Detroit.

It appeared last week that one or more of the largest creditors, either individually or collectively, might file formal objections with the court later this week. The hearing before Judge Graves is scheduled for Monday, June 3.

Zachary Shimer, one of the attorneys representing Renault, called the proposed settlement "disappointing and disturbing."

"We don't like it and we are seriously considering filing an objection," Shimer said last week.

S. Pitkin Marshall, who represents Audio Systems, Inc., said he was not consulted by the trustee about the proposed settlement terms.

"There is nothing about it that we like," Marshall said.

The consensus among the largest creditors was that the cash settlement was too small and that the covenant not to sue Weitzman for any claim the trustee "has or could have asserted" against him was inappropriate.

"This is basically a difference of opinion," said the trustee's attorney Weiss. "I respect their right to disagree."

Weiss played down the differences and said he had "no hurt feelings" about the objections. He also said that he and client Allard work closely with creditors committee chairman Malcolm R. Schade, who represents the British Government.

"We have identical interests, but different judgments," Weiss said.

Weiss and Toll, of the Detroit law firm Honigman Miller Schwartz and Cohn, have been involved in the bankruptcy case since DMC filed for bankruptcy in October, 1982.

Initially, they represented the unsecured creditors' commitee.

When DMC decided it no longer wanted to try to reorganize under Chapter 11 of the Bankruptcy Code and converted to liquidation

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U.S. sales in Japan: 600 for four months

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Although sales of imported cars in Japan continued to escalate in the first four months of 1985, sales of American-made cars have now dipped to their lowest level, according to figures released by the Japan Automobile Importers Assn.

While sales of all imported cars in the first four months totaled 15,681 units, up 26.1 percent over the year-earlier period, American-built automobiles accounted for 600 of the total sales, down 18.4 percent from the corresponding 1984 figure.

Outperforming American cars were those imported from West Germany, Italy and Great Britain.

The biggest gain was recorded by West Germany, whose car sales jumped 34.6 percent to 12,569 units during the period. Sales of Italian and British cars totaled 764 and 706 units, respectively.

Sales of imported cars in Japan during 1984 increased 19 percent to 41,982 units to mark the first increase in five years.

However, American-car sales remained depressed in 1984, slumping 10 percent to 2,382 units, with the resulting share of the import market dipping to 5.7 percent, or one-fifth of what it was in the peak of the 1970s.

Analyzing the slump in U.S. car sales, industry sources said American cars have a bad reputation despite recent improvements in fuel economy and quality.

It also was noted that, in spite of lower prices for used American cars, sales continue to be sluggish because of the used U.S. cars' unpopularity among Japanese buyers.

The current situation is said to be in contrast to the popularity the spacious American cars enjoyed in Japan in the 1970s, when they accounted for 28 percent, or 16,739, of the 60,161 imported units sold in 1979, the peak import-car year.

With the price of gasoline in the 1980s soaring, Japanese motorists turned to cars that were economical to operate, and avoided buying U.S. cars because of the larger engines, industry sources said.

More reasons contributing to the unpopularity of American-made cars, according to sources, were their mechanical defects and poorer efficiency when compared with Japanese and West German vehicles.

Meanwhile, Japan's three lead-

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5-millionth car built at GM's Arlington plant

A Chevrolet Monte Carlo Super Sport was the 5-millionth car to be produced at the Chevrolet-Pontiac-Canada assembly plant in Arlington, Tex., since operations began there in 1954. Standing with the milestone car are, from left: Bill Simon, longest credited service—salary; Elmer Waits, longest credited service—hourly; Billy Joe Armstrong, general manager, Graff Chevrolet, Grand Prairie, Tex. (which will take delivery of the car); John Childers, president, UAW Local 276; R.E. Peterson, chairman, shop committee, Local 276, and Paul Townley, plant manager.

GM expands new program of ad buying

By Edward Lapham
Marketing Editor

A few more details of General Motors' revamped media-buying program came into focus last week.

Just as GM earlier decided to consolidate its negotiating efforts with TV networks, it has now changed the way it will buy print ad space in an effort to maximize dollar volume and frequency discounts throughout the corporation.

The first new assignments came in the largest consumer publications, with divisions generally following individual publication or company lines, rather than by category, Automotive News sources said.

For example, Campbell-Ewald will be negotiating with all of the Time, Inc., publications plus U.S. News & World Report on behalf of all GM divisions, according to sources, while Leo Burnett will negotiate with Newsweek, all Hearst books and all of the Times Mirror books.

As another example, McCann-Erickson will likely negotiate with all of the Conde Nast publications.

As with the TV shuffle, this does not affect agency-of-record status or billing procedures.

"There is definitely a pattern developing," said one Detroit magazine source.

"They've picked the agency they think can exert the most pressure

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60th year—No. 5076

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Month's total is 926,902

March registrations best since '73

By Jenny L. King
Detroit Reporter

March U.S. new-car registrations reached their best total for that month in 12 years, were up 10.96 percent from a year ago and soared 17.32 percent from a month earlier.

Figures prepared by R.L. Polk

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& Co. show combined domestic and import registrations of 926,902, highest for March since 1973 when 998,369 were recorded. March, 1984, registrations numbered 835,311, making this year's figure 10.96 percent ahead in comparison. In February of the current year, 790,072 new cars were officially added to the rolls.

March domestic registrations were up 10.79 percent from the corresponding 1984 month, to 705,203 from 636,509. Imports were up 11.15 percent, to 221,699 from 198,802. Their share of the month's market increased 0.12 percentage points, to 23.92 percent from 23.80 percent.

Along with the imports, but in substantially greater amounts, Chrysler Corp. and Ford Motor Co. increased their segments of the total market. Chrysler gained 2.97 percentage points and Ford was up 2.77 percentage points. Chrysler domestic-car registrations numbered 112,409 for 12.13 percent of the market. This compared with 76,549 registrations a year earlier, representing 9.16 percent.

Ford climbed to 21.45 percent from 18.68 percent of the market. Ford Motor Co.'s Ford make also managed to surpass Chevrolet to become the top make for the month (133,574 Fords vs. 130,237 Chevrolets).

American Motors dropped 0.52 percentage points March to March, and General Motors gave back 5.34 percentage points, finishing the month with 41.12 percent this year, compared with 46.46 percent in 1984.

Miscellaneous domestics' small numbers failed to earn them even 0.01 percent of the total either year.

Excluding imports, the March registrations market was divided thus: GM had 54.05 percent; Ford, 28.19 percent; Chrysler, 15.94 percent, and AMC, 1.82 percent. A year ago, GM held 60.97 percent; Ford, 24.52 percent; Chrysler, 12.03 percent, and AMC, 2.48 percent.

Imports, with 23.92 percent of the total, were second in size to domestic intermediates in the total market-class breakout. U.S. intermediates claimed 26.45 percent; imports, 23.92 percent; compacts, 19.83 percent; subcompacts, 12.64 percent; standard-size cars, 9.59 percent, and luxury models, 7.57 percent.

Minus imports, the March market class spectrum included: Intermediates, 34.77 percent; compacts, 26.06 percent; subcompacts, 16.60 percent; standards, 12.60 percent, and luxury cars, 9.95 percent.

First-quarter registrations were up 5.23 percent from the same period a year earlier. Domestics climbed 4.77 percent and imports were up 6.63 percent. January-March grand totals were 2,488,617 this year, vs. 2,364,869 in 1984. Of those numbers, 1,861,480 were domestics and 627,137 were imports this year compared with 1,776,739 domestics and 588,130 imports in the first quarter of 1984.

Chrysler again was the big winner in the first quarter, picking up 2.49 percentage points in penetration of the total market. Ford's gain was 1.34 percentage points, and imports were up 0.33 points. GM tumbled 3.60 percentage points and AMC dropped 0.56 points.

Shares for the quarter included: GM, 41.37 percent; Ford, 20.32 percent; Chrysler, 11.68 percent; AMC, 1.43 percent, and imports, nnm25.20 percent. A year earlier they were: GM, 44.97 percent; Ford, 18.98 percent; Chrysler, 9.19 percent; AMC, 1.99 percent, and imports, 24.87 percent.

The domestics-only first-quarter, 1985, breakdown featured GM, 55.31 percent; Ford, 27.16 percent; Chrysler, 15.62 percent, and AMC, 1.91 percent. The preceding year it was GM, 59.86 percent; Ford,25.27 percent; Chrysler, 12.23 percent, and AMC, 2.64 percent.

Protecting imported cars still a major AIADA aim

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Protecting imported-car sales from congressional action remains much on the mind of import dealers, judging from discussions at the eighth annual meeting of the American International Automobile Dealers Assn. here last week.

Although this year's meeting was not faced with a looming domestic-content bill or with U.S.-urged restraints on Japanese imports, recent congressional anger over Japanese trading practices was clearly a concern of AIADA members and leaders.

As in the past, members were urged to lobby their senators and representatives against protectionist measures that could hurt imported-car sales.

Dealers said they had met with lawmakers to caution against reciprocal trade measures that could effect imported-car sales and against the import surcharge idea which has found some support on Capitol Hill.

The "American International Automotive Congress," as AIADA calls its Washington meeting, featured for the first time an educational display manned by representatives of foreign car makers.

The exhibit was also aimed at lawmakers and government officials who dropped by for AIADA's Congressional Dinner.

Although the display was designed to "highlight the economic importance of the imported automobile industry in the areas of employment, taxes and technology," most exhibitors seemed to stress product rather than their contribution to U.S. employment and economic health.

Speakers at the three-daymeeting included Senator Frank Murkowski, Alaska Republican, who is sponsoring an import surcharge bill; Frank Morsani, former AIADA director and current chairman of the U.S. Chamber of Commerce; Rep. Matthew Rinaldo, New Jersey Republican, who is sponsoring a bill to eliminate the importation of gray-market cars, and Rep. Sam Gibbons, Florida Democrat, a strong free-trader who is chairman of the House Ways and Means Trade Subcommittee.

Toyota scholarships send students to Japan

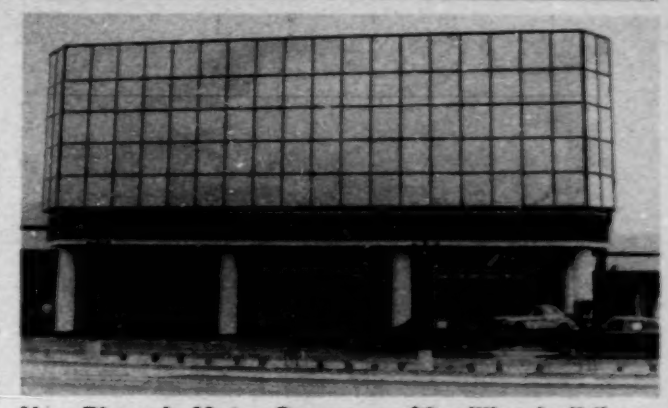
TORRANCE, Calif.—A group of 15 high school students from across the country will have the opportunity to live and learn in Japan this summer through the Toyota Scholarship Program.

Youth for Understanding, a nonprofit student exchange organization, and Totota Motor Sales, U.S.A., Inc., joined forces in 1975 to start the cultural exchange program. The program is open to the children of the more than 47,000 employes of the nearly 1,100 Toyota dealers in the U.S., TMS/USA, its subsidiaries and distributors.

NEW-CAR MARKET SHARES IN U.S.

	MARCH					3 MONTHS				
	Regis., Mar. 1985	Percent Share of Market	Regis., Mar. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 3 Mos., 1985	Percent Share of Market	Regis., 3 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Ford	133,574	14.41	102,841	12.31	+2.10	337,224	13.55	300,896	12.72	+0.83
Chevrolet	130,237	14.05	140,635	16.84	−2.79	356,662	14.33	368,832	15.60	−1.27
Oldsmobile	91,263	9.85	93,469	11.19	−1.34	239,676	9.63	262,516	11.10	−1.47
Buick	71,790	7.74	72,699	8.70	−0.96	200,945	8.07	204,360	8.64	−0.57
Pontiac	64,211	6.93	57,689	6.91	+0.02	165,383	6.65	157,660	6.67	−0.02
Mercury	50,396	5.44	41,517	4.97	+0.47	126,606	5.09	148,044	5.00	+0.09
Dodge	44,123	4.76	28,489	3.41	+1.35	114,375	4.60	81,548	3.45	+1.15
Plymouth	36,987	3.99	24,066	2.88	+1.11	94,854	3.81	67,300	2.85	+0.96
Chrysler	31,299	3.38	23,994	2.87	+0.51	81,425	3.27	68,474	2.89	+0.38
Cadillac	23,684	2.55	23,576	2.82	−0.27	66,923	2.69	70,077	2.96	−0.27
Lincoln	14,832	1.60	11,693	1.40	+0.20	41,769	1.68	29,600	1.26	+0.42
Lincoln	14,832	1.60	11,693	1.40	+0.20	41,769	1.68	29,600	1.26	+0.42
GENERAL MOTORS	381,185	41.12	388,068	46.46	−5.34	1,029,589	41.37	1,063,445	44.97	−3.60
FORD MOTOR CO.	198,802	21.45	156,051	18.68	+2.77	505,599	20.32	448,940	18.98	+1.34
CHRYSLER CORP.	112,409	12.13	76,549	9.16	+2.97	290,654	11.68	217,322	9.19	+2.49
AMC	12,792	1.38	15,823	1.90	−0.52	35,583	1.43	46,972	1.99	−0.56
IMPORTS	221,699	23.92	198,802	23.80	+0.12	627,137	25.20	588,130	24.87	+0.33
MISC. DOMESTIC	15	0.00	18	0.00	−0.00	55	0.00	60	0.00	−0.00
TOTAL	926,902		835,311			2,488,617		2,364,869		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma from manufacturers' sales records.



New Phoenix Motor Co. opens $6 million building

New Phoenix Motor Co.'s new $6 million building, along with additions to the original building next door, bring the Mercedes-Benz outlet's square footage to 80,000. The three-story contemporary-styled structure will bring the dealership's service bay total to 69 when all work is completed.

$50,000 celebration opens new building at Mercedes deal

PHOENIX.—At the official opening of New Phoenix Motor Co.'s new $6-million dealership building, 3,500 formally invited guests (including legislators and celebrities) dined and listened to a string portion of the Phoenix Symphony.

The evening's tab ran about $50,000 for Proprietor Chuck Theisen.

A rare 1956 300-S Mercedes convertible was displayed in the showroom during the gala and for the next few days.

The new building, along with additions to the original dealership building next door, bring the 40-year-old Mercedes-Benz outlet's total square footage to 80,000. Work on the additions is scheduled to be completed in June.

The dealership employs 150 people.

Thiesen, a trial attorney with the government, inherited the dealership and chose to expand in his present location rather than move to dealers' row in another section of town.

He visited dealerships in the U.S. and Europe looking for the right layout, then hired architects Ragnar C. Quale & Associates of Los Angeles, a firm that has designed 250 auto dealerships.

The new contemporary-styled building is three times the size of the old one. Hal Hammon, named service manager of the year for Mercedes-Benz of North America, said that with the 69 completed service bays, "we will have perhaps the largest set of service bays in the nation" and a 50,000-square-foot service department."

Customers bringing cars in for service are greeted by a hostess who serves coffee and doughnuts from 7 to 8:30 a.m. Four porters can run about 188 cars onto the roof area to await repairs.

Customers who wish to wait for their cars can relax by a fountain in a waiting area where reading material is available and where they may buy apparel and auto supplies.

After the cars are repaired, two quality controllers check the work. Cars leaving the service department are then washed and their interiors are cleaned, Hammon said.

Three days after a car has been repaired, Hammon makes certain that a clerk checks with the customer to see whether the repair job is holding up. This checking has produced only a 4-percent return for needed repairs, Hammon said.

Inmont building robotized lab for paint testing

SOUTHFIELD, Mich.—Inmont Corp. broke ground here last week for a $15 million robotized auto paint application laboratory.

J. Larry Jameson, senior vice president, Inmont worldwide automotive coatings, said that when it is completed early in 1986, the facility will become "the world's only robotized auto paint applications laboratory that's fully associated with an automotive finishes research center."

Known as the Inmont Applications Research Center, it will test the latest technology in coatings chemistry and paint applications. It will house two full-sized paint lines, one for spray and the other for electrodeposition of paints and coatings.

The plant will be dedicated solely to OEM coatings research. While most efforts will focus on the domestic auto industry, Jameson said work also will be done for foreign auto makers. He said Rolls-Royce and Jaguar are among Inmont's overseas customers. General Motors is Inmont's largest automotive customer.

According to A.W. Opipari, Inmont vice president—technology, the facility will duplicate what goes on inside an auto plant and will be able to handle full-size car and truck bodies.

"The facility was planned to simulate any assembly plant painting configuration now used or planned, including recent modular concepts," Opipari said. "This will enable us to evaluate any type of application system before the auto maker goes into design stages."

GM to use colleges to help train suppliers

DETROIT.—General Motors will set up training programs through universities to help its suppliers learn statistical process control (SPC) and other quality-producing techniques.

Last year, GM told suppliers they must have SPC in place on all new product programs at the start of the 1987 model year. The company previously has used the same college training procedure in Canada. Ford Motor Co. and Chrysler Corp. already have supplier SPC requirements in place.

C-P dealers donate

The Detroit Metro Chrysler-Plymouth Dealers Assn. has donated 241 infant safety seats to the Out Wayne County Head Start organization and Detroit Children's Hospital. Barbara Yageman, of Head Start, receives representative seats from Jim Riehl, left, C-P Dealer Council chairman, and Gus Russo, of the Metro C-P Dealer Assn.

factories list auction dates

American Motors

May 28—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

May 29—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

May 30—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

May 28—Hatfield Auto Auction, Hatfield, Pa.; Florida Auto Auction of Orlando, Ocoee, Fla.

May 29—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

May 30—Clanton' Auto Auction, Darlington, S.C., and Aptco Auto Auction, Taylor, Mich.

May 31—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

May 30—Aptco Auto Auction, Taylor, Mich.

June 5—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

June 6—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

June 11—Florida Auto Auction of Orlando, Orlando.

June 12—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

June 13—Nashville Auto Auction, Nashville.

June 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

June 19—Clanton's Auto Auction, Darlington, S.C.

June 20—Indianapolis Auto Auction, Indianapolis.

June 26—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

June 27—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

June 28—Nashville Auto Auction (special event sale), Nashville.

Used Car Sales
Auction Averages

May to date	$5,204
Month ago	$5,039
Year ago	$5,604

Model Breakdown
Auction Averages

	MAY 1985	APR. 1985	MAR. 1985
1985	$12,075	$11,744	$12,924
1984	$8,618	$8,522	$9,046
1983	$6,376	$6,464	$6,028
1982	$5,395	$5,228	$5,332
1981	$4,555	$4,063	$4,544
1980	$3,295	$3,511	$3,474
1979	$2,635	$2,622	$2,809
1978	$1,957	$1,838	$1,578
Overall Average	$5,224	$4,961	$4,928

auction directory

VIRGINIA

Since 1970
Jim Wheatley's
Harrisonburg
Auto Auction

Could be $3,000 per car in 1990, PH&H official says

Fleet penalty for sixes stressed

By Arthur Fiax
Automotive News Staff

CLEVELAND.—There are terrific cost savings opportunities for companies that choose to lease four-cylinder automobiles, W. James Noonan, executive vice president, client services, for Peterson, Howell & Heather, told a PH&H fleet management seminar here.

PH&H is a major fleet management and equipment leasing firm.

Noonan said, "Over a little more than two years, each six-cylinder engine will cost your company $541.80 more than a comparable four-cylinder car, and it will commit you increasingly to costs which are likely to grow at a rate much higher than both general inflation and the cost of the car itself."

A company that is committed to six-cylinder engines, he said, could be signing up for $3,000 in additional costs per car by 1990. In addition to the decreased fuel economy delivered by sixes, there is an increasing cost differential between four and six-cylinder engines.

In 1982, he said, a six-cylinder engine option on a Chevrolet Celebrity equipped as PH&H recommends cost $106. In 1985, that same option costs $285, and PH&H projects it will cost $350 in 1986.

"If you project those rates of increase out to 1990, you get some truly terrifying results," Noonan said. "The compound growth rate of six-cylinder prices between 1982 and 1986 was 34.8 percent. If we use that rate for the next four years, the price of a six in 1990 will be $1,155.65."

To emphasize his point, Noonan compared the prices of the BMW 318i, a four-cylinder car which costs $16,430, and the BMW 325e, which he claimed is essentially the same car with a six-cylinder engine and a $20,970 price tag. He also said there is a difference of some $4,000 between the Volvo 740-GLE (four-cylinder) and Volvo 760-GLE (six-cylinder).

"In light of this European example, a $1,000 spread doesn't seem unreasonable. We should expect it and plan for it," he said.

He added, "One has only to look at our own purchase orders to see that many companies have chosen to provide their drivers with six-cylinder cars—in most cases, because of pressure from the field for performance. We hope . . . it is clear that the continuation of an all-six-cylinder car selector will bring growing problems to the manager of that fleet: Long production cycles, early buildouts, and ever-escalating costs.

As an alternative for company drivers, Noonan suggested that companies offer options that equal the incremental cost of a six-cylinder engine in order to let the driver decide "whether power, image or comfort are most important in his lifestyle."

PH&H also presented its "Best Value Group Recommendations" for 1986 cars. Included were the Chevrolet Celebrity, Dodge Lancer, Oldsmobile Calais, Plymouth Caravelle and Pontiac 6000, all specified as models with four-cylinder engines. PH&H said the cars cost an average of $9,540 and get and average of 24.7 MPG.

A Runzheimer International fleet composition survey shows there is indeed a trend that indicates four-cylinder engines will become the most common U.S. fleet engine, although six-cylinder engines currently predominate.

In Canada, however, there is a trend toward the use of six-cylinder engines, according to the Rochester (Wis.) management consulting firm. The survey, conducted by the Runzheimer Reports on Transportation newsletter, showed that although downsizing from eight-cylinder engines has been slight in both U.S. and Canadian fleets over the last two years, when U.S. fleets downsize, they prefer four-cylinder engines, Canadian fleets prefer sixes. (Many fleets downsized from V-8s before 1983.)

According to the survey, use of four-cylinder engines in U.S. fleets from 1983 through 1984 increased from 33 to 36 percent. In Canada, four-cylinder fleet use has remained at 26 percent over the past two years, while the number of six-cylinder cars increased from 51 to 53 percent.

Both U.S. and Canadian fleets are shifting to front-wheel drive. From 1983 to 1984, front-wheel drive use in U.S. fleets increased from 41 to 46 percent and in Canada from 44 to 47 percent.

Fleet composition surveys from 1982 to 1984 also indicate that the number of imported cars in the average North American fleet is on the rise. Although the percentage of fleets with imports has dropped slightly—from 28 percent in 1982 to 27 percent in 1984—fleets with imported cars have markedly increased the number of cars from an average of 56 in 1982 to an average of 72 in 1984—a 29 percent jump.

Fleet composition data was gathered from more than 500 North American respondents in 1983 and 1984 representing some 250,000 fleet cars each year. In 1982, 95 fleets representing almost 80,000 cars responded.

Runzheimer also predicted that unleaded gasoline prices would rise this fall as a result of new EPA regulations, instead of remaining the same or dropping as they usually do. Because EPA regulations require refineries to reduce the lead in gasoline, there will be a period of gasoline marketing experimentation and a variety of gasoline blends on the market, Runzheimer predicted.

The use of ethanol and methanol as octane enhancers will become popular and refineries will also have to increase imports of blending compounds and crude oil from which octane enhancers can be made, Runzheimer said.

Canada will begin a lead-reduction program in 1987 and Runzheimer said that in both countries, the demand for high-octane unleaded gasoline and the changes gasoline producers will have to make will ultimately drive prices up several cents per gallon.

In a Runzheimer survey of 1,422 fleet managers, the cost of maintenance and repairs was the first concern of the group, ranking ahead of driver morale and vehicle disposal.

Of the executives surveyed, 29 percent named maintenance and repairs as the number one business car problem facing fleets in 1985, 19 percent named driver morale and 14 percent chose vehicle disposal.

Cost efficiency remains the number one fleet objective, as in years past. In 1985 it was ranked first by 49 percent of respondents. "Administrative ease" and "providing a fringe benefit value" tied as number two objectives.

Senate product-liability bill fails to win committee OK

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—Senate efforts to pass a uniform product-liability bill stalled again as the Senate Commerce Committee voted not to send the measure to the Senate floor. The bill will now be tied up in a new round of committee hearings before another vote is taken.

Auto manufacturers have supported passage of the bill since they—like all other businesses that engage in interstate commerce—currently face differing product-liability standards in each state.

The committee split its vote with eight members for the measure and eight against. Senator Wendell Ford, Kentucky Democrat, followed his usual practice of not voting on measures impacting insurers.

The defeated bill is essentially the same as a measure that cleared the Commerce Committee in the last Congress. The only major differences are that a provision limiting punitive damages has been dropped and language has been added to keep the bill from preempting state environmental laws.

Both changes were intended to make the bill more acceptable to federal product-liability opponents.

In recent weeks, however, Senators Slade Gorton, Washington Republican, and Christopher Dodd, Connecticut Democrat, have begun a push for establishing a separate federal mechanism for awarding compensation to victims of hazardous products.

Those so-called "no-fault" compensation programs have generated interest among lawmakers who are currently reluctant to support uniform product liability.

Business groups that support the product-liability bill have expressed opposition to such a plan, however, and the Reagan Administration has tended to view the proposals as creating new and unwanted federal responsibilities.

Before the committee voted not to report the product-liability bill, Commerce Committee Chairman John Danforth, Missouri Republican, and Senator Robert Kasten, Wisconsin Republican, the bill's sponsor, agreed to hold hearings on the question of a "no-fault" compensation plan. But both senators argued for committee passage of the product-liability measure with the proviso that a full Senate vote would not be held until the compensation issue had been dispensed with in committee.

Aside from White House and business reluctance to support the compensation idea, a principal reason for the Danforth-Kasten maneuver was that inclusion of a compensation package could necessitate referal of the entire liability package to the Senate Judiciary Committee, where its future would be even more uncertain than in the Commerce Committee.

For that reason, the failure to win Commerce Committee approval for the original proposal could be described as a major defeat for the product-liability reformers.

Gray-market importer faces 35 counts

U.S. grand jury indicts Mardikian

By Jake Kelderman
Washington Reporter

WASHINGTON.—Albert Mardikian, owner of Trend Import Sales and Albert Mardikian Engineering, Orange County, Calif., has been indicted by a grand jury on 35 counts of mail fraud and providing false information to the government.

The charges were brought against Mardikian by the U.S. Attorney's office in Los Angeles on behalf of the EPA and the Justice Department.

If convicted, Mardikian could receive a maximum fine of $190,000 and face up to five years imprisonment on each count.

For several years, Mardikian has specialized in bringing into the U.S. and modifying for use cars from Europe not otherwise available here. According to the EPA, Mardikian has modified and tested more than 2,000 gray-market vehicles, primarily Ferrari, Mercedes-Benz and BMW models. According to the indictment, not all those cars complied with EPA regulations.

EPA had been investigating Mardikian for a number of years. In 1983, it removed his laboratory from its list of labs permitted to conduct federal test procedures for exhaust emissions compliance after independent analysis showed that test results from his facilities were "unreliable and lacked integrity."

At the same time, the agency rejected Mardikian's test documentation for approximately 500 imported vehicles. EPA sources said the indictments were an outgrowth of those earlier investigations.

"This is the first indictment against a major automobile modifier and testing facilities for submitting false emissions test results," said EPA Administrator Lee Thomas. "We also are investigating the activities of other gray-market importers, modifiers and dealers in California and elsewhere in the country."

The indictment against Mardikian alleges that he and his nephew, Garo Mardikian, joined in a scheme to submit dummy emissions test results without conducting the tests and that they then submitted the results to the U.S. Customs Service so the cars might be released for use in the U.S.

The indictment charges them with 10 counts of mail fraud and Albert Mardikian himself with seven other counts of mail fraud and 18 counts of knowingly making false statements to the Federal Government between June, 1981, and April, 1984.

Thomas said the action against Mardikian was part of the agency's expanded program to investigate the gray-market importers.

Last year, in response to the strong dollar and continued high U.S. prices for high-performance and luxury European cars, the gray market in such vehicles grew to more than 30,000 units here, federal records show.

A watch for a test drive

Tel Gill, left, sales manager at Century Ford, Inc., Delran, N.J., gives a watch to a prospective customer who took a trial drive in a car during an inventory reduction sale. The dealership sent out letters about the sale and holders of letters who took a test drive had a choice of a free 35-mm camera or a watch.

U.S. study gives imports 36 pct. of market in 1988

Continued from Page 1

estimated at 10.7 million in 1985, 10.7 million in 1986, 10.9 million in 1987 and 11.2 million in 1988.

When asked what the lost market share of U.S. producers would mean in terms of American jobs, Watkins estimated that 100,000 jobs would be lost at the manufacturer level and he conceded that changes in production technology would add to that figure.

The OEM group, which included such firms as Borg-Warner, TRW, Rockwell International, Kelsey-Hayes and United Technologies, asked whether the department had figures on the impact this would have on the supplier industry. They were told that no precise figure was available, but that estimates ran as high as an additional 400,000 dislocated workers.

Watkins was also queried on what basis the Administration predicted an 11-million-plus car year in 1988. He said the White House does not foresee a recession during the remaining years of the Reagan presidency, but that if one were to occur the figures would have to be revised.

If car sales do rise in the manner predicted by the Commerce Department through 1988, it will be the longest sustained sales increase (six years) since the infant days of the U.S. auto industry.

A breakdown of the Commerce Department numbers shows Japanese vehicles leading the import pack with a market share of 20.5 percent or 2.2 million cars in 1985, 24.3 percent or 2.6 million cars in 1986, 25.9 percent or 2.825 million cars in 1987 and 27.5 percent or 3.075 million cars in 1988.

A portion of this growth is expected to come from captive imports brought in from Japan for sale through GM and Chrysler showrooms. The Commerce Department estimates sales of 175,000 captive imports in 1985 (up from 105,000 last year), 250,000 in 1986, 325,000 in 1987 and 400,000 in 1988.

The 400,000 units projected for 1988 do not meet the announced needs of GM and Chrysler. In 1988, captive imports from Japan will hold an estimated 3.6 percent of the U.S. market, the department said.

While U.S.-built Japanese cars are expected to account for an ever-larger portion of U.S. sales, Korean-built autos will also begin carving a slice from the U.S. market, Commerce figures show.

Sales of Korean-manufactured cars are projected at 15,000 this year as Hyundai enters the market. The number is seen rising to 75,000 in 1986, to 190,000 in 1987 and to 240,000 in 1988. Along the way, Daewoo, the GM affiliate, will join Hyundai in the U.S., and Ford will begin importing cars from Kia.

Smaller increases are projected for European imports. From 534,000 in 1984, they are seen growing to 575,000 in 1985 but slipping to 560,000 in 1986. They are expected to climb back to 575,000 in 1987 and to 610,000 in 1988.

obituaries

Albert M. Weiss Sr.

ST. LOUIS.—Albert M. Weiss Sr., 68, retired automobile dealer, died here May 1. Mr. Weiss owned Al Weiss Lincoln-Mercury in suburban Dellwood.

John D. Reynolds Sr.

ESCONDIDO, Calif.—John D. Reynolds Sr., 61, a former auto dealer, died May 8. He was the former owner of Reynolds Toyota, Inc.; Escondido Lincoln-Mercury, and El Centrol Volkswagen. He retired last January.

Fred F. Vincel

KIRKWOOD, Mo.—Fred F. Vincel, 85, a pioneer in the St. Louis auto market, died here May 8. He started Vincel Oldsmobile in 1935 and in 1937, he and his brother Charles founded Vincel Pontiac, which is now operated by Mr. Vincel's son, Gary.

Nat Weinberg

WARHINGTON.—Nat Weinberg, 71, former director of the UAW's Special Projects and Economic Analysis Department, died here May 19. Hired by the late Walter Reuther in 1947, Weinberg was the man behind the Guaranteed Annual Wage program. He retired in 1974.

PROJECTED U.S. CAR SALES BY SOURCE
(Thousands of Units)

	1984	1985	1986	1987	1988
Japanese Imports	1,906	2,200	2,600	2,825	3,075
Captive	105	175	250	325	400
Non-Captive	1,801	2,025	2,350	2,500	2,675
European Imports	534	575	560	575	610
Korean Imports	0	15	75	190	240
Other Imports	0	0	0	35	135
TOTAL IMPORTS	2,440	2,790	3,235	3,625	4,060
U.S. Canadian-Built	7,818	7,660	6,940	6,600	6,365
U.S.-Built Japanese	133	250	525	675	775
Total U.S./Canadian-Built	7,951	7,910	7,465	7,275	7,140
TOTAL U.S CAR SALES	10,391	10,700	10,700	10,900	11,200

Source: U.S. Department of Commerce.

GM expands new program of ad buying

Continued from Page 3

on any given publication."

Each division will still be billed through its own agency.

The emerging new system is the result of a study by consulting firm McKinsey & Co. for the GM Media Council.

The thrust of the new media-buying system is to save money by maximizing combined buying clout.

There is some skepticism about the new system within both the print and TV media.

"It really is too soon to tell how it is all going to shake out," one media source said last week.

"It very well could be that they (GM) have jumped into the pool and now they have to learn how to swim."

GM declined to discuss the matter further last week, reiterating that the work of the Media Council is ongoing.

The preliminary TV shuffling gave Campbell-Ewald buying responsibilty for sports in addition to its creative work for Chevrolet. D'Arcy MacManus Masius became negotiating agency for news in addition to its creative work on the Pontiac and Cadillac accounts, while Leo Burnett Co., Oldsmobile's ad agency, received responsiblity for prime-time buying.

Mid-May sales explode after early-month droop

Continued from Page 1

from 28,350 a year earlier. Highest rate so far this year was 35,905 for Feb. 21-28.

The 18.08-percent increase over last year in mid-May followed a disappointing 8.61-percent year-to-year decline in the first 10 days of the month. Actual sales for May 11-20 were some 50,000 units above the May 1-10 period when, in fact, incentives already were in place.

Ford enjoyed the largest year-to-year increase, up 24.39 percent, to 62,803 from 50,489. Chrysler was only slightly less spectacular, up 22.07 percent, to 33,503 from 27,445. General Motors, with lower interest rates on at least one car line in each of its five divisions, reported sales of 163,425, up 16.79 percent from 139,925.

AMC released a sales estimate for the period of 3,000 cars, down 32.58 percent from 4,450. Volkswagen was up 6.17 percent, to 2,066 from 1,946, and Honda edged past its year-ago number by only plus 2.75 percent, up to 2,612 from 2,542. The Automotive News estimate for U.S.-built Nissan Sentras was 400 cars this year. There were none built here a year ago.

GM, of course, had the largest piece of the market. Its 61.02 percent, while better than other periods this year, was down from 61.70 percent last year. Ford climbed to 23.45 percent from 22.26 percent. Chrysler was up to 12.51 percent from 12.10 percent.

AMC lost considerable ground, falling to 1.12 percent from 1.96 percent; VW was down to 0.77 percent from 0.86 percent; Honda dropped to 0.98 percent from 1.12 percent, and Nissan captured 0.15 percent of the mid-May market.

Domestic makes with sales increases included Chrysler, up 41.66 percent; Plymouth, up 4.93 percent; Dodge, up 19.24 percent; Ford, up 38.62 percent, and Mercury, up 1.26 percent.

GM's Chevrolet was up 36.79 percent, Cadillac was up 20.01 percent, Oldsmobile was up 13.99 percent and Pontiac was up 15.65 percent.

Buick failed to match its year-ago number, falling 11.25 percent. Lincoln was down 4.70 percent, AMC dropped an estimated 20.00 percent and Renault slipped 34.18 percent.

VW was up 6.17 percent and Honda was up 2.75 percent.

DOMESTIC SALES

	May 11-20, 1985	May 11-20, 1984
Renault		
Alliance-Encore	2,600†	3,950†
AMC	400†	500†
AMERICAN MOTORS	3,000†	4,450†
Chrysler	12,259	8,654
Plymouth	8,528	8,127
Dodge	12,716	10,664
CHRYSLER CORP.	33,503	27,445
Ford	44,300	31,959
Mercury	14,330	14,156
Lincoln	4,173	4,379
FORD MOTOR CO.	62,803	50,489
Buick	26,109	29,418
Cadillac	9,799	8,165
Chevrolet	62,931	46,005
Oldsmobile	38,984	34,199
Pontiac	25,602	22,138
GENERAL MOTORS	163,425	139,925
VOLKSWAGEN	2,066	1,946
HONDA	2,612	2,542
NISSAN	400†	0
U.S. INDUSTRY TOTAL	267,809	226,787

†—Estimate

Strike settled in Sweden; Saab, Volvo unhurt

STOCKHOLM.—Volvo and Saab managed to go through Sweden's worst civil service strike without any serious disruptions of production.

The conflict ended May 20 after nearly three weeks of import and export blocking through strikes and lockout actions that affected most harbors and all regular international air traffic.

Both auto makers were on the verge of having to lay off personnel and cut production because of a shortage of vital components. Exports had been kept up by shipping cars and spare parts through any outlets not closed, including Norwegian harbors and airports.

Volvo and Saab agreed that improvisations to keep the wheels running in spite of an increasing shortage of fuel-injection equipment had made production extra costly during the strike, although the makers were not prepared to mention any figures.

As for production figures, Volvo reported no losses while a Saab spokesman admitted that some cars may have been lost through production running a little on the slow side on certain occasions. Making up such losses will be difficult since Saab already is using all its production capacity.

The strike and the resulting lockout action involved vital personnel in administration and among Customs officers and air traffic controllers, paralyzing Swedish society in general and industry in particular.

The settlement came after intervention of Olof Palme, Sweden's prime minister, who no doubt realized that continued trouble would seriously hurt his government's chances of being reelected in September.

Timetable for diesel particulates speeded

Toxic chemicals bill includes autos

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A bill to control the release of toxic chemicals into the air deals specifically with gasoline and diesel emissions through their use in motor vehicles.

The House effort, mounted primarily as a son-of-Bhopal bill to deal with chemical plant toxic emissions, repeals the section of the Clean Air Act that concerns fuel and fuel additives on grounds that EPA was not doing the job ordered. It takes another approach and deals specifically with diesel particulate standards.

The chief House sponsor is Rep. Tim Wirth, Colorado Democrat, whose home town has the "brown smog" problem.

Joining him are Rep. Henry Waxman, California Democrat who is known as House's Mr. Clean, and Rep. James Florio, New Jersey Democrat and author of the Superfund legislation which mandates cleanup of toxic waste dumps.

The bill will undoubtedly pick up steam but it may run into trouble with House Energy and Commerce Committee Chairman John Dingell, Michigan Democrat, who once before opposed tightening emission standards for heavy-duty trucks. So far, there is no Senate equivalent.

House hearings start June 3, probably with chemical companies or manufacturers using toxic chemicals. The auto industry's turn to discuss toxic emissions from tailpipes of gasoline-powered or diesel-powered vehicles will come soon thereafter.

The section on diesel particulates takes EPA or, in some cases, California standards and would put them into effect earlier. For example, the bill would make diesel particulate standards of 0.2 grams per mile effective for 1986 and 1987 cars, and the standard of 0.26 gpm would apply to 1986 and 1987 light-duty trucks.

Despite this language, Congress is unlikely to make it in time for the 1986 models. EPA would make those same standards effective for 1987 models.

The bill would mandate 0.08 gpm for cars and light trucks for 1988 and later models. This is the California standard for 1989 models.

Under the bill, the 1990 and later heavy-duty-engine or vehicle diesel particulate standard would be 0.10 grams per brake horsepower-hour. The EPA heavy-duty standard is 0.25 for 1991 models and 0.10 for 1994 models.

The final diesel particulate requirement in the bill would require all light- and heavy-duty vehicles and engines made during or after the 1995 model year emit no more than gasoline-powered light- and heavy-duty vehicles and engines.

The bill would also mandate proposed regulations for fuel or fuel additives on a speeded-up schedule, and it would ban lead or lead additives in gasoline after Dec. 31, 1986. The EPA schedule is a phase-down to 0.5 grams per gallon by July 1, 1985; then to 0.1 by Jan. 1, 1986, and a proposed ban by Jan. 1, 1988.

The bill lists several hazardous substances in vehicles: Asbestos (used primarily in aftermarket brake linings which EPA proposes to regulate); lead (already being phased out); ethylene dibromide (occurring only in leaded gasoline), and benzene (which is contained in small amounts in gasoline).

In addition, the bill contains a list of 83 substances considered hazardous, including many that appear in gasoline. The preferred method, according to the bill, is to deal with them at the source. This means handling them as fuel and only secondarily as coming from the tailpipe of vehicles either into the car's interior or into the air.

The auto makers could also be affected to some extent by toxic emissions in the manufacturing process, but they would be far less affected than the chemical companies that process such substances as cadmium or beryllium.

In a separate action, Waxman expressed some optimism about starting to move on reauthorizing the Clean Air Act, which has not been reauthorized for some three years. Doing this would get into the sticky wicket of acid rain—and, inevitably, the contribution of nitrogen oxides from cars and trucks.

While the outlook in the House is cloudy, the scene is brighter on the Senate side where hearings on reauthorizing the Clean Air Act are to be set in June or July.

AMC situation is serious, but solvable

Continued from Page 45

quest to begin bargaining, demanding blanket approval of the concessions.

It is very difficult for the union to do that and save face. The question, then, is why wouldn't the company at least agree to go through the motions of negotiating?

The answer seems to be that AMC will not talk unless it has a firm commitment that the new agreement will include those points. The company maintains that there is nothing to negotiate on those demands. That may be some of the French influence.

Since Milwaukee has now agreed to the commitment, it may be able to begin talks soon.

"It is a difficult and trying situation," Majerus said. "In the past, we have been able to work out other trying relationships with American Motors which threatened continuing operations in Wisconsin.

"We are working and will continue to work at trying to find answers to difficult questions. There are no easy answers. The situation is very complex and requires the cooperation of everyone concerned—the company, the local unions, the international unions and the community.

"We are sure that all participants involved will make every effort to continue operations in Wisconsin despite the fact that the plant-termination notices have been served."

Peugeot cuts its loss in half

PARIS.—Peugeot S.A. reported that it cut its losses in 1984 by more than half despite a "very brutal drop" in domestic sales and a slight decline in other European markets.

In 1984, the auto group, which builds Peugeot, Talbot and Citroen models, posted a loss of $257.1 million. The company said Peugeot and Talbot were in the black for 1984, while Citroen remained in the red.

Peugeot said it hopes to show a profit this year, although "1985 is far from being without uncertainties," particularly in the European market.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MARCH, 1985 VERSUS MARCH, 1984

	1985		1984	
	Month	Year	Month	Year
AMC Alliance FWD	6,836	18,928	8,062	23,792
Encore FWD	4,754	12,645	6,1233	17,321
Eagle 4WD	363	888	313	1,099
Eagle 4WD SW	839	3,122	1,325	4,760
TOTAL AMC	12,792	35,583	15,823	46,972
Chrysler Laser FWD	6,632	13,880	4,095	12,005
LeBaron GTS FWD	3,630	8,835	0	0
LeBaron FWD	7,503	19,670	6,578	18,246
LeBaron SW FWD	618	1,798	793	2,459
E Class-NY FWD	5,113	14,325	6,704	20,110
NY Fifth Ave-Newpt	7,803	22,917	5,824	15,654
Imperial	0	0	0	0
Total	31,299	81,425	23,994	68,474
Plymouth Horizon FWD	11,219	28,671	6,806	19,219
Turismo FWD	7,053	16,636	3,704	9,974
Reliant FWD	10,699	28,320	9,003	25,474
Reliant SW FWD	2,580	7,605	3,337	9,812
Caravelle FWD	3,569	9,139	0	0
Gran Fury	1,867	4,483	1216	2,821
Total	36,987	94,854	24,066	67,300
Dodge Omni FWD	9,411	23,411	5,420	15,701
Charger FWD	7,218	17,570	4,360	11,552
Daytona FWD	6,067	12,786	3,632	9,969
Aries FWD	7,437	23,024	6,286	19,286
Aries SW FWD	2,439	6,603	2,625	8,486
Lancer FWD	2,690	7,202	0	0
600'84/400'83 FWD	5,431	14,504	4,604	13,124
Diplomat	3,430	9,275	1,562	3,430
Mirada	0	0	0	0
Total	44,123	114,375	28,489	81,548
TOTAL CHRYSLER CORP.	112,409	290,654	76,549	217,322
Ford Escort FWD	23,047	69,152	22,231	61,993
Escort SW FWD	5,911	17,793	7,099	20,456
EXP FWD	2,879	8,546	2,209	5,245
Tempo FWD	41,216	83,640	19,705	61,834
LTD	14,215	36,204	10,619	32,318
LTD SW	4,287	10,539	4,515	13,083
LTD Crn. Victoria	12,234	31,365	10,801	28,466
LTD Crn. Victoria SW	2,382	6,296	2,391	7,163
Mustang	13,910	38,781	10,460	31,465
Thunderbird	13,493	34,908	12,811	33,873
Total	133,574	337,224	102,841	300,896
Lincoln Town Car	10,071	26,931	5,968	15,166
Mark VII	1,730	5,818	2,937	9,702
Continental	3,031	9,020	1,788	4,822
Total	14,832	41,769	11,693	29,690
Mercury Lynx FWD	4,918	14,201	4,345	12,756
Lynx SW FWD	1,138	3,220	1,177	3,446
LN7 FWD	0	0	0	0
Capri	1,412	3,935	1,746	5,222
Zephyr	0	0	0	0
Topaz FWD	10,793	22,207	6,041	18,782
Marquis	8,338	21,359	6,567	18,147
Marquis SW	840	2,309	1,058	3,166
Grand Marquis	11,401	28,746	10,275	26,726
Grand Marquis SW	1,114	3,080	1,233	3,510
Cougar	10,442	27,549	9,075	26,599
Total	50,396	126,606	41,517	118,354
Lincoln-Mercury Division Total	65,228	166,375	53,210	148,044
TOTAL FORD MOTOR CO.	198,802	505,599	156,051	448,940
Buick Skylark FWD	9,578	25,812	7,914	23,000
Skyhawk FWD	7,232	18,059	8,276	20,026
Skyhawk SW FWD	518	1,595	813	2,150
Somerset Regal FWD	7,632	18,741	0	0
Century FWD	14,926	41,534	13,063	37,874
Century SW FWD	2,050	6,221	2,452	5,817
Regal	8,107	25,003	16,329	47,444
Regal SW	0	0	0	0
LeSabre	10,817	31,942	12,185	34,007
Electra	0	0	5,786	17,411
Electra FWD	5,871	16,046	134	241
Buick SW	1,124	3,583	1,257	3,412
Riviera FWD	3,905	12,409	4,490	12,978
Total	71,790	200,945	72,699	204,360
Cadillac DeVille	301	1,140	10,063	29,398
DeVille FWD	7,519	20,485	90	203
Cimarron	1,686	3,715	1,519	4,498
Fleetwood & Chassis	3,560	11,003	3,773	11,718
Fleetwood FWD	2,905	8,215	32	90
Eldorado FWD	5,252	15,076	5,291	15,931
Seville FWD	2,461	7,289	2,808	8,239
Total	23,684	66,923	23,576	70,077
Chevrolet Chevette	10,180	33,042	16,267	46,160
Camaro	17,188	47,217	16,117	44,041
Cavalier FWD	27,847	75,223	21,693	59,201
Cavalier SW FWD	6,279	16,803	7,142	19,744
Citation FWD	6,614	17,916	14,520	26,042
Malibu	0	0	810	43,992
Malibu SW	0	0	407	41,505
Celebrity FWD	21,415	56,121	19,298	55,513
Celebrity SW FWD	6,319	17,516	9,360	18,876
Monte Carlo	9,814	25,028	12,539	33,127
Impala	4,547	12,208	4,340	11,865
Caprice	12,088	33,690	12,209	34,240
Chevrolet SW	4,521	13,023	4,622	12,879
Corvette	3,425	8,865	2,528	7,144
Total	130,237	356,662	140,635	368,832
Oldsmobile Omega FWD	0	0	3,350	10,628
Firenza FWD	4,021	10,785	3,543	9,631
Firenza SW FWD	960	2,542	1,179	3,117
Calais FWD	9,442	24,108	0	0
Cutlass Ciera FWD	24,615	59,521	17,148	48,660
Cutlass Ciera SW FWD	3,476	9,368	3,402	7,907
Cutlass Supreme-Calais	18,326	49,449	31,450	87,030
Cutlass SW	0	0	135	17,454
Delta 88	16,042	44,857	19,116	51,860
98	0	0	8,037	26,125
98 FWD	9,276	25,518	253	459
Oldsmobile SW	2,055	4,878	2,777	7,427
Toronado FWD	3,050	8,650	3,214	9,672
Total	91,263	239,676	93,469	262,516
Pontiac 1000	1,783	5,571	2,175	6,524
Firebird	8,488	21,863	8,597	22,781
Sunbird FWD	9,074	22,881	8,744	22,889
Sunbird SW FWD	661	1,907	1,067	2,853
Grand Am FWD	8,766	22,831	0	0
Phoenix FWD	0	0	989	3,277
Bonneville	4,846	12,387	5,783	17,300
Bonneville SW	0	0	234	12,789
6000 FWD	10,949	28,026	8,535	23,470
6000 SW FWD	1,191	3,202	1,738	4,329
Grand Prix	5,097	13,164	6,358	17,912
Parisienne	4,017	11,727	2,996	8,300
Pontiac SW	1,222	3,307	1,313	3,374
Fiero	8,117	18,517	9,394	24,651
Total	64,211	165,383	57,689	157,660
TOTAL GM CORP.	381,185	1,029,589	388,068	1,063,445
Miscellaneous Domestic	15	55	18	60
Domestic Station Wagon Total	52,554	146,310	62,675	168,226
Domestic Grand Total	705,203	1,861,480	636,509	1,776,739
Import Total	221,699	627,137	198,802	588,130
Grand Total All Registrations	926,902	2,488,617	835,311	2,364,869

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. New York and Oklahoma registrations compiled from manufacturers' sales records.

Memorial Day weekend is the reason

No Saturday overtime; output dips

By Louise Kertesz
Detroit Reporter

Estimated domestic auto production was off last week because plants did not work on the Saturday before Memorial Day. The 168,978-unit build was 7.15 percent less than the previous week's 181,995.

All assembly plants are closed for Memorial Day today (May 27).

Last week's output was 9.38 percent better than the year-ago week's 154,490 (also a holiday period).

So far this year, 3,578,873 cars have been assembled, 2.68 percent more than the 3,485,368 completed last year at this time.

Companies accounted for last week's scheduled production as follows: General Motors, 57.77 percent; Ford Motor Co., 19.64 percent; Chrysler Corp., 16.22 percent; American Motors, 2.16 percent; Honda of America Mfg. Co., 1.85 percent; Volkswagen of America, 1.39 percent; New United Motor Mfg. Co., 0.59 percent, and Nissan Motor Mfg. Co., U.S.A., 0.38 percent.

During the week ended May 18, a shortage of acceptable parts halted Capri production at Ford's Dearborn plant for the second consecutive week.

AMC will cut production of the Alliance and Encore at Kenosha from 730 units a day to 550 beginning in July.

All Ford plants are scheduled to work daily overtime this week.

Ford's Chicago and Lorain (O.) plants are slated to work overtime Saturday, June 1.

Chrysler's Belvidere (Ill.) and St. Louis (Nos. 1 and 2) plants are scheduled to work two nine-hour daily shifts this week.

Chrysler's Jefferson (Detroit) plant will operate two 8½-hour daily shifts this week.

Chrysler Dayton agreement pays less to new workers

By Marjorie Sorge
Labor Editor

DETROIT.—Chrysler Corp. and the International Union of Electrical Workers (IUE) have negotiated a five-year labor agreement at the Dayton plant which pays new hires 57 percent of the full rate.

The new pact covers 1,750 hourly workers at the Dayton plant, which makes air conditioners, heaters, oil coolers, condensers, heater assemblies, compressors and plastic injection moldings. It supplements the IUE-Chrysler master agreement.

Those components are very competitive on a world basis.

The new-hire rate will affect only production workers. Skilled trades rates will be the same for new hires as they are for current workers, said Thomas W. Miner, Chrysler vice president, industrial relations.

New-hire rates for production workers will increase to 73 percent of the curent full rate after five years. After the fifth year, wage increases will be paid as semi-annual bonuses. New hires reach full wage rate after 10 years.

Chrysler has no projections on how many new hires there will be in the next five years, said Frank Valle, director, industrial relations. He said it will depend on how many people leave or retire and how much new work can be attracted.

There are no provisions for wage or cost-of-living-allowance (COLA) increases during the 10-year period, other than the established wage progression and bonuses, Miner said.

"We expect the reduced labor costs to put the plant in a better competitive position in the future to retain its products and to acquire new business," he said.

New hires will also have phased-in benefit plans.

In an effort to create some of those new jobs, the agreement also provides incentives for employes to quit their jobs voluntarily or to retire if eligible. Employes on roll prior to the agreement can leave their jobs and receive cash incentives ranging from $10,000 to $35,000, depending on length of service.

There is also a $6,250 cash incentive for retirement at the company's option or $12,500 at the employe's option.

The contract expires March 29, 1990.

Chrysler and the UAW will begin negotiations on a new contract this summer. That agreement expires Oct. 15.

The IUE and General Motors have negotiated similar but not identical contracts at several locations.

Truck production running 9 pct. ahead of 1984

With no Saturday overtime scheduled because of the holiday, domestic truck makers planned assembly of 70,686 units last week, 6.70 percent less than the previous week's 75,760 but 10.54 percent more than the year-ago week's 63,948 (also a holiday period).

Assembly plants are closed today (May 27) for Memorial Day.

So far this year, 1,422,069 trucks have been assembled, 9.18 percent more than the 1,302,465 built last year at this time.

American Motors' Jeep plant in Toledo lost part of a day's production the week ended May 18 because an outside contractor cut through a power line.

All Ford plants are scheduled to work daily overtime this week.

Ford's Kansas City, Norfolk, Twin Cities and Louisville plants are slated to work overtime Saturday (June 1).

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two 9-hour daily shifts this week.

Victoria Day brings drop in Canadian output

With assembly plants closed last Monday (May 20) for Victoria Day, last week's Canadian car production of 21,035 units was down 3.55 percent from the previous week's 21,809.

Canadian production was also slowed during the prior week, since all plants except those in Quebec were idle Friday (May 17).

The past two weeks' auto production fell below 22,000 a week for the first time since the mid-April holiday period.

Last week's output was 2.40 percent below the year-ago week's 21,553 (also a holiday period).

So far this year, 421,221 cars have been assembled, 9.82 percent fewer than the 467,074 completed last year at this point.

This year's car production has been running 10-15 percent behind 1984's since mid-March. The production lag has been more than 10 percent during every week but five this year.

Truck makers scheduled a build of 15,494 units last week, down 2.68 percent from the previous week's 15,921 and also down 5.03 percent from the year-ago week's 16,314.

Year-to-date, 369,094 trucks have been assembled, 6.71 percent more than the 345,871 completed last year at this time.

State vehicle purchases rise

SACRAMENTO.—Car buyers in California purchased $19.3 billion worth of new vehicles during 1984, a 21-percent increase over the 1983 purchases, according to the State Board of Tax Equalization.

U.S. CAR PRODUCTION

	Week Ended May 25, 1985	Week Ended May 26, 1984	Week Ended May 18, 1985	May to Date	Jan. 1 to May 26, 1984	Jan. 1 to May 25, 1985
AMERICAN MOTORS	3,650	4,859	3,784	9,671	83,480	43,925
Renault Total	3,650	4,859	3,784	9,671	83,480	43,925
Alliance	2,450	2,477	2,650	6,549	44,833	26,978
Encore	1,200	2,382	1,134	3,122	38,647	16,947
CHRYSLER CORP.	27,400	24,569	32,174	108,746	551,830	573,872
Plymouth Total	7,900	6,845	9,568	31,685	162,948	167,775
Horizon	3,100	2,723	3,933	12,568	66,667	60,538
Reliant	3,500	3,612	4,035	13,897	83,983	75,937
Caravelle	1,000	193	1,143	3,863	3,985	23,388
Gran Fury	300	317	457	1,366	8,313	7,912
Chrysler Total	8,800	8,355	10,344	35,124	184,045	186,610
LeBaron	1,300	2,628	2,134	6,586	55,256	45,367
LeBaron GTS	2,600	0	2,606	9,324	0	40,254
Laser	1,200	1,539	1,624	5,114	33,576	22,999
New Yorker/E-Class	1,500	2,303	1,551	5,561	46,427	30,982
Fifth Avenue	2,200	1,885	2,429	8,540	48,786	49,008
Dodge Total	10,700	9,369	12,262	41,937	204,837	217,487
Omni	2,800	3,175	3,369	11,221	62,435	61,717
Aries	3,100	2,613	3,355	12,003	66,552	60,891
Daytona	1,200	1,071	1,503	4,820	25,590	20,541
Dodge 600	1,600	1,599	1,605	5,535	35,637	30,734
Lancer	1,800	0	1,764	6,314	0	29,688
Diplomat	200	911	666	2,044	14,623	13,916
FORD MOTOR	33,190	37,838	34,771	128,208	745,484	735,496
Ford Division	22,970	24,736	23,904	88,255	487,277	490,367
Escort	7,825	7,614	7,589	27,762	150,751	133,166
Mustang	4,226	3,195	4,385	15,493	55,752	76,273
LTD	3,451	4,369	3,985	17,075	95,538	102,744
Thunderbird	3,415	3,529	3,930	13,392	68,377	87,585
Crown Victoria	0	1,309	0	0	33,387	7,122
EXP	0	540	0	0	13,428	3,838
Tempo	4,053	4,180	3,915	14,534	70,044	79,639
L-M Division	10,220	13,102	10,867	39,953	258,207	245,129
Mercury Total	7,355	9,559	8,175	29,705	196,461	176,562
Lynx	1,445	1,161	1,663	5,618	29,658	30,825
Capri	235	518	35	524	8,146	7,232
Marquis	1,863	2,598	2,083	8,979	47,143	50,846
Cougar	2,715	2,071	3,163	10,585	43,054	58,351
Grand Marquis	0	2,305	0	0	39,987	4,733
Topaz	1,097	906	1,231	3,999	18,473	24,565
Lincoln Total	2,865	3,543	2,692	10,248	71,746	68,577
Continental	400	937	380	1,624	15,172	12,194
Lincoln	2,149	2,215	2,018	7,490	41,674	48,806
Mark VI/VII	316	391	294	1,134	14,900	7,577
GENERAL MOTORS	97,616	81,669	104,425	366,421	2,003,216	2,106,257
Buick Total	21,071	18,673	22,651	79,541	428,472	422,583
Skylark	0	2,135	0	1,001	41,117	40,953
Skyhawk	2,415	3,014	2,878	9,356	68,452	45,915
Somerset Regal	2,760	0	2,663	9,682	0	53,451
Century	6,712	4,049	6,803	24,594	94,614	106,057
Regal	2,953	3,947	3,580	11,418	94,214	49,714
LeSabre/Electra(rwd)	2,752	3,116	3,218	10,842	93,459	58,977
Riviera	1,445	895	1,457	5,223	22,734	27,650
Electra(fwd)	2,034	1,517	2,052	7,423	13,882	39,866
Cadillac Total	6,834	6,118	7,226	25,233	141,812	156,370
Cimarron	536	226	615	2,103	8,003	12,107
Seville	650	887	647	2,364	17,856	17,092
Eldorado	1,270	1,687	1,278	4,823	33,157	31,857
Cadillac (rwd)	1,122	1,757	1,332	4,404	68,428	23,654
DeVille (fwd)	3,256	1,561	3,354	11,739	14,368	71,660
Chevrolet Total	31,191	26,557	33,257	119,136	689,251	727,020
Chevette	3,040	1,510	3,589	11,966	93,845	67,105
Cavalier	9,488	7,204	10,389	37,176	174,365	206,386
Celebrity	5,148	5,748	5,356	19,406	126,710	121,127
Camaro	4,970	5,429	5,005	18,063	111,411	98,289
Citation	0	2,149	0	729	46,742	28,697
Malibu/El Camino	0	733	0	0	15,060	0
Monte Carlo	2,660	868	3,167	10,182	56,816	65,949
Chevrolet	4,865	2,294	5,058	18,372	50,349	121,359
Corvette	1,000	622	693	3,242	13,953	18,108
Oldsmobile Total	24,062	21,143	26,036	89,836	502,949	526,700
Omega	0	1,066	0	0	22,294	0
Firenza	1,050	1,899	1,216	4,230	33,534	30,374
Cutlass Supreme	5,428	3,184	5,768	20,002	136,723	93,557
Cutlass Ciera	6,775	5,687	7,392	25,425	117,703	157,932
88/96 (rwd)	3,883	6,375	4,616	15,499	158,489	98,987
Olds 98 (fwd)	2,811	1,966	2,948	10,234	14,621	60,251
Calais	3,480	0	3,452	12,160	0	67,696
Toronado	635	966	644	2,287	19,585	17,903
Pontiac Total	14,458	9,178	15,255	52,675	240,732	273,594
Acadian**	0	19	321	730	8,756	5,886
2000 Sunbird	2,705	3,158	2,747	10,464	63,154	57,405
1000	403	368	531	1,575	18,775	12,347
Firebird	2,650	2,343	2,612	9,177	46,975	51,646
Phoenix	0	883	0	0	9,155	0
6000	1,530	0	1,553	5,358	0	17,448
Grd Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,410	267	1,690	5,472	12,498	28,665
Fiero	2,400	2,140	2,422	8,377	51,686	47,171
Grand Am	3,360	0	3,379	11,421	0	53,026
HONDA	3,132	2,984	3,106	11,428	52,391	67,158
NISSAN	640	0	664	2,309	0	4,614
NUMMI (Nova)*	1,000	0	925	3,073	0	5,860
VOLKSWAGEN	2,350	2,571	2,146	8,027	48,967	41,681
Total Cars, U.S.	168,978	154,490	181,995	637,882	3,485,368	3,578,873
Total Cars, Canada	21,035	21,553	21,809	81,990	467,074	421,221
N. American Cars	190,013	176,043	203,804	719,872	3,952,442	4,000,094
N. American Trucks	86,180	80,262	91,681	329,060	1,648,336	1,791,163
North American Cars and Trucks	276,193	256,305	295,485	1,048,932	5,600,778	5,791,257

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended May 25, 1985	Week Ended May 26, 1984	Week Ended May 18, 1985	May to Date	Jan. 1 to May 26, 1984	Jan. 1 to May 25, 1985
AMERICAN MOTORS	0	486	0	631	9,819	4,276
FORD MOTOR	8,968	9,529	10,900	37,701	180,106	206,463
GENERAL MOTORS	11,887	11,358	10,685	42,894	272,599	205,989
VOLVO	180	180	224	764	4,550	4,493
Total Cars, Canada	21,035	21,553	21,809	81,990	467,074	421,221

U.S. TRUCK PRODUCTION☆

	Week Ended May 25, 1985	Week Ended May 26, 1984	Week Ended May 18, 1985	May to Date	Jan. 1 to May 26, 1984	Jan. 1 to May 25, 1985
CHEVROLET	23,157	19,062	26,021	92,460	410,482	484,890
DODGE	4,500	4,162	4,703	16,609	84,238	87,065
FORD	25,610	25,694	27,610	94,510	502,805	504,544
GMC	8,345	6,443	8,679	30,829	133,415	149,030
INTERNATIONAL	1,665	1,603	1,739	6,129	31,220	33,765
JEEP	4,350	3,881	4,017	15,463	78,642	82,797
NISSAN	1,270	2,053	1,202	4,553	36,973	41,286
AM GENERAL	50	50	50	180	1,090	1,020
MISCELLANEOUS	1,739	1,000	1,739	6,260	21,600	37,672
Total Trucks, U.S.	70,686	63,948	75,760	266,992	1,302,465	1,422,069

CANADIAN TRUCK PRODUCTION

	Week Ended May 25, 1985	Week Ended May 26, 1984	Week Ended May 18, 1985	May to Date	Jan. 1 to May 26, 1984	Jan. 1 to May 25, 1985
CHRYSLER	7,294	8,295	7,427	28,984	148,081	171,981
FORD	2,888	2,715	3,662	12,357	67,564	72,253
GENERAL MOTORS	5,100	5,167	4,550	19,826	127,226	119,875
INTERNATIONAL	212	137	282	899	3,000	4,985
Total Trucks, Canada	15,494	16,314	15,921	62,067	345,871	369,094
N. American Trucks	86,180	80,262	91,681	329,060	1,648,336	1,791,163

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

June 3, 1985

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Chevy looks ahead

Jim Dunne

C-10 pickup for 1987

Chevrolet's C-10 full-sized pickup truck will have a new cab and an advanced braking system for 1987. The front end is more rounded; the hood slants downward, and the doors open a few inches into the roof. The C-10 will have a non-locking braking system for the rear wheels. In emergency stops, the rear wheels will continue to roll while the brakes are applied so the vehicle tracks in a predictable path.

But loss of investment credit would hurt industry

Tax plan may hike sales

By Edward Lapham
Marketing Editor

The Reagan Administration's "revolutionary" proposal to reform the U.S. tax code could well be just that for the U.S. auto industry, according to industry analysts.

Although there is a consensus that "it's too soon to tell" exactly what will come of the Congress-altered proposal, there are some likely ramifications:

1. The elimination of investment tax credits could curtail the domestic industry's five-year, $80 billion spending plans.

That would seriously undermine efforts to improve productivity and competitiveness with Japanese car makers.

2. The high-profit, big-ticket upper end of the car market could soften as high-end buyers, faced with restricted depreciation and interest-payment deductions, "shop down" to shift personal and business expenditures.

That would alter marketing game plans at General Motors, Ford Motor Co. and Chrysler Corp., as well as among European importers, all of which have aimed marketing campaigns squarely at the "yuppie" buyer most likely to be adversely effected by the new proposals.

3. At least in the short term, the additional pop in disposal income at the low end of the market could increase sales. Sustained growth in this under-$10,000-sticker-price segement could bring the car sales trendline back to a pre-1978 trajectory.

• However, this is the end of the market where U.S. producers have been least competitive. Combined with more imports of Japanese cars, the new investment disincentives and pass-through of tax-burden cost increases, this could mean a further erosion of domestic penetration.

"The current price structure has forced maybe one-third of the U.S. population out of the new-car market," said Arthur G. Davis, auto analyst for Prescott Ball & Turben.

"The proposal may allow many low-end buyers to come back into the market."

Davis said the poor fuel economy of the extant older models also provides a low-end purchase incentive.

"In addition, the average vehicle age is the highest, and the scrappage rate the lowest, in 20 years," he said.

"This all creates a backlog of demand and could add a million units over the 1986-1987 period, adding up to a 12-million-unit

Please turn to Page 67, Col. 1

Tax change may reduce dealer costs

By Edward Lapham and Jake Kelderman
Automotive News Staff

The complete impact of President Reagan's new tax plan on auto dealers is still unclear, but "on average," it looks like new-car dealers will be able to reduce their tax bills.

"We don't know exactly what will be enacted, but it looks like dealers will benefit," said Larry Hahn, of Midwest regional CPA firm Plante & Moran.

Hahn, a tax department manager who specializes in dealership tax returns, said that it looks like "the larger the dealership, the less the benefits will be."

He said larger dealerships, with more complex operations like leasing companies, will not benefit from reduced surcharge rates.

Officially, NADA had no response to the proposed tax-code changes. The group is preparing sample income tax returns for different size dealerships in preparation for House Ways & Means Committee hearings.

"We're still analyzing the potential impact," a spokesman said.

However, according to some internal NADA sources, the graduated corporate tax rate sched-

Please turn to Page 67, Col. 1

Search for designers raises immigration problems

Engineering has own 'boat people'

By Dan McCosh
Detroit Reporter

The fast-growing internationalization of Detroit's once-insular engineering community has reached the point that engineering recruiters are running afoul of U.S. immigration requirements, Automotive News has learned.

The situation has even created a small group of countryless, high-tech "boat people" anxious to work designing American cars, but unable to clear immigration hurdles.

In isolated cases, foreign auto designers and engineers recently have been sent home, denied U.S. work visas and denied extensions, according to various industry sources.

Negotiations over the work visas have made both recruiters and the immigration officials sensitive about discussing the topic, but Automotive News has learned that General Motors on one occasion approached Canadian immigration officials in an effort to station in that country some foreign engineers and designers who have been denied U.S. work permits.

The immigration snafus stem from a relatively unnoticed shortage of auto designers and engineers that has emerged during Detroit's latest sales boom. New-car development aiming at the late 1980s has created a severe shortage of trained engineers and designers in Detroit, in stark contrast to the wholesale layoffs of designers and engineers that took place in the late 1970s.

The shortage has created a boom for independent engineering companies, has stretched domestic auto makers' recruiting efforts and has prompted a flood of trained European designers coming to Michigan.

Some indication of the number of technical immigrants coming to Michigan, primarily from Britain, is revealed by figures from the Michigan Employment Security Commission, which said about 900 applications for immigrant work visas in auto-related technical fields have been granted or renewed in Michigan alone since 1981.

These are mainly additions to the pool of designers that create and finalize new-car designs, a field that currently employs 20,000-30,000 in the Detroit area.

Employers in the field, both do-

Please turn to Page 63, Col. 3

Renault chief Besse to head Car Division

By Jean-Jacques Renaux
Special Correspondent

PARIS.—Georges Besse, the "president-directeur general" of Renault, personally took the reins of the Car Division last week, removing Pierre Semerena in the process.

Semerena, who had been appointed to the job by former President Bernard Hanon last December, becomes a "directeur-general adjoint" at Renault. It is not yet clear what his duties will be.

The change occurred a few days after a general board meeting at Renault, in which nothing very new was revealed on the company's situation or about Besse's plans to turn it around.

As Renault's losses are still reportedly running at some 30 million francs a day ($3 million-plus), another, extraordinary, board meeting will be held June 17. At that meeting, Besse is expected to announce a plan to reduce the company's workforce.

According to the Financial Times, that plan calls for Renault to lay off 18,000 workers in the Car Division by the end of 1986—10,000 this year and 8,000 next year. Reuter's news service put the two-year number at 21,000, and unofficial reports in Europe have made the number as high as 23,000.

These will be voluntary retirements and incentive-prodded resignations in an attempt to repatriate foreign "guest workers."

Renault had 98,000 employes in the Car Division at the end of 1984.

The newspaper reported that

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breaking news

MVMA prepares to name president

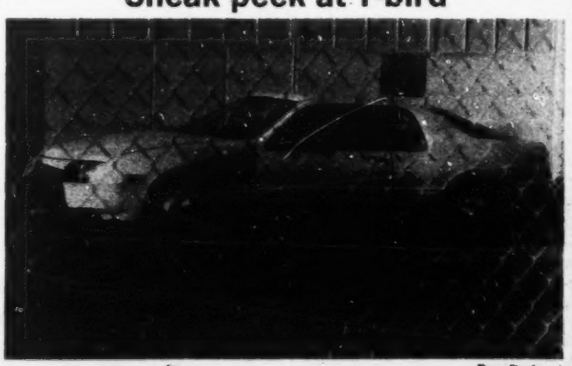
WASHINGTON.—On the agenda at the MVMA annual board meeting, to be held here Wednesday (June 5), is appointment of a successor to President V.J. Adduci, who retires June 30. It is believed Thomas H. Hanna will be named president and CEO. Hanna, 51, is senior vice president of MVMA, on loan to Traffic Safety Now, Inc., where he has been serving as president.

GM, Ford add truck incentives

DETROIT.—General Motors has extended 8.8 APR financing to Chevrolet C-10 and C-20 plus GMC C-1500 and C-2500 full-size pickup models. The program has a 48-month cap and runs June 1 to July 31. Ford has an "Aloha Hawaii" sales managers' travel contest which started May 15 and ends July 15. The program includes light- and medium-duty trucks through the 800 series, excluding B-series.

See BREAKING NEWS, Page 8, Col. 1

Sneak peek at T-bird



Barry Pankound

New design for '87

Thunderbird will have an all-new look for 1987 with a restyled front end and a larger, sloping rear window. Three models are expected—a base coupe, Sport Coupe and Turbo Coupe. The Turbo model will have a 3.8-liter V-6, four-wheel disk brakes and flush-mo

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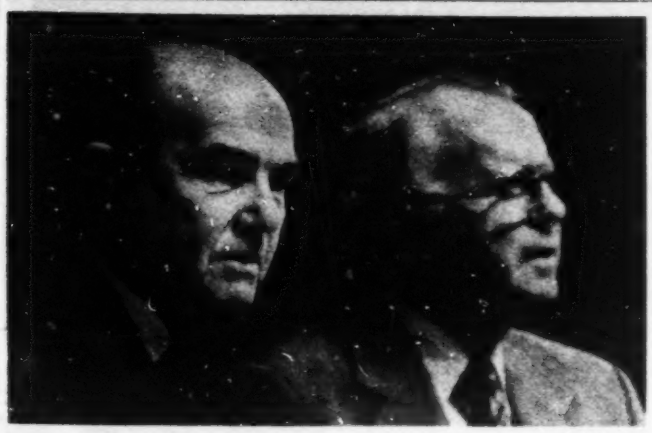

Joe Wilsens

Answers from the top

General Motors President F. James McDonald, left, and Chairman Roger B. Smith field questions from stockholders on everything from the Saturn project to a bid for Hughes Aircraft.

Chrysler negotiating to acquire Gulfstream

By Michelle Krebs
Financial Editor

Chrysler Corp. said last week that it is holding discussions to purchase Gulfstream Aerospace Corp., a manufacturer of corporate and military aircraft and military surveillance equipment.

Chrysler said it was granted a six-month option to purchase 6.7 million shares—about 20 percent of Gulfstream's outstanding shares—for $19 a share, or $127 million, from Allen E. Paulson.

Paulson is Gulfstream Aerospace's chairman, president and chief executive officer. He owns about 71 percent of the company's stock.

The two companies are continuing discussions, which have been going on for several months, for a complete buyout by Chrysler. The purchase would provide Gulfstream's public stockholders with $19 per share, Gulfstream Aerospace said. That would bring the total package to about $636 million.

Chrysler would create a new subsidiary and merge Gulfstream Aerospace into it.

Gulfstream Aerospace, based in Savannah, Ga., employs 3,500 people. Most work at its Georgia facilities though the company also has operations in Bethany, Okla.

Gulfstream Aerospace was part of Grumman Corp., a major aerospace corporation, until 1978 when it became a separate company in a leveraged buyout. The company went public in 1983.

For 1984, Gulfstream Aerospace reported a profit of $34 million, which included a $26 million write-down for its discontinued Aero-Commander aircraft. Sales amounted to $600 million.

A Chrysler spokesman said the auto maker believes Gulfstream Aerospace's expertise in aerodynamics, avionics and electronics will be applicable in Chrysler's automotive operations. Additionally, it will be an asset as a profitable company on its own, he said.

A merger with Gulfstream Aerospace also fits into Chrysler's strategy to become more high-tech oriented. Chrysler Chairman Lee Iacocca told shareholders at the company's recent annual meeting tha Chrysler was poised for acquisitions and affiliations to gain

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Our only salvation, Smith tells stockholders

High-tech century ahead for GM

By Michelle Krebs
Financial Editor

The General Motors of the 21st Century will not be a conglomerate of unrelated pieces but will be a company of pieces linked by the latest technology, GM Chairman Roger B. Smith told shareholders at the company's 77th annual stockholders meeting in Detroit.

Calling technology "our only salvation," Smith said GM plans to continue acquiring and making investments in companies to gain technology for its future needs.

"The General Motors we're building is roughly comparable to the structure of an atom, in which individual parts are very important—but they're held together by a very strong affinity, and it takes all of them to make up the united whole," he said.

Smith said GM will expand to non-traditional, but still-related, markets when its strengths lead in that direction. Yet, he added, GM will make an acquisition or enter a new field only if GM can contribute technical knowledge or expertise.

"There must be a natural synergy between GM and its acquisitions. Being a conglomerate of unrelated businesses has no special attraction for us—it's not part of our strategy," he told shareholders during the five-hour meeting.

"And once we do acquire a new company, we're going to make sure that it retains the independence, freedom and entrepreneurial vitality that attracted us in the first place," he added.

"After all, we're not just adding look-alike boxes to an organization chart. We're creating integral pieces of a 21st Century company."

Despite repeated inquiries from shareholders and the press, Smith would not confirm if one of those integral pieces would be the privately held Hughes Aircraft Co., which recently went on the auction block.

Smith said potential buyers who obtained the bidding package are not allowed to discuss Hughes until six months after completion of the acquisition, whether they bid or not.

GM is believed to have bid a package of cash and securities amounting to as much as $5 billion. It further is believed that GM may create a special class of stock for the Hughes purchase, as it did with the recent purchase of Electronic Data Systems, Inc.

Nevertheless, Smith reiterated that Hughes Aircraft is attractive because of its position in the forefront of defense electronics.

"Their technology is way out on the leading edge, and I personally believe a lot of the value added to cars in the next 10 years will be in electronics," Smith said.

GM may well make further acquisitions in the financial services field if an opportunity arises that would allow GM's financial subsidiary, General Motors Acceptance Corp., to use its technology and expertise while producing a profit, Smith said.

GM recently purchased the Colonial Group, a group of Philadelphia-area mortgage companies, and the rights to service the mortgage portfolio of Norwest, Inc., of Minneapolis. Those acquisitions make GMAC the nation's second largest mortgage services business.

Despite speculation to the contrary, Smith said GM does not plan to open a hospital but plans to continue aggressive marketing of EDS' health-care services.

He also said that while GM hopes to increase substantially its defense and government business, it would not make an acquisition based solely on a company's military business. Rather, an acquisition candidate would have to have high-technology applications.

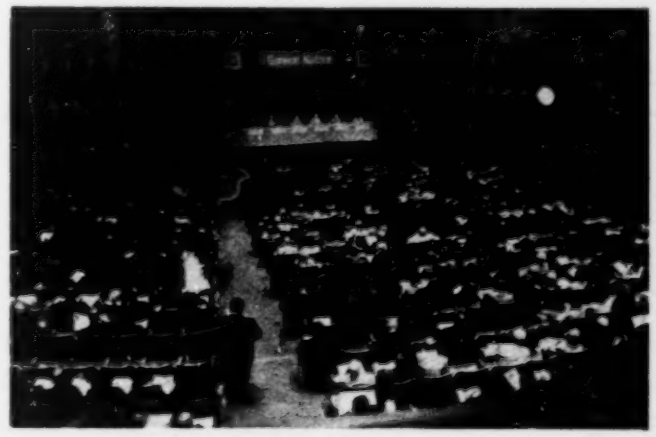
Smith said GM is agressively bidding on government contracts including a nine-year contract with the U.S. Postal Service to

Please turn to Page 66, Col. 3

Save on Yugo, splurge on audio

NEW YORK.—At $3,990, the Yugo GV front-wheel-drive, four-passenger hatchback will be the lowest-priced car in the U.S. when it goes on sale late this summer. Nevertheless, a show model has been outfitted with a $2,000 hi-fi system.

The Yugo is being displayed to the public for the first time at the Consumer Electronics Show in progress at Chicago's McCormick Place from June 2 through June 5.



Joe Wilsens

Stockholders scarce after profitable year

The auditorium at the Fisher Building, across the street from General Motors headquarters, was far from filled during the nearly five-hour annual meeting.

Japanese let quotas fade away in Canada

By Richard Johnson
Detroit Reporter

Japanese auto makers will not limit their 1985 exports to Canada to 1984 voluntary quota levels, but Japan's Ministry of International Trade and Industry (MITI) has vowed not to permit a flood of cars into the country.

Voluntary restraints expired March 31 and since then Canadian officials have sought a long-term agreement tying import levels to more investment in Canada by Japanese manufacturers. So far, no agreement has been reached, and MITI has rejected a continuation of 1984 terms.

Meanwhile, the Canadian Government has promised to keep a close on eye on Japanese shipments and continue to work toward a lasting agreement.

"What we've told the Japanese is that we do not want the Canadian auto industry and import market disrupted," said Denis Comeau, of the Department of International Trade in Canada's Ministry of External Affairs.

The voluntary limit restricted Japanese companies to 170,400 cars for the year ended March 31, or no more than 18 percent of the passenger-car market. A ceiling on the Japanese share of the Canadian market was established in 1981. Japanese auto makers had previously taken as much as 22 percent of auto sales in Canada.

MITI has reportedly affirmed that there will be no torrent of cars unleashed on the Canadian market. Representatives of Japanese dealers in Canada have predicted that imports will rise to 200,000 to 210,000.

"We are monitoring very closely," said Comeau. "Should the situation get out of hand—and I can't put a figure on what level that would be—the ministers would take appropriate measures."

He said the government has a variety of options if Japanese imports climb to unacceptable levels, including imposition of a quota.

Besides spurning a new round of voluntary quotas, MITI has said it will leave foreign investment decisions to Japanese auto manufacturers. Canadian officials have complained that while Japanese companies have invested an estimated $5 billion in the U.S., investment north of the border has been in the range of only $100 million to $125 million.

Honda Canada, which will construct a $100-million car plant in Alliston, Ont., near Toronto, is the lone Japanese company with plans to build assembly operations in Canada.

Despite the setback, Comeau said representatives of the two governments will continue talks, but no timetable for reaching a settlement has been established.

"Our objective is to try to arrive at a long-term agreement," he said. "We'd like to see the Japanese increase their investments. The hope and intention of our ministers is to get a settlement, but no time frame has been set."

Car-type belt rules sought for HD units

WASHINGTON.—NHTSA has proposed a rule that would toughen safety-belt standards in heavy-duty vehicles. The proposal would require belts similar to those now found in autos.

The new rule would apply to trucks, buses, and multipurpose vehicles with GVWs of more than 10,000 pounds.

It would standardize the push-button buckle release for all vehicles. It also would require an emergency locking retractor.

NHTSA said the changes would make safety belts in heavy-duty vehicles easier to use, thereby promoting greater use.

The proposed rule also is intended to help drivers comply with the Bureau of Motor Carrier Safety requirement that safety belts be used in trucks and buses engaged in interstate commerce and with mandatory belt-use laws in some states.

NHTSA said the experience of the United Parcel Service leads the agency to believe the changes could raise belt usage among drivers of heavy trucks from the current 6 percent to 15 to 20 percent.

That could eliminate 40 to 60 fatalities annually and reduce injury severity in as many as 12,000 accidents each year, NHTSA said.

NHTSA estimated the r[illegible] quirements would add $[illegible] to $7 million to th[illegible] heavy-duty vehicle f[illegible] year.

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60th year—No. 5077

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Viewing experimental 4WD Dodge Daytona

Prospective mechanics representing Atascadero and Vista High Schools in the Califc nia finals of the Plymouth/AAA Trouble Shoot contest get a peek at an experimental four-wheel-drive Dodge Daytona while touring the Chrysler Shelby Performance Center, Santa Fe Springs, Calif. Scott Harvey, manager of the center, points to the torque splitter developed to transfer power from the transverse-mounted engine to the rear wheels. With Harvey are, from left, Scott Curran, Jeff Cossey, Erik Groscup and Alan Mortenson.

California-only Camaro downplays IROC heritage

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—California marketers a decade ago put stripes on cars and called them "California packages."

What goes around comes around because Chevrolet has announced that it is introducing a California-only version of the Camaro IROC-Z that leaves off the stripes, decals and louvers. That analogy is not lost on Edd Roggenkamp III, Chevrolet's California marketing manager, who chuckled and said, "That's been pointed out by several people. But, that's the perception of what will sell here and I live here.

"We've noticed that high-performance buffs in California don't always like to advertise the fact they're driving a high-performance car, so this version of the IROC-Z has a more subtle paint treatment, no fake louvers on the hood and no decals. It's very clean looking."

About 500 of the IROC-Zs will be sold and the price will remain at the same level, starting around $13,500.

A companion California-only model based on the Cavalier also has been introduced. Equipped with a port-injected 2.8-liter V-6, the four-door sedan receives a blacked-out grille and window moldings, similar to the Euro-Sport Celebrity, and a heavy-duty suspension with 14-inch aluminum alloy wheels. The car will also have an uplevel interior, AM/FM stereo, air conditioning and sunroof. The price will be in the $11,000 to $12,000 range. Roggenkamp said about 1,000 of the Cavalier California packages will be built.

The 2.8-liter V-6 was originally slated as an option on the Cavalier line in 1985, however, the division used the power plant in the Cavalier convertible only. Roggenkamp said it's possible that the California Cavalier could be rolled out next year nationally.

The two new models made their debut at the Los Angeles Auto Expo and the Orange County Auto Show. Roggenkamp said the IROC-Z will primarily be advertised through billboards and regional magazine ads, while the Cavalier will utilize print, television and some radio.

Ryan elected to head North Dakota dealers

BISMARK, N.D.—James M. Ryan of Jim Ryan Chevrolet, Inc., Minot was elected president of the Automobile Dealers Assn. of North Dakota.

James M. Ryan

Ryan has been on the board of directors since 1977 and served as vice president during the past year. Prior to becoming a Chevrolet dealer, he worked for Chevrolet from 1937 to 1957.

New vice president of the association is Cedric Theel, Cedric Theel, Inc., Bismarck.

Ford discourages U.S. buyers of Canadian cars

TORONTO.—Ford Motor Co. of Canada, Ltd., is changing the emission stickers on its cars to try to prevent Americans from taking advantage of the cheaper Canadian dollar to buy cars in Canada, the Montreal Gazette reported.

Stickers on Ford of Canada cars will no longer indicate whether they meet U.S. Department of Transportation and EPA safety and pollution standards, the report said.

Before taking Canadian cars across the border, U.S. buyers will have to take them to environmental test centers and go through a long and expensive certification process. Previously, buyers simply showed U.S. Customs officers the sticker indicating the vehicle's compliance with U.S. standards, the Gazette said.

Bert Serre, Ford of Canada vice president of public affairs, said purchases of Canadian cars by Americans upset the allocation plan that Ford has worked out for its North American plants, according to the report.

Market share also shows an increase

Import registrations gain for month

By Jenny L. King
Detroit Reporter

Registrations of new imported cars in the U.S. in March were up more than 20,000 units from the same month a year earlier and increased their share of the total market by 0.12 percentage points.

New import registrations totaled 221,699 for the month, up 11.52 percent from 198,802 a year earlier. They represented 23.92 percent of the overall market, up from 23.80 percent in 1984.

For the second consecutive month, Honda claimed the top spot, beating out Nissan by 2,500 cars. Toyota sat back in third place, the same position it held in March, 1984.

According to figures compiled by R.L. Polk & Co., which counts U.S.-built Hondas, Nissans and Volkswagens as imports, 43,628 new Hondas were registered in March, accounting for 19.68 percent of the import total. Twelve months earlier, 40,493 Hondas joined the ranks for 20.37 percent of the total.

Nissan, retaining the No. 2 spot it held a year earlier, increased its numbers but dropped slightly in market share. This year, 40,960 Nissan passenger cars were registered, up from 37,970 in 1984. The Nissan share slipped 0.62 percentage points, however, to 18.48 percent from 19.10 percent.

Third-place Toyota was up 5,000 in numbers year to year and gained 0.46 percentage points. Other market-share gainers included Mazda, up 0.77 percentage points, and BMW, up 0.43 percentage points.

VW was down 0.24 percentage points; Subaru was down 0.54 percentage points; Volvo dropped 1.15 percentage points; Mercedes-Benz was down 0.13 percentage points, and Audi slipped 0.33 percentage points.

The top 10 imports accounted for 87.81 percent of the March, 1985, market, down from 89.85 percent in 1984.

First-quarter import registrations of 627,137 were up 6.63 percent from 588,130 in 1984. Their share of the total U.S. market climbed to 25.20 percent from 24.87 percent a year earlier.

Ten imported-car makes claimed 88.21 percent of the import segment this year compared with 89.36 percent in the first quarter of 1984.

Honda also topped the first-quarter import-registration roster, edging past second-place Toyota and third-place Nissan. The gap between the top three and the succeeding makes was dramatic: Nissan finished the three months with registrations of 114,408, followed by Mazda in fourth place with 40,708 and VW in fifth place with 38,893.

For the quarter, Honda was up 0.41 percentage points; Mazda was up 0.16 percentage points, and BMW gained 0.40 percentage points over its year-ago share.

Toyota slipped 0.43 percentage points; Nissan was down 0.24 percentage points; VW dropped 0.48 percentage points; Subaru slipped 0.49 percentage points; Volvo was down 0.35 percentage points; Mercedes was off 0.10 percentage points, and Audi was down 0.03 percentage points.

Japan as a country of manufacture climbed to 70.00 percent from 69.38 percent in March, 1984. West Germany slipped to 13.87 percent from 13.96 percent and the U.S. was up to 8.83 percent from 7.96 percent. Numbers of cars registered from each exporting country included:

	March, 1985	March, 1984
Japan	155,196	137,921
West Germany	30,739	27,755
United States	19,568	15,822
Sweden	11,591	12,696
France	2,417	2,678
Great Britain	1,613	1,379
Italy	575	518
Ireland	0	33
TOTAL	221,699	198,802

First-quarter Japanese penetration dipped to 71.13 percent from 71.56 percent last year. Cars from West Germany represented 13.57 percent this year versus 13.18 percent in 1984, while U.S. "imports" climbed to 8.10 percent from 7.51 percent. The first-quarter breakout by country of origin follows:

	3 Mos., 1985	3 Mos., 1984
Japan	446,108	420,872
West Germany	85,123	77,490
United States	50,779	44,210
Sweden	32,711	32,342
France	6,416	7,802
Great Britain	4,495	4,210
Italy	1,505	1,109
Ireland	0	95
TOTAL	627,137	588,130

Imported pickup truck registrations were up 38.10 percent March to March, according to the Polk registration figures. This year, they totaled 79,189 compared with 57,332 in 1984 and included these totals by maker:

	March, 1985	March, 1984
Toyota	29,436	19,576
Nissan	22,864	19,075
Mazda	9,063	9,727
Dodge Ram 50	6,441	2,994
Others	11,374	5,960
TOTAL	79,178	57,332

Import-truck registrations exploded 37.56 percent in the first quarter, to 224,538 from 163,230 a year ago. The breakout follows:

	3 Mos., 1985	3 Mos., 1984
Toyota	82,907	59,814
Nissan	67,109	48,275
Mazda	26,011	27,894
Dodge Ram 50	17,678	9,070
Others	30,833	18,177
TOTAL	224,538	163,230

Rover cars to be built in India under license

COVENTRY, England.—Austin Rover Chairman Harold Musgrove attended a ceremony in Madras, India, to launch production there of Rover SD1 models.

Standard Motor Products of India will produce, under licence, 12,000 two-liter gasoline-engined versions of the Rover for sale in India. About 2,000 units are expected to be built in India during the first year of production.

TOP CARS

U.S. registrations for Three Months, 1985 vs. 1984 Oklahoma and New York from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	356,662	Chevrolet	368,832 — 1
2—	337,224	Ford	300,896 — 2
3—	239,676	Oldsmobile	262,516 — 3
4—	200,945	Buick	204,360 — 4
5—	165,383	Pontiac	157,660 — 5
6—	126,606	Mercury	148,044 — 6
7—	124,487	Honda	114,324 — 8
8—	119,471	Toyota	114,566 — 7
9—	114,408	Nissan	108,679 — 9
10—	114,375	Dodge	81,548 —10
11—	94,854	Plymouth	67,300 —13
12—	81,425	Chrysler	68,474 —12
13—	66,923	Cadillac	70,077 —11
14—	41,769	Lincoln	29,69\ —18
15—	40,407	Mazda	37,238 —16
16—	38,893	VW	39,298 —15
17—	35,583	AMC	46,972 —14
18—	234,746	Subaru	35,433 —17
19—	23,931	Volvo	24,508 —19
20—	20 908	Mercedes	20,198 —20
21—	19,300	BMW	15,786 —21
22—	16,371	Audi	15,521 —22
	73,914	Other Imports	62,579
	55	Misc. Dom.	60
	2,488,617	TOTAL	2,364,869

Automotive News: analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

3 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.33	15.60	−1.27
Ford	13.55	12.72	+0.83
Oldsmobile	9.63	11.10	−1.47
Buick	8.07	8.64	−0.57
Pontiac	6.65	6.67	−0.02
Mercury	5.09	5.00	+0.09
Honda	5.00	4.83	+0.17
Toyota	4.80	4.84	−0.04
Nissan	4.60	4.60	−0.00
Dodge	4.60	3.45	+1.15
Plymouth	3.81	2.85	+0.96
Chrysler	3.27	2.89	+0.38
Cadillac	2.69	2.96	−0.27
Lincoln	1.68	1.26	+0.42
Mazda	1.63	1.57	+0.06
VW	1.56	1.66	−0.10
AMC	1.43	1.99	−0.56
Subaru	1.40	1.50	−0.10
Volvo	0.96	1.04	−0.08
Mercedes	0.84	0.85	−0.01
BMW	0.78	0.67	+0.11
Audi	0.66	0.66	−0.00
Other Imports	2.97	2.65	+0.32
Misc. Dom.	0.00	0.00	−0.00
TOTAL	2,488,617	2,364,869	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York numbers from manufacturers' sales records.

IMPORT REGISTRATION SHARES IN U.S.

	MARCH					THREE MONTHS				
	Regis., Mar., 1985	Percent Share of Market	Regis., Mar., 1984	Percent Shareof Market	Pct. Pt. Change '85 vs. '84	Regis., 3 mos., 1985	Percent Share of Market	Regis., 3 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Honda	43,628	19.68	40,493	20.37	−0.69	124,487	19.85	114,324	19.44	+0.41
Nissan	40,960	18.48	37,970	19.10	−0.62	119,471	19.05	114,566	19.48	−0.43
Toyota	40,164	18.12	35,118	17.66	+0.46	114,408	18.24	108,679	18.48	−0.24
Mazda	15,538	7.01	12,402	6.24	+0.77	40,708	6.49	37,238	6.33	+0.16
VW	14,482	6.53	13,456	6.77	−0.24	38,893	6.20	39,298	6.68	−0.48
Subaru	11,173	5.04	11,093	5.58	−0.54	34,746	5.54	35,433	6.03	−0.49
Volvo	8,365	3.77	9,732	4.92	−1.15	23,931	3.82	24,508	4.17	−0.35
Mercedes	7,442	3.36	6,932	3.49	−0.13	20,908	3.33	20,198	3.43	−0.10
BMW	7,127	3.21	5,534	2.78	+0.43	19,300	3.08	15,786	2.68	+0.40
Audi	5,787	2.61	5,840	2.94	−0.33	16,371	2.61	15,521	2.64	−0.03
Others	27,033	12.19	20,182	10.15	+2.04	73,914	11.79	62,579	10.64	+1.15
TOTAL	221,699		198,802			627,137		588,130		
Share of U.S. Total		23.92		23.80	+0.12		25.20		24.87	+0.33

1984 numbers for New York State and Oklahoma from manufacturers' sales records.

Personal-use flat rate gains popularity

Survey shows more company fleets prefer it to straight mile rate

Nearly eight out of 10 U.S. fleets reimburse their employes 20 or 20.5 cents a mile for business use of personally owned cars, according to the National Association of Fleet Administrators (NAFA) 1984 personal use survey.

The survey also reveals that one out of three U.S. fleets now charges more than 15 cents a mile for personal use of the company car compared to 10 cents or more in 1983.

A number of fleets indicate they are increasing their personal use chargeback in 1985 "to meet the new tax law fair market value."

According to NAFA, for the first time ever, more companies are using a flat rate for personal use chargebacks rather than a straight mile rate. In addition, more fleets than ever before are now adding the personal use charge to the employe's income tax form as additional income.

A total of 407 U.S. commercial fleets operating 264,905 passenger cars participated in NAFA's survey which is broken down into seven groups — Drug & Cosmetics, Chemical & Petroleum, Food & Beverage, Insurance, Manufacturing-Consumer, Manufacturing-Industrial, and Miscellaneous.

There are also separate categories for Public Utility, Government and Canadian fleets.

Drug & Cosmetics Group

The Drug and Cosmetics Group consists of 42 fleets operating 32,292 passenger cars (2,573 company-owned, 29,719 leased). These fleets estimate that personal use is 14 percent of the total mileage driven every year.

Every fleet in the group permits personal use of the company-provided car after working hours and on weekends and holidays. One fleet does not permit the car to be used for vacation travel. No fleet places a limitation on the number of personal miles that can be driven.

Only one fleet does not charge for personal use; 41 do have a chargeback system. Fourteen fleets have a straight mileage charge; 19 use a flat weekly or monthly charge, while nine fleets use a combination of methods for determining the chargeback.

Among the fleets with a straight mileage charge, three each set the rate at nine and 12 cents a mile. One fleet each charges for gas only, 7.5 cents, 8, 10, 13, 14, 15, and 20.5 cents a mile.

Among the fleets with a flat personal use charge, there are these rates: $25 a month, four fleets; $35 and $50 a month, two fleets. Other monthly charges (by one fleet each) are: $18 to $22, $15, $20, $32.50, $31 and $45. Weekly charges include $5, $7, $15 and $20.

Fleets with a combination flat rate and mileage have these rates (all in one fleet each): $15 a month and six cents a mile after the first 250 miles; six cents a mile and $18 a month; $30 a month and nine cents a mile; $15 a month and seven cents a mile; seven cents a mile and $18 a month; $30 a month plus 10 cents a mile over 300 miles a month; $15 a month and seven cents a mile; $40 or $50 a month plus seven, eight or nine cents a mile depending on car driven. In one fleet the charge is $6.30 a week plus six cents a mile.

In reimbursing an employe for use of a personal car for business (when there is no assigned fleet car), 20 fleets pay 20 cents a mile. Two fleets each charge 18.5 and 20.5 cents a mile. One fleet each pays 15, 17, 24 and 25 cents a mile. One fleet pays $250 a month plus actual gas costs, while another reimburses the driver a flat rate of $310 a month.

When an assigned fleet car is not in operation and use of a personal car is required, 24 fleets pay the employe 20 cents a mile. Five fleets pay 20.5 cents a mile; three pay 18.5 and one fleet each pays 24 and 25 cents a mile.

Chemical & Petroleum Group

The Chemical and Petroleum Group consists of 33 fleets operating 28,313 passenger cars (17,233 company-owned, 11,080 leased). Personal use among the fleets in this group amounts to 17 percent of total mileage driven.

Two fleets in the group do not permit any personal use of the company car; the other 31 fleets permit such use after working hours.

Thirty fleets permit the car to be driven on weekends and holidays, while 24 permit it to be driven on vacations. Two fleets that permit personal use place specific limitations on such use. One fleet says the limit is 1,000 miles a year, while the other is more general and says the limit is "reasonable use."

Twenty-seven of the 31 fleets permitting personal use charge for it; four do not. Twelve fleets have a staight personal mileage charge; 12 have a flat weekly or monthly charge, while three use a combination method.

Three fleets charge 10 cents a mile for personal use; two charge 13 cents. Other mileage charges (in one fleet each) are: 7.5 cents a mile, nine, 12, 15½, 16, 17, and 20.5. Among the fleets with a flat rate, three each charge $30 and $50 a month; two charge $35 a month, while one charges $100 a month. One fleet charges $77 a month for use of an eight-cylinder car and 10 cents a mile for a six-cylinder car.

The fleets with a combination chargeback set it at 12.5 cents a mile and $50 a month; 10 cents a mile plus $35 a month; and $25 a month minimum or eight cents a mile.

Twelve fleets collect the personal use chargeback through an expense report deduction. Eight fleets use salary deduction. Five fleets add the personal use charge to the employe's annual income.

In one fleet the flat monthly rate is deducted from the salary; the mileage charge is paid by personal check. In another fleet, the flat rate is a salary deduction; the mileage charge is deducted from the expense report.

In three fleets only the employe is permitted to drive the company car; in the other 28 that permit personal use both the employe and spouse can use it. Twelve fleets permit licensed children to drive, and one fleet extends the driving privilege to "others" provided the employe is in the car.

Five fleets have a minimum age requirement. In three of them it is 25; in the other two it is 18 and 21.

Nine fleets require the employe to pay for repair costs resulting from an accident during personal use. In two fleets it is the full amount of the repairs. In three fleets it is a dollar amount of either $50 or $100, while four fleets assess the "insurance deductible" — $100 or $250.

Nine fleets charge the employe with an accident if another person was driving the car when the accident occurs.

In determining reimbursement for business use of a personal car (when the employe does not have a company car), 26 fleets use a straight mileage rate. In 13 fleets it is 20 cents a mile; in 10 the rate is 20.5 cents a mile. One fleet each pays 11 cents plus gas, 17 cents, and 22.5 cents a mile.

Three fleets use a sliding scale to reimburse employes for use of a pesonal car. In one fleet it is 20 cents a mile for the first 1,250 miles a month, then 11 cents a mile; in another it is 20.5 cents for the first 15,000 miles a year, 11 cents a mile thereafter; another pays 20 cents a mile for the first 900 miles a month and 11 cents for additional mileage. One fleet uses a combination method of $150 a month plus 20 cents a mile.

When an assigned fleet car is not in operation and a pesonal car is used for business, every fleet in the group reimburses the employe on a straight mileage basis. In 14 fleets the rate is 20 cents a mile; in 10 fleets it is 20.5 cents. One fleet each pays 10 cents plus gas; 11 cents plus gas; 17 cents, and 22.5 cents a mile.

Food & Beverage Group

The Food and Beverage Group consists of 38 fleets operating 21,811 passenger cars (10,999 company-owned, 10,812 leased. Every fleet in the group pemits personal use of the company car; only one does not permit it to be driven on vacations. Personal use in this group amounts to 18 percent of the total annual mileage, according to those fleets reporting this statistic.

Five fleets in the Food and Beverage Group place a limit on personal mileage. In two fleets it is 100 miles a week; in two others the limit is 5,000 miles a year. The fifth fleet did not specify its limitation.

Thirty-four of the 38 fleets in the group charge for personal use of the company-provided vehicle; four do not. Of those that charge, nine have a straight mileage charge; 18 have a fixed weekly or monthly charge, while seven use a combination of both.

Among the fleets with a mileage charge, three set it at 10 cents a mile; one each 20 cents a mile, 20.5 cents a mile, 23 cents a mile. One fleet charges 10 cents a mile after 50 "free" miles a month; another charges 14 cents a mile for trips over 100 miles. One fleet in the group offers an option: seven or nine cents a mile or .5 or .75 percent of the capitalized cost monthly. One fleet reported it charged a "fair market," but did not elaborate on what it was.

Among the fleets with a flat rate, two fleets each charge $50 and $46 a month. Other flat charges mentioned (by one fleet each) were: $25, $60 or $80 a month depending on type of car, $20 or $40 a month; $40 or $60 a month; $50 or $100 a month; $40 a month; $100 a month; 28 a month; $35 a month; $6 a week; $22 a week; $350 a year; and $500 a year.

Those fleets using a combination charge for personal use have these rates (in one fleet each): 10 cents a mile and $7 a week; 10 cents a mile and $5.25 a week; 16

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PERSONAL USE SURVEY SUMMARY

	Insurance (59)		Food & Beverage (38)		Drug & Cosmetics (42)		Mfg. Industrial (63)		Mfg. Consumer (40)		Chemical & Petroleum (33)		Others (32)		U.S. Comm (307)		Public Utility (21)		Government (32)		Canada (47)	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Personal Use Permitted	58	1	38	—	42	—	62	1	40	—	31	2	30	2	301	6	10	11	11	21	45	2
After Work	57	1	38	—	42	—	62	—	40	—	31	—	30	—	300	1	9	1	10	1	45	—
Weekends	56	2	38	—	42	—	62	—	40	—	30	1	28	2	296	5	9	1	6	5	45	—
Vacations	54	4	37	1	41	1	60	2	40	—	24	7	27	3	283	18	5	5	1	10	44	1
Limits on Personal Use	10	48	5	33	—	42	7	55	4	36	2	29	3	27	31	270	3	7	4	7	7	38
Charge For Personal Use	56	2	34	4	41	1	56	6	32	8	27	4	25	5	271	30	10	—	5	6	32	13
Mileage Charge	20	—	9	—	14	—	20	—	10	—	12	—	9	—	94	—	3	—	5	—	6	—
Flat Rate	21	—	18	—	19	—	26	—	18	—	12	—	6	—	120	—	5	—	—	—	19	—
Both or Other	13	—	7	—	8	—	8	—	1	—	2	—	10	—	49	—	2	—	—	—	7	—
Charge Collected By:																						
Expense Report	28	—	9	—	22	—	27	—	15	—	12	—	11	—	124	—	1	—	—	—	9	—
Salary Deduction	17	—	19	—	12	—	21	—	12	—	8	—	8	—	97	—	6	—	1	—	17	—
Both or Other	11	—	6	—	7	—	6	—	5	—	6	—	6	—	47	—	3	—	4	—	6	—
Use Permitted by:																						
Employee Only	4	—	2	—	—	—	2	—	4	—	3	—	5	—	20	—	6	—	11	—	—	—
Employee & Spouse	54	—	36	—	42	—	60	—	36	—	26	—	25	—	279	—	4	—	—	—	45	—
Employee & Children	24	—	20	—	29	—	30	—	19	—	12	—	14	—	148	—	3	—	—	—	32	—
Employee & Others	6	—	4	—	7	—	4	—	4	—	1	—	2	—	28	—	—	—	—	—	4	—
Age Limits Set	11	46	15	23	14	28	32	30	19	21	5	24	12	18	108	190	2	8	—	11	20	24
Repair Costs Paid For																						
By Employee	22	36	16	22	17	25	28	32	13	27	9	20	12	18	117	180	1	9	—	11	23	22
Full Amount	1	—	1	—	1	—	1	—	—	—	2	—	—	—	6	—	—	—	—	—	—	—
Fixed Share	—	—	—	—	2	—	—	—	—	—	—	—	—	—	2	—	—	—	—	—	1	—
Dollar Amount	11	—	6	—	6	—	12	—	4	—	3	—	4	—	46	—	—	—	—	—	6	—
Insurance Deductible	10	—	9	—	7	—	14	—	9	—	4	—	8	—	61	—	1	—	—	—	16	—
Accident Charged	30	27	23	15	21	21	33	26	18	22	9	20	13	17	147	150	5	5	2	9	18	27
Increased Charge in 1984	16	36	10	23	7	35	14	39	4	24	2	22	2	23	55	202	—	9	—	5	4	28

Personal

Continued from Page E-6

cents a mile plus $10 every four weeks; nine cents a mile for "extended use" and $50 a month; $50 a month and 10 cents a mile after 100 miles in a month; and 10 cents a mile plus $20 a month.

Nine fleets in the Food and Beverage Group collect the personal use chargeback by means of an expense report deduction; 19 collect it by means of a salary deduction. Other methods of payment cited by the companies in the group include "driver pays $150 every three months;" three fleets add the charge to the employe's annual income as reported on the W-2 form; one fleet said, "Employes pay mileage as incurred," while another reported, "We collect 10 cents a mile from the expense report and than add 10 cents a mile additonal income to the employe's W-2."

Ten fleets in the group reported they had increased their personal use charge during 1984 and several others indicated they would raise the rates again in 1985 "as a result of the new tax law."

In two fleets, only the employe is permitted to drive the company-provided car. In the others, the employe and spouse are given personal driving privileges. Twenty fleets permit "licensed" children to use the company car, and four fleets extend the driving privilege to "others" living in the same household.

Fifteen fleets have a minimum age for driving privileges. In one fleet each it is 17, 20 and 25. In six fleets the minimum age is 18, while in five others it is 21.

Sixteen fleets in the Food and Beverage Group assess the employe for repair costs resulting from accidents incurred during personal use. One fleet charges the full amount of the repairs; six have a dollar amount ranging from a low of $50 to a high of $500. One fleet said it charges "20 percent of the repair cost or $250, whichever is higher."

Nine fleets charge the driver the "insurance deductible" for repairs required after an accident during personal use. This ranges from a low of $100 (four fleets) to a high $500. One fleet says it only makes the charge for a second accident.

Twenty-three of the 38 fleets in the group say they charge the employe with an accident if another person was driving the car when the accident occurred. Several of these fleets say such a charge is levied only when an "unauthorized" person was driving the cars.

In discussing the policies dealing with the business use of pesonal cars, there are two aspects: (1) When the employe does not have an assigned fleet car, and (2) When the company car is not in service.

When the employe does not nave a company car, the majority of fleets reimburse him for business use of a personal car by a straight mile rate. In 12 fleets it is 20 cents a mile; in nine fleets the rate is 20½ cents a mile. Two fleets each pay 15 and 21 cents a mile. Three fleets pay a flat rate plus mileage. The combinations are $300 a month and five cents a mile; $260 a month plus nine cents a mile, and $155 a month and 12 cents a mile. One fleet pays a flat $380 a month, while another pays 20 cents a mile for the first 12,000 miles, 18 cents mile for additional mileage.

In those cases where a company-assigned car is not in operation and the employe drives his personal car, all but one fleet in the group reimburses him on a mileage basis. The exception is one fleet that pays $7 a day. Sixteen fleets pay 20.5 cents a mile. Two fleets reimburse the employe 23 cents a mile, while one fleet each pays 15, 18.5, 21 and 22 cents a mile.

Insurance Group

The Insurance Group consists of 59 fleets operating 36,800 passenger cars (19,783 company-owned, 17,017 leased). Fleets in the group report that personal use accounts for 20 percent of the total mileage their cars are driven.

Fifty-eight of the 59 fleets in the Insurance Group permit personal use of the company-provided car. One fleet limits the use to "commuting," two fleets ban its use on weekends and holidays, and four fleets do not permit the company car to be driven on vacations.

Ten fleets in the group place some limitations on the amount of personal use permitted. Some of the specific limitations mentioned include "cannot exceed 49 percent of the total mileage;" "6,500 miles a year," "10 percent of business mileage;" "reasonable (in our judgment);" "commuting miles only;" "1,000 a month;" "1,000 miles when on vacation" and "50-mile radius of their home."

Two fleets in the group do not charge for personal use; the other 56 that permit pesonal use do have a chargeback system. Twenty fleets use a straight mileage charge. Three fleets each charge 14 and 20.5 cents a mile. Two fleets each charge 15 and 16 cents a mile, while one fleet each charges 9, 10, 11, 12, 12.5, 13, 17 and 20 cents a mile.

Among the fleets with a flat rate, five fleets charge $50 a month; three charge $30 a month. Other monthly charges (by one fleet each) include $35, $37.50, $39, $40, $45, $55, $60, $75. One fleet's charge ranges from $40 to $60 a month depending on size of car, while another's charge ranges from $85 to $200 a month. Weekly charges (again by one fleet each) are $12 a week and $20 a week. One fleet charges $520 a year, while another's charge is "25 percent of the total car cost."

Fifteen fleets in the Insurance Group use a combination chargeback system. These chargebacks include six cents a mile and $15 a month; $10 a week and 15 cents a mile over 6,500 miles a year; nine cents a mile with $650 added to the employe's W-2 form: $684 implied annual income added to W-2; nine cents a mile over 600 miles a month plus $650 added to W-2; nine cents a mile plus $30 a month; 15 cents a mile and $60 a month; $50 a month plus 12 cents a mile over 600 miles a month; $35 a month plus gasoline costs on vacation; $39 a month plus 13 cents a mile over 300 miles a month; $15 a month plus five cents a mile; $43.25 a month plus 10 cents per mile for trips over 200 miles; 10 cents a mile and $20 a month; $19 a month and 15 cents a mile; and $42 a month plus 14 cents a mile.

Twenty-eight fleets in the Insurance Group collect for personal use by means of an expense report deduction; 17 use a salary deduction, while 11 use other methods of collecting the chargeback. In most of these fleets the personal use chargeback was added to the employe's W-2 form as additional income. In one fleet the employe pays for personal use by a check to the company.

Sixteen fleets said they increased their personal use chargeback in 1984. The majority of them are staying with their current system, but increasing the amount. However, one fleet switched from a flat rate to 20.5 cents a mile, while another went from a mileage charge to a flat rate.

In four fleets, personal use is restricted to the employe only; in the other 54 fleets permitting personal use, both the employe and spouse can use the company car. Twenty-four fleets permit licensed children to drive, and six extend the driving privilege to "others" in the same household.

Minimum age requirements for driving the company car are set by 11 fleets. Two fleets each set the minimum age at 18, 21 and 25 years. One fleet each has a minimum age of 20 and 26.

Twenty-two fleets in the Insurance Group charge the employe for repair costs resulting from an accident occurring during personal use. One fleet charges the full amount; 11 have a dollar payment ranging from a low of $50 to a high of $300. The most frequently mentioned figure is $100. Ten fleets assess the "insurance deductible" as the charge. This ranges from a low of $100 to a high of $250.

Thirty fleets say they "charge" the employe with an accident if another person was driving the car when the accident occurred; 27 do not enter such a charge on the employe's record.

In reimbursing an employe for business use of a personal car (when there is no assigned company car), most fleets use a straight mileage payment. In 24 fleets the rate is 20 cents a mile. Eight fleets pay 20.5 cents a mile; two pay the employe 23 cents a mile. Other reimbursement rates include (by one fleet each) 17 cents, 17 cents plus gas, 18, 18.5, 19, 21.5 and 22 cents a mile.

Five fleets reimburse the employe on a sliding scale: 20.5 cents a mile for the first 15,000 miles, then 11 cents a mile; 22 cents a mile for the first 7,000 miles, then 18 cents a mile; 24 cents for the first 10,000 miles, 19 cents for the next 5,000, then 16 cents a mile for any additional mileage; 24 cents for 1,000 miles, then nine cents for additonal driving, and 16 cents for the first 700 miles in a month, plus 10 cents a mile for the balance.

Two fleets reimburse the driver of a personal car on a combination basis. In one fleet the rate is $22 a week plus 20 cents a mile; in the other fleet it is nine cents a mile plus $25 a month.

In reimbursing an employe for business use of a personal car when an assigned fleet car is not in operation, every fleet uses a straight mileage method of payment. In 24 fleets the rate is 20 cents a mile; in 11 fleets the rate is 20.5 cents, while in two fleets each the rate is 18 and 18.5 cents a mile. One fleet each reimburses the employe at these rates: 16 cents a mile, 17, 19, 21, 21.5, 22, 23 and 26 cents a mile.

Manufacturing-Consumer

The Manufacturing-Consumer Group consists of 40 fleets operating 20,142 passenger cars (6,389 company-owned, 13,753 leased). Every fleet in the group permits personal use of the company-provided car after working hours, on weekends and holidays, and for vacation travel. Personal use amounts to 18 percent of the total mileage driven by these fleets.

Four fleets place some limitations on personal use. They include 600 free miles for vacation travel and then a 10 cent a mile charge; 200 miles a month; use only within a 350-mile radius of the division point. One fleet says personal use must be "reasonable."

Thirty-two of the 40 fleets in the group charge for the personal use of the company car. Ten fleets have a personal mileage charge; 18 have a flat weekly or monthly charge, while one uses a combination of both methods. The mileage charges in two fleets each are 10 and 11 cents a mile. One fleet each charges 12, 13, 14, 20, and 20.5 cents a mile. Another fleet that charges 20 cents a mile deducts 13 cents from the employe's expense account and adds seven cents a mile to his W-2 form as additional income. The one fleet using a combination charge sets it at 10 cents a mile plus $21 a month.

Among the fleets with a flat chargeback rate, three each charge $30 and $40 a month. Two fleets charge $45 a month. Other monthly charges include (in one fleet each): $20, $25, $33, $50 and $150 a month. Weekly charges (in one fleet each) are: $3, $10, $11 and $11.50.

Four fleets reported they increased their personal use chargebacks in 1984; a number of others said they plan to raise them in 1985.

Of the 32 fleets that charge for personal use, 15 collect the chargeback through an expense report deduction; 12 collect it through a salary deduction, while five use other methods. Four of these five fleets add the personal use chargeback to the employe's income on the W-2 form at the end of the year; the fifth fleet requires the employe to pay for such use by personal check.

Four fleets in the Manufacturing-Consumer Group permit only the employe to dirve the company car. The other 36 fleets permit both the employe and spouse to use the car, while 19 extend the driving privilege to children of the employe. Four fleets permit personal use by "others" in the same household.

Nineteen fleets have a minimum age requirement for use of the company car. In seven fleets the minimum age is 21; in four fleets each it is 18 and 25 years. One fleet only requires the driver to be "licensed" and in another the minimum age is set at 16.

A portion of the repair costs resulting from accidents that occur during personal use is borne by the employe in 13 fleets. Four of them have a fixed dollar amount ranging from a low of $50 to a high of $350. In nine fleets the employe's share of the repair costs is the "insurance deductible" which ranges from a low of $100 to a high of $500, with $250 being the most commonly cited amount charged to the employe.

There are two situations that may exist in reimbursing employes for business use of a personal car — no assigned company car, or the assigned car is not in operation.

When there is no assigned company car, 29 fleets in the Manufacturing-Consumer Group reimburse the employe for use of the personal car on a straight mileage basis. Fifteen fleets pay 20 cents a mile; six pay 20.5 cents a mile. Two fleets pay the employe 22.5 cents a mile, while one each reimburses at the rate of 15, 18, 22, 32 and 33 cents a mile.

Three fleets in the group reimburse the employe on a cash payment and mileage basis. One fleet each pays 10 cents a mile and $155 a month; 12.5 cents plus $330 a month; 14 cents a mile and $240 a month. One fleet pays a flat rate of $350 a month.

When an employe is required to use a personal car because the company car is not operating, 20 fleets reimburse the employe at 20 cents a mile; five pay 20.5 cents a mile. Other rates are (in one fleet each): 10 cents, 18, 19, 22, 22.5, 24, 25 and 33 cents a mile.

One fleet pays the employe 32 cents a mile for the first 900 miles driven, then 18 cents for the remaining mileage. Another fleet pays 14 cents a mile plus $250 a month.

Manufacturing-Industrial

The Manufacturing-Industrial Group consists of 63 fleets operating 58,625 passenger cars (14,283 company-owned, 44,342 leased). According to the participating fleets, personal use accounts for 18 percent of the total mileage driven in a year.

Sixty-two of the 63 fleets in the group permit personal use of the company-provided car after working hours, on weekends and holidays. Two fleets do not permit personal use for vacation travel.

Seven fleets place specific limitations on personal use. In two fleets the limit is 20 percent of the total mileage driven; in another fleet, personal use must be less than 50 percent of total use. Three of the fleets limit use on vacations; the limits are 300, 1,000 and 2,500 miles.

Seven fleets in the group do not charge for personal use; 56 do require a chargeback. Twenty fleets use a straight mileage charge; 26 have a flat weekly or monthly use charge, while eight have a combination of mileage and flat rate chargeback policy.

Among the fleets with a mileage charge, three each set it at 10, 12 and 14 cents a mile. Two fleets charge 11 cents a mile, while one fleet each has these charges: 8, 9, 13, 18, 18.5 and 20.5 cents a mile. One fleet charges 8, 10 or 12 cents a mile depending on size of car driven.

Five of the fleets with a flat monthly rate charge $35 a month; three fleets each charge $25, $30, $40 and $50 a month. Other montly charges (each by one fleet) are: $55, $75 and $80 for a four-cylinder car, $100 for a six-cylinder car. Weekly charges (each by one fleet) are $5, $12, $13 and $18. One fleet charges $570 a year for personal use of the company car.

Eight fleets employ a combination of mileage and flat rate for personal use chargeback. They are (each by one fleet): five cents a mile with a $50 minimum per month, or one-half of one percent of the car's capitalized cost; fuel plus $50 a month; 10 cents a mile and $25 a month; 17 cents a mile and other $45 or $55 a month; seven cents a mile plus $55 a month for vacations; 14 cents a mile over 1,000 a month plus $115 a month; eight cents a mile and $34 a month; and $40 a month plus three cents a mile for each cylinder in the car's engine.

Twenty-seven fleets in the group collect the personal use chargeback through an expense report deduction; twenty-one have a salary deduction program, while six add the personal use charge to the employe's W-2 form as additional income.

Two fleets restrict personal use to the employe alone; the remaining 60 fleets permitting personal use say both the employe and spouse can drive the company car. In addition, 30 fleets permit licensed children to use the car, and four fleets extend the driving privilege to "others" living in the same household as the employe.

Thirty-three fleets have a minimum age requirement before personal use is permitted. In 12 fleets it is 21 years of age; in nine fleets each it is 18 and 25. One fleet each sets the minimum at 19 and 20, while one fleet has a minimum age of 21 for females and 25 for males.

In 28 fleets some portion of the repair cost resulting from an accident during personal use is charged to the employe. One fleet charges the full amount; 12 have a specific dollar amount that ranges from a low of $100 to a high of

Continued on Page E-10

Fleet operating expenses continue to ebb

Survey shows cost was a penny per mile less in 1984 than in 1982

Fleet operating expenses declined for the third consecutive year in 1984, according to the annual operating expense survey conducted by the National Association of Fleet Administrators Inc. (NAFA).

A total of 84 fleets, operating 79,660 passenger cars, submitted data for the annual survey.

Operating expenses declined approximately three tenths of a cent per mile in the "composite" fleet group (those fleets that do not break out expenses by the size of car) from .0793 cents per mile in 1983 to .0763 cents per mile in 1984.

The 1984 operating expense is a full penny per mile less than in 1982.

Average fuel economy or miles per gallon for the fleets was computed using a price of $1.26 a gallon for fuel. This is an average for the year combining both full-service and self-service pump prices.

The average miles per gallon figure for compacts was 23.8; for mid-size cars, 20.5; for large cars, 18.7.

Results of the survey are based on NAFA's Recommended Classification of Automobile Expenses. Under this accounting system, fleet costs are divided into three major categories:

(1). Operating Expenses: These costs consist of all expenses directly related to running a vehicle — fuel, oil, tires and tire repair, and normal maintenance and repair. These expenses are computed in pennies per mile per car.

(2). Incidental Expenses: These costs include licenses and taxes, accident repairs less recoveries, washing, parking and tolls, and miscellaneous expenses. These costs are computed on a dollars per car per month basis.

(3). Standing Expenses: The third category consists of investment costs, either interest paid on purchases or leasing company service charges, depreciation reserve, insurance and selling costs. Deducted from these expenses are depreciation adjustments (if any) after a vehicle is sold. The standing expenses are also expressed in dollars per car per month.

To arrive at the Net Expense figure, personal use chargebacks and any optional equipment purchased by the company-car operator are deducted from the combined Incidental and Standing Expenses.

The composite fleet consists of nearly 40,000 passenger cars. The fleets in this group do not break out expenses by size of car; they provide only totals for the entire fleet.

The cars in these fleets were kept in service an average of 31.5 months and driven 57,740 miles. Two percent of the cars in the composite fleet are subcompacts; 69 percent are compacts; 25 percent are mid-size; four percent are large cars.

Seventy-eight percent of the cars in the composite fleet have four-cylinder engines; 19 percent are equipped with six-cylinder

Continued on Page E-12

Operating Expense Comparisons Composite Fleets 1982 - 1984

	1982	1983	1984
Average Miles per Month	1,880	1,821	1,833
OPERATING EXPENSES			
(cents cost per car per mile)			
Fuel	.0643	.0579	.0580
Oil	.0011	.0016	.0012
Tires & Tire Repair	.0057	.0041	.0040
Repair & Maintenance	.0150	.0157	.0151
Total Operating Expenses	.0861	.0793	.0763
INCIDENTAL EXPENSES			
(dollar cost per car per month)			
License & Taxes	$ 8.63	$ 9.95	$11.62
Accident Repairs — Recoveries	7.39	8.85	8.74
Washing	6.14	4.12	4.25
Parking & Tolls	12.09	11.06	7.46
Miscellaneous	2.98	2.97	3.25
Total Incidental Expenses	$ 37.23	$ 36.95	$ 35.32
STANDING EXPENSES			
(dollar cost per car per month)			
Leasing Service Charge or Interest	$ 76.38	$ 72.05	$ 60.40
Depreciation Reserve	161.37	153.65	182.95
Depreciation Adjustment	-23.06	-12.38	-23.83
Selling Expenses	11.38	5.04	11.46
Insurance	23.94	20.96	19.03
Total Standing Expenses	$250.01	$239.32	$250.01
CREDITS			
(Dollar return per car per month)			
Personal Use Credit	$ 42.29	$ 47.70	$ 45.42
NET EXPENSES			
(Incidental expenses plus standing expenses less credits)	$244.96	$228.77	$239.91

Operating Expense Comparisons 1982 - 1984

Mid-Size Cars

	1982	1983	1984
Average Miles per Month	2,027	2,236	2,031
Fuel	.0748	.0616	.0614
Oil	.0014	.0016	.0018
Tires & Tire Repair	.0053	.0064	.0043
Repair & Maintenance	.0105	.0169	.0162
Total Operating Expenses	.0920	.0865	.0837
Average price per gallon of fuel	$1.36	$1.235	$1.26
Average miles per gallon	18.2	20.05	20.5

Compact Cars

	1982	1983	1984
Average Miles per Month	2,339	2,153	1,747
Fuel	.0627	.0517	.0528
Oil	.0015	.0017	.0014
Tires & Tire Repair	.0040	.0035	.0045
Repair & Maintenance	.0112	.0126	.0121
Total Operating Expenses	.0794	.0695	.0708
Average miles per gallon	21.8	24.1	23.8
Average price per gallon of fuel	$1.36	$1.235	$1.26

Personal

Continued from Page E-5

$1,000, with $100 and $250 being the most frequent. Fourteen fleets charge the "insurance deductible" to the operator. The range in this category is from a low of $50 to a high of $1,000; $250 is the most often cited figure.

Thirty-three fleets charge the employe with an accident if another person was driving the company car when the accident occurred.

In reimbursing an employe for business use of a personal car when there is no assigned company car, 28 fleets pay the employe 20 cents a mile. Seven fleets pay 20.5 cents a mile; four pay 21 cents. One fleet each pays 17, 18, 22 and 32 cents a mile for such use.

Seven fleets employ a mileage rate and fixed payment scale to reimburse the employe. The rates are (in one fleet each): nine cents a mile and $55 a week; 9.5 cents a mile plus $325 a month; 10 cents a mile and $175 a month; eight cents a mile and $180 a month; 20 cents a mile and $325 a month; 8.5 cents a mile and $270 a month; and 10 cents a mile plus $200 a month.

Two fleets reimburse the driver on a graduated or sliding mileage scale. The rates are 20 cents a mile for the first 1,500 miles a month, then 11 cents a mile; and 21 cents a mile for the first 1,250 miles, then 10 cents a mile.

When an assigned fleet car is not in service, every fleet but one reimburses the employe for use of a personal car on a straight mileage basis. In 36 fleets the rate is 20 cents a mile; in nine fleets it is 20.5 cents a mile; four fleets pay 21 cents. One fleet each pays 9.5, 17, 18, 18.5, 22,and 22.5 cents a mile. The one fleet with a sliding scale pays the employe 20 cents a mile for the first 1,250 miles, then 10 cents a mile thereafter.

Miscellaneous Group

The Miscellaneous or Other Group consists of 32 fleets that do not fall within any of the other specific industry classifications. These fleets operate 11,922 passenger cars (2,604 company-owned, 9,318 leased). Personal use of the company car amounts to slightly more than 19 percent of the total number of miles driven.

Thirty fleets in this group permit personal use of the company car; two do not. Two fleets do not permit personal use on weekends and holidays, and three fleets do not authorize use of the car for vacation travel.

Three fleets report having limitations on personal use. One did not specify the limitation, one says it is 3,600 miles a year, another requires the operator to pay for gas and oil (in addition to the regular chargeback) for trips of more than 200 miles.

Twenty-five of the 30 fleets have a regular personal use chargeback system; five do not charge for the personal use. Nine fleets have a straight mileage charge; six have a flat weekly or monthly charge, while 10 use a combination of charges.

In the fleets with a mileage charge, two set it at 11 cents a mile. In the others the charge is 9, 10, 15.5, 17, 18, and 20.5 cents a mile. Three fleets charge $25 a month; two charge $50 a month; one fleet charges $15 a week for personal use.

Two fleets charge $50 a month and 10 cents a mile. Other fleets have these chargeback rates: $30.30 a month plus six cents a mile; $32 a month and 12 cents a mile; $20 a month and nine cents a mile; $20 a month plus 10 cents a mile; $15 a month and five cents a mile. One fleet charges $60 a month plus 20 cents a mile over 300 miles a month. One other fleet charges its employes three-fourths of the monthly lease rate plus $40 a month.

Eleven fleets collect the personal use chargeback through an expense report deduction; eight fleets deduct the charge from the employe's salary. Five fleets add the charge to the employe's income statement (the W-2 form) at the end of the year. One fleet gives the employe a separate W-2 form covering the additional income.

A minimum age requirement for driving privileges is set by 12 fleets. In four fleets it is 18; in three fleets it is 21. Two fleets merely require that the operator "be licensed," while one fleet each sets the minimum age at 23 and 25.

Five fleets restrict use of the company car to the employe only; the other 25 permitting personal use allow driving by both the employe and spouse. Fourteen fleets permit children to use the car, and six extend the driving privilege to "others" in the same household.

Twelve fleets charge a portion of repair costs resulting from accidents occurring during personal use. Four of the 12 assess a specific dollar amount; in one fleet it is $50; in the other three it is $100. Eight fleets charge the employe the "insurance deductible," most frequently $250, although one fleet does charge $250 for collision and $150 for comprehensive.

When an employe uses a personal car for business (when there is no assigned company car) all but three fleets in this group reimburse on a straight mileage basis. In 10 fleets the rate is 20 cents a mile; in five fleets it is 20.5; in two fleets it is 19 cents a mile. One fleet each pays at these rates: 12 cents a mile, 15, 19, 21, 22 and 30 cents a mile.

Three fleets pay a combination flat rate and mileage to the employe. The payments are $150 a month and 10 cents a mile; $150 a month plus 9.5 cents a mile; and $180 a month plus 8.5 cents a mile.

Every fleet reimburses its employe for business use of a personal car (when the assigned fleet car is not in operation) on a mileage basis. Nine pay 20 cents a mile; six pay 20.5 cents; two pay 19 cents a mile. Other rates include 12 cents a mile, 15, 18.5, 21, 22 and 28 cents a mile.

New quotas don't aid imports

Fleet sales of Japanese cars will not climb

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES. — Despite the hefty 24 percent annual increase in shipments of cars to the U.S. under the Japanese government's voluntary restraint agreement (VRA), Japanese-import distributors in the U.S. are still so strapped for vehicles that little can be promised to the fleet industry.

The lion's share of this year's increase, announced by Japan's Ministry of International Trade and Industry (MITI), will be in the form of captive imports sold by Chrysler Corp. and General Motors, while major importers such as Toyota Motor Sales U.S.A. Inc. and Nissan Motor Corp. in U.S.A. will get only a 12 percent increase in volume.

"We were obviously disappointed that the number isn't greater," Don Esmond, Toyota's national fleet and truck manager, says. Although the increase will not change things much on the car side of the fleet business, Esmond notes, "Even under VRA we were able to increase fleet sales about 13 percent. Most of the (1984 fleet sales) increase was from the dealer body working with local accounts."

Any increase in fleet cars that results from the new quotas, according to Esmond, will be used to support daily rental and long-term fleet clients.

John Dorsey, manager of national truck and fleet sales for Mitsubishi Motor Sales of America Inc. (MMSA), says of the quota increase: "It's really a moot issue. If we get a big number, then it will help fleet. But we're looking at a 12 to 15-day supply at retail. Retail will gobble even a medium increase."

Jim Tavasci, Nissan's national fleet and leasing manager, says loosening of VRA coupled with Nissan's Sentra car production in Tennessee "in the long run will make more vehicles available for fleet — pending market conditions."

He says Nissan's U.S. car production holds greater significance for the company's fleet program than any increases under VRA: "We're looking at what possibilities exist to increase fleet availability, not so much as a result of VRA, but because of producion at Smyrna."

Gerard D. Murphy, fleet sales manager for American Isuzu Motors Inc., indicates the company has not decided what to do with its import volume increase.

"We're still unsure of the number," he says, adding that negotiations are continuing over Isuzu's share: "The original quote (preliminary figures put the company's increase at only 6,000 vehicles) doesn't allow us to go aggressively after fleet, as we have with truck."

American Isuzu is in the unique position of having over 250 full line dealers, yet is allotted the least number of cars among Japanese import marketing units. As a result, Murphy says, it follows that retail gets the sales priority.

On the truck side, however, it is a different story altogether for Isuzu. "Our posture here is to aggressively solicit the fleet market," Murphy says. Fleets accounted for nearly 24 percent of P'Up truck sales last year. "We've organized the fleet program to address the local market as well as the national market," he says.

In establishing its identity in the national fleet market, American Isuzu is following the same lighthearted approach it took when introducing its cars. Captitalizing on Isuzu truck's class win at Baja last year, Murphy says ads use the tag line, "If your employees drive like they're in the Indy 500, give them the truck that won the Baja 1000."

Another theme uses the line, "Isuzu Trucks: One of the few things tougher than making a profit."

Nissan's Tavasci notes an increase by the company in truck fleet sales over the past year. "We've increased our truck fleet business well over 100 percent," he says, noting this year is off to a fast start with a 10 percent increase in fiscal-year sales and 36 percent climb in the calendar year pace.

"The acceptability of our vehicles has been tremendous," Tavasci says.

Asked if the increase in truck fleet business is attributable to Nissan's Tennessee assembly plant operation, Tavasci replies the growth is more the result of "people starting to downsize their fleet vehicles. The compact trucks have proven themselves as being more economical."

Adding to that is strength of the small-truck market as a whole, he says. Advertising dollars spent on retail truck advertising have had an effect on fleet sales.

Mitsubishi's Dorsey is also bullish on the truck market. "We're looking to maintain and grow in the truck field," he says, adding that dealers are "concentrating on the local, small accounts."

Price also is a factor. "At $5,799, our price is attractive as a fleet truck. We're looking to grow in that sector," Dorsey says.

An important account for MMSA is Domino's Pizza in the Southeast, where franchises have been buying Mitsubishi trucks for use as delivery vehicles.

Esmond says Toyota's truck fleet business has been exceptional: "Where we've got the availability, we've been able to show healthy increases."

In 1984 Toyota posted an 84 percent increase in truck fleet sales. "We see more and more fleet vehicle-size downsizing," Esmond says. Addition of a one-ton version of the Toyota truck and cargo vans has helped the company's commercial sales.

Esmond says Toyota's commitment to the fleet business is shown by recent appointment of full-time fleet and truck managers in each of the company's sales regions. Previously, fleets were the responsibility of the regional merchandising manager.

Says Esmond: "We've been involved with the rent-a-car side and we're looking to better our relationship with the larger lessors, like PHH and Gelco. We want to keep these opportunities open."

Swiss luxury

Car renting elegance

In a move to expand the availability of elegance in rent-a-car travel in Switzerland, Hertz is extending its Prestige Service luxury-car rental to 11 locations throughout the European country.

The deluxe fleet offers a range of Mercedes 500 models equipped with mobile phones, air conditioning, automatic transmission and leather upholstery.

The luxury vehicles are available at Switzerland's Zurich, Geneva, Basel and Lugano-Agno airports.

In addition the service is available at downtown locations in Geneva, Zurich, Basel, Berne, Lausanne, Lucerne and Lugano.

According to Hertz, increased bookings, particularly from traveling business executives, spurred an expansion of the service. Hertz says it recognizes "the demand from non-price-sensitive car-rental customers for a prestige service providing luxury vehicles."

Hertz says customers can request delivery of Prestige vehicles to any city in Switzerland.

The special rent-a-car service was first launched by Hertz in France three years ago. Today, in addition to the Swiss locations, Hertz offers the Prestige Service in London, Paris, Nice, Vienna, Frankfurt, Munich and Dusseldorf.

According to Hertz, its vehicle renting and leasing operations are represented in over 120 countries at more than 4,500 locations.

Expenses

Continued from Page E-10

engines; three percent have eight-cylinder engines.

These are well equipped cars: 98 percent are air conditioned; 97 percent have automatic transmissions; 99 percent have power steering; 100 percent are equipped with power brakes.

Based on a fuel cost of $1.26 per gallon, these cars used 81 gallons of gas a month to drive 1,833 miles, an average miles per gallon figure of 22.5.

Total operating expenses for the group amounted to .0763, about one-third of a cent per mile less than in 1983 and a full cent per mile lower than in 1982.

Incidental expenses amounted to $35.32 per car per month. Standing expenses were $250.01 per car per month. Net Expenses (incidental expenses plus standing expenses minus a personal use credit or chargeback of $45.42) amounted to $239.91.

Translating all expenses into dollars per car per month, the total expense amounts to $379.76, or 20.7 cents a mile.

Compact Cars

The compact car segment of the 1984 operating expense survey reported operating expenses of .0708 cents per mile. These cars were driven an average of 7,747 miles per month. They were kept in service an average of 33.2 months.

Fuel expenses for compact cars were .0528 cents per mile. Based on a fuel price of $1.26 per gallon, these cars averaged 23.8 miles per gallon.

Every car in the group has a four-cylinder engine, and all of them were equipped with air conditioning, automatic transmission, power steering and power brakes.

Mid-Size Cars

Mid-size cars in the 1984 survey had operating expenses of .0837 cents per mile, with fuel expenses of .0614 cents per mile. They cost one cent a mile more to operate than a compact car.

Thirty-seven percent of the mid-size cars are equipped with four-cylinder engines, 56 percent with six-cylinder engines and seven percent with eight-cylinder engines.

Every car in the mid-size group was equipped with air conditioning, automatic transmission, power steering and power brakes.

Based on the standard gasoline prices of $1.26 per gallon, these cars averaged 20.5 miles per gallon, more than three miles per gallon less than the compact cars.

Large Cars

The large-car segment of the 1984 operating expense survey averaged 18.7 miles per gallon. These cars were driven an average of 2,085 miles per month and kept in service for 26.6 months.

Total operating expenses for this group of vehicles came to .0935 cents a mile, a penny per mile more than mid-size cars and two cents a mile more than compact cars.

Ninety-nine percent of the large cars have eight-cylinder engines, and all are equipped with air conditioning, power steering, power brakes and automatic transmissions.

Operating Expenses Canada

	1983	1984
Average Miles per Month	1,760	2,427
Fuel	.0979	.0816
Oil	.0026	.0012
Tires & Tire Repair	.0080	.0044
Repairs & Maintenance	.0221	.0205
Total Expenses	.1306	.1077

NAFA car size categories

Subcompact cars: Wheelbase of less than 99 inches and a curb weight of under 2,199 pounds.

Compact cars: Wheelbase between 100 and 104 inches and a curb weight of between 2,200 and 2,599 pounds.

Mid-size cars: Wheelbase between 105 and 108 inches and a curb weight of between 2,600 and 3,199 pounds.

Large cars: Wheelbase of more than 108 inches and a curb weight of more than 3,200 pounds.

Canada

As in previous surveys, cars in Canada cost more to operate than in the U.S. According to responses to the 1984 survey, operating expenses for Canadian cars amounted to .1077 cents a mile.

The Canadian fleet segment is made up of eight percent subcompacts, 44 percent compacts, 39 percent mid-size cars and nine percent large cars.

Fifty percent of the Canadian cars have four-cylinder engines; 28 percent have six-cylinder engines; 22 percent have eight-cylinder engines.

The Canadian cars are kept in service an average of 30.7 months and driven an average of 2,427 miles per month. Total service life for these cars averages 74,509 miles.

A breakdown of the Canadian fleet's operating expenses shows fuel expenses of .0816 cents per mile; oil, .0012 cents per mile; tires, .0044 cents per mile; repair and maintenance, .0205 cents per mile.

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Reducing excess maintenance

Fleet managers say: Put pressure on providers

To resolve "excessive vehicle maintenance" problems in automotive fleets, deal with those from whom you purchased or leased the vehicle, advise fleet managers.

Over 200 fleet managers cited possible solutions to excessive maintenance problems in a survey conducted by Runzheimer Reports on Transportation, an industry newsletter published by Runzheimer International, Rochester, Wis.-based management consulting firm.

Almost one half, 48 percent of the survey respondents, advised working closely with the providers of the vehicle causing the maintenance headache, whether a dealer, lessor or manufacturer (see accompanying table). The fleet managers advised putting pressure on them to diagnose the difficulty, prescribe a cure and absorb unusual maintenance costs.

For additional ammunition in battling manufacturers, the fleet managers advised removing problem vehicles from the fleet (17 percent), not reordering maintenance-troubled models in the future (12 percent) and keeping accurate records to document problems (10 percent).

Here is what some respondents had to say about seeking satisfaction to the problem:

"Get the manufacturer involved! Let them help expedite parts and absorb some expenses."

"Enlist your leasing company to fight the battle with the manufacturers."

"Remove it (the vehicle) from your selector list immediately! Personally contact the dealer."

"Monitor repairs to document problems. If (the) manufacturer refuses to jointly remedy problems, remove that model from the approved bidders listing."

Although the key point made by most of the respondents is to seek restitution of costs through the manufacturer, a preventative maintenance program and thorough maintenance records to back up claims cannot be over-emphasized, concludes the report.

Survey Respondents Advice On Dealing with Excessive Maintenance Problems

Advice	Percent*
Work with the manufacturer's representatives/dealer/lessor	48
Remove vehicles from fleet	17
Don't reorder	12
Keep accurate records	10
Seek additional warranty coverage/recovery	7
Educate drivers to potential problem	4
Review present maintenance program/Increase frequency of preventive maintenance	4
Check with other fleets regarding similar problems	3
Identify the problem	3
Determine if driver is creating the problem	2
Free drivers of the problem	2
Review vehicle specifications Change use pattern	2
Miscellaneous	13

*Total exceeds 100 percent due to multiple answers.

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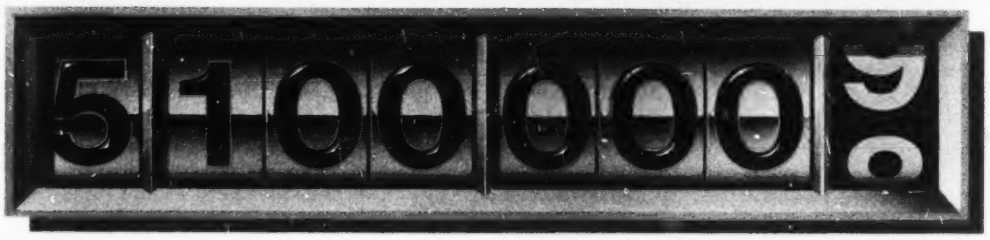

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Factory

Continued from Page E-3

1984 through the efforts of our dealers," he added. "Availability should improve some during the coming year, but we just don't know yet by how much."

The Corolla and Tercel, Esmond noted, "have long been popular fleet cars. But in the past year, the Camry has really come into its own in the fleet market.

"It offers good size, fuel efficiency and low maintenance, the things most fleet buyers are looking for," he continued. "We really think it has a bright fleet future."

With the shortage of cars, Esmond said, Toyota dealers have placed greater emphasis on the fleet-truck business.

"They've found they can make money on fleet trucks and have really pursued it," he added. "Last year, Toyota's fleet-truck sales were up 87 percent from 1983 to 43,724 units. In 1982 our sales were less than 10,000."

Esmond said the small-truck fleet market grew by more than 70 percent last year, and that the first two months of 1985 "give every indication that it will continue its record growth.

"With payload capacities for small trucks continuing to grow, more and more fleets realize they can accomplish the same tasks with a small truck as a large one," he explained. "Fleets are downsizing because the smaller trucks are more fuel-efficient and require less maintenance."

Esmond thinks the Cargo Van, introduced last year, provides a great growth area for Toyota.

"Just as small pickup trucks have been replacing large pickups, small vans will start replacing large vans in fleets," he said. "They're fuel-efficient and require much lower maintenance. The only maintenance required on our van in the first 60,000 miles is oil changes."

Import fleet is on the rise

Gradually growing acceptance in North America

The number of imported cars in the average North American fleet is slowly but steadily on the rise, according to fleet composition surveys conducted between 1982 and 1984.

Runzheimer Reports on Transportation says that since 1982 the percentage of imported cars has increased one percentage point a year (see accompanying Table 1).

Although the percentage of fleets with imports has dropped slightly, 28 percent in 1982 to 27 percent in 1984 (Table 2), those fleets with imported cars have markedly increased the number from an average of 56 in 1982 to an average of 72 in 1984, a 29 percent jump (Table 3).

The 1984 fleet composition data were gathered from 506 North American respondents representing 248,524 cars. Data from 1983 reflect 532 North American responses totaling 265,000 cars. In 1982 a total of 95 fleets responded, representing 78,390 cars.

These data suggest a gradually growing acceptance of imports among U.S. and Canadian fleets which typically drive North American autos only. However, the report further notes that the definition of what constitutes an imported car has been changing for some time.

For example, General Motors has been marketing the Chevrolet Sprint, built by Suzuki of Japan, on the West Coast, and the Spectrum, built by Isuzu of Japan, in 17 Eastern states. By displaying a domestic nameplate, these vehicles are, at least in name, domestic. But the Sprint and Spectrum are actually Japanese Chevys, not American Chevys; they are domestic-sponsored imports.

A clear distinction between imported and domestic cars is not likely to made in the near future. This year, with the quota on Japanese auto exports to the U.S. increased, more cars will be imported here and, subsequently, more questions will be raised about their parentage.

Table 1
Composition of Average North American Car Fleet Domestic vs. Imports

	1982	1983	1984
Domestics	98%	97%	96%
Imports	2%	3%	4%

Table 2
Surveyed Fleets With Imported Cars

	1982	1983	1984
Domestics	28%	26%	27%

Table 3
Average Number of Imported Cars in Those Fleets Having Them

	1982	1983	1984
Domestics	56	58	72

Confusion over the complexity of the matter might be reduced by using a code such as the following created by Runzheimer's auto analysts to classify cars available to American consumers:

DN/FM — Domestic nameplate but foreign made (Plymouth Colt).

DN/DM — Domestic nameplate and domestically made (Ford Escort).

FN/DM — Foreign nameplate but domestically made (Volkswagen Golf).

FN/FM — Foreign nameplate and foreign made (BMW 318i).

Despite this type of code, the once clear line distinguishing imported cars from domestics will continue to be blurred.

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Unleaded gas prices to rise

Costs will deviate from usual seasonal pattern

As a result of new Environmental Protection Agency (EPA) regulations, unleaded gasoline prices can be expected to rise this fall instead of remaining static or dropping as they usually do, according to Runzheimer Reports on Transportation.

According to the industry newsletter, gasoline prices traditionally follow a pattern of rising in the warmer months as consumers drive more and demand goes up — March and April have already shown increases — and then leveling off and declining in the fall.

From early summer 1984 to mid-winter 1985 the price of self-serve unleaded gasoline dropped nearly a dime — 9.9 cents.

The forecast for the remainder of 1985, however, sees prices deviating from their usual seasonal pattern and rising into the fall and winter (see accompanying table).

The EPA's lead-phasedown regulations, which require refineries to reduce the amount of lead in their gasoline to 0.5 grams per gallon by July 1, 1985 and to 0.1 by January 1, 1986, is the reason for the predicted change in the normal seasonal price pattern. This phasedown will bring about a period of gasoline marketing experimentation and produce a variety of gasoline blends, according to Runzheimer.

In an effort to maintain high octane while reducing lead, the use of ethanol and methanol as octane enhancers will become more popular among gasoline marketers.

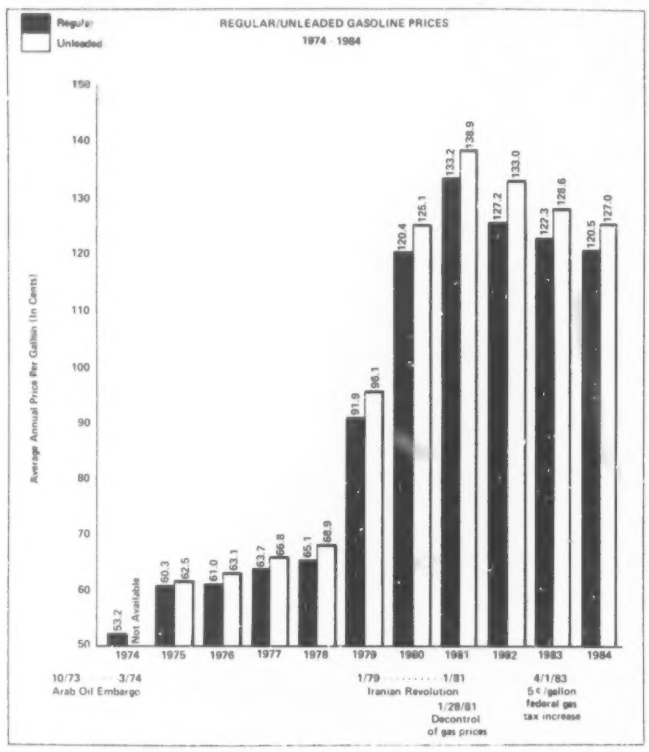
To compensate for loss of octane, refineries will have to increase imports of blending components and crude oil from which these components can be made.

Canada has also made plans to begin a lead reduction program in January 1987. Currently, three grams of lead per U.S. gallon is acceptable in Canada. However, most refineries use an average of less than two grams per gallon. When the regulations take effect, lead will be reduced to 1.1 grams per gallon.

In both countries the increased demand for high-octane unleaded gasoline and the changes gasoline producers will have to make will ultimately drive prices up several cents a gallon.

Self-Serve Unleaded Gasoline Prices

1984	
January	$1.223
February	1.214
March	1.208
April	1.212
May	1.221
June	1.224
July	1.216
August	1.207
September	1.201
October	1.202
November	1.201
December	1.194
1985	
January	$1.162
February	1.125
March	1.131
April	1.167



Gas prices fell again in '84

Motorists paid average of $1.24 a gallon

Gasoline prices continued their three-year decline with motorists paying an average of $1.24 a gallon in 1984, according to the American Automobile Assn.

Leaded regular gasoline at both full-service and self-service pumps averaged $1.21 a gallon during the year. Unleaded averaged $1.27 in 1984.

Gasoline prices have declined steadily since 1981, according to the motoring federation. Following the Arab oil embargo of 1973-74, prices rose sharply, reaching their highest point in 1981 when the average price hit $1.36 a gallon, with regular grade costing $1.33 and unleaded $1.39.

In 1982 the average price dipped to $1.30, and 1983 showed a further decline in the average price to $1.25 a gallon.

Compiled since 1973, the survey covers 6,000 service stations along major travel routes throughout the continental U.S.

Incentive

For travel agents

A new incentive plan enabling travel agents to earn $5 on completed rentals of a week or longer has been announced by Hertz.

The program is in effect during June, July and August. The extra payment applies to weekly rentals in excess of the travel agency's 1984 weekly rental production.

The extra $5 is in addition to the regular commission payment and in addition to the annual bonus commission schedule.

Dubbed the Summer Weekly Incentive Special, the new program applies to Hertz Affordable Weekly rates in the U.S., Canada, Europe, Africa, the Caribbean, Mexico and Asia/Pacific — in effect, worldwide.

Hertz has prepared a summary for each travel agency of the number of weekly rentals credited to that location last year.

Summer Weekly Incentive Special payments will be sent to travel agents in October covering the three-month period.

Fleet execs

Not all get vehicles

Do fleet executives get fleet cars? That was asked in a survey conducted by Runzheimer Reports on Transportation.

Ironically, only 33 percent of the responding U.S. companies and 22 percent of Canadian firms provide cars for their fleet executives.

The survey of both full and part-time executives reveals that the higher the corporate rank, the more apt a company is to provide a car to the executive responsible for fleet operations. Thus, all presidents, over three-fourths of vice presidents and over half of the directors receive what is presumably, at least in part, a perk.

Runzheimer notes that more than one-third of the managers and one-fourth of the supervisors, who are most apt to devote the majority of their time to fleet matters, also have a company-provided car.

Fleet administrators are least likely to receive the car perk.

Here are the percentages by corporate rank of U.S. fleet executives whose companies provide cars for them: president, 100 percent; vice president, 78 percent; director, 56 percent; manager, 35 percent; supervisor, 25 percent; administrator, 8 percent; other, 37 percent.

Here are salary ranges of U.S. fleet executives provided with company cars: $20,000 or less, 10 percent; $20,001-$30,000, 16 percent; $30,001-$40,000, 28 percent; $40,001-$50,000, 41 percent; $50,001-$60,000, 48 percent; $60,001-plus, 75 percent.

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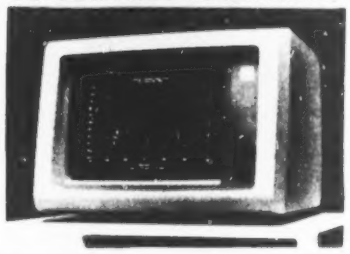

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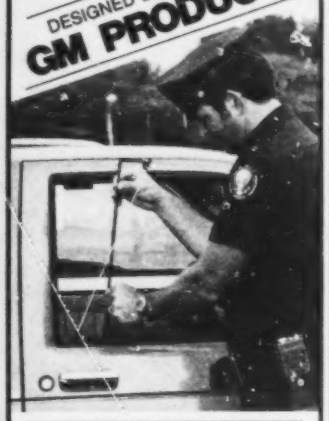

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ALFA ROMEO	505	312	1,518	1,021
AUDI	6,727	7,093	22,207	24,389
4000	0	1,654	0	5,444
4000D	0	0	0	0
4000S	1,378	0	5,260	0
4000S Quattro	322	348	1,337	1,320
5000S	3,994	4,220	11,796	14,417
5000S turbo gas	694	516	2,635	1,946
5000D/td	0	0	0	0
Quattro turbo	10	6	34	14
Coupe	329	349	1,145	1,248
Tourist	0	0	0	0
BMW	7,515	7,438	26,559	22,834
318/320	2,419	3,184	8,032	12,383
325e	92	1,800	92	2,220
524 TD	2,620	0	8,854	0
528/533	1,443	1,430	5,640	4,639
633CSI	259	291	1,109	1,002
733	682	733	2,832	2,590
CHEVROLET	5,048	0	19,176	0
Spectrum	3,836	0	13,909	0
Sprint	1,212	0	5,267	0
CHRYSLER/MITSUBISHI	4,926	5,538	26,267	28,009
Colt	3,478	3,801	19,543	21,040
Conquest	398	883	1,638	3,156
Vista	1,050	854	5,086	3,813
FIAT	0	0	0	0
HONDA	35,997	27,850	131,773	131,692
Civic	11,866	8,933	46,673	43,268
Civic CRX	5,672	3,200	21,484	13,729
Accord	10,209	9,743	40,801	49,498
Prelude	8,250	5,974	22,815	25,197
I.A.I.	0	0	0	0
ISUZU	1,126	997	7,368	4,666
I-Mark	160	232	1,362	1,323
Impulse	966	765	6,006	3,343
JAGUAR	1,643	1,571	5,895	5,442
XJ6	1,324	1,286	4,732	4,623
XJS	319	285	1,163	819
LANCIA	0	0	0	0
MASERATI BITURBO	0	0	226	0
MAZDA	10,107	11,229	54,383	51,653
GLC	2,158	2,795	11,651	13,219
626	4,332	4,552	24,828	21,352
RX-7	3,617	3,882	17,904	17,082
MERCEDES BENZ	8,046	7,097	27,932	27,681
190D	329	507	1,235	2,500
190E	2,154	1,360	7,818	4,654
240D	0	0	6	15
300D	1,818	1,663	5,573	5,954
300CD	153	142	508	541
300TD	352	195	1,023	880
300SD	716	1,431	2,411	5,645
380SE	855	513	3,243	2,072
500SEL	579	334	2,056	1,462
380SL/SLC	966	792	3,533	3,288
500SEC	124	160	526	670
MERCURY MERKUR	554	0	946	0
MITSUBISHI	2,764	2,584	11,621	12,471
Starion	403	665	1,718	2,668
Cordia	463	952	2,215	4,847
Tredia	437	967	2,281	4,956
Mirage	740	0	2,876	0
Galant	721	0	2,531	0
NISSAN	28,661	30,357	146,569	145,473
Sentra/210	9,037	9,271	49,150	56,479
Pulsar/310	2,424	1,977	13,465	11,160
Stanza	2,308	2,258	12,498	13,962
Maxima	3,548	4,230	24,355	19,185
200SX	4,622	6,506	21,785	17,863
300ZX	6,451	5,634	23,478	25,110
Hawaii	271	481	1,838	1,714
PEUGEOT	1,230	1,606	4,472	6,297
PORSCHE	2,005	2,312	7,937	8,583
944	1,339	1,544	5,527	5,531
911	455	527	1,697	2,133
928	211	241	713	919
RENAULT	793	953	3,224	4,208
LeCar	0	0	0	0
18i	310	266	867	604
Fuego	483	687	2,357	3,604
SAAB	3,824	3,690	12,663	12,105
900	1,058	926	3,466	3,160
900S	1,275	1,178	3,637	3,611
Turbo	1,403	1,544	5,117	5,124
Tourist	88	42	243	210
SABARU	13,709	11,427	49,504	49,938
TOYOTA	42,942	31,971	161,961	151,116
Starlet	0	1	0	258
Corolla	10,211	8,560	40,541	42,497
Tercel	5,339	4,601	23,518	26,628
Celica	6,045	5,488	22,383	25,552
Supra	2,038	2,074	7,703	8,457
Camry	9,658	5,889	32,074	23,625
Cressida	3,065	1,915	12,423	10,132
Land Cruiser	23	150	343	551
Van	2,631	2,918	11,067	10,784
4Runner SR 5	431	4	2,220	4
MR2	3,062	0	7,566	0
Hawaii	439	371	2,120	2,628
Other	0	0	3	0
VOLKSWAGEN	11,165	9,926	39,999	38,102
Rabbit Convertible	1,137	1,230	3,883	3,789
Jetta	5,893	3,899	21,465	15,837
Vanagon	1,679	1,748	5,942	6,540
Quantum	982	1,433	3,941	5,497
Scirocco	1,474	1,616	4,768	6,439
VOLVO	9,439	10,360	37,963	37,598
DL	3,776	4,943	14,774	18,040
GL	893	2,845	3,403	10,173
GLT Turbo	189	824	1,540	3,665
DL/GL	138	378	1,680	1,344
Coupe	0	0	0	0
740 Series - Gas	3,022	0	10,894	0
740 Series - Diesel	109	0	109	0
760 Series - Gas	805	688	3,501	2,252
760 Series - Diesel	273	345	1,131	1,219
Tourist	234	337	931	905
IMPORT TOTAL	198,726	174,311	800,163	763,278

truck personnel

Continued from Page 18

Combs had served Fruehauf as vice president-general counsel and secretary since joining the company in 1975.

Frank Coyer, Jr., who served as Fruehauf's principal financial officer since 1974 and as vice chairman-finance & administration since 1981, will continue to serve as vice chairman of the board of directors.

Succeeding Combs as vice-president and general counsel of Fruehauf is **Richard Darke,** who had been associate general counsel since 1979.

Replacing Darke as associate general counsel is **Patrick Lancaster** who was assistant general counsel.

Fruehauf Corp.'s Omaha, Neb.-based Liquid & Bulk Tank promoted **Richard Glazer** to director-plant operations and **Arell Wasson** to plant manager of the Omaha production facility.

Glazer, a 24-year Fruehauf veteran, will direct all four of the LBT Division's manufacturing plants. Wasson has been with the LBT Division 17 years.

Roy Howard was named director of product development for Fruehauf Division's engineering department. He joined the division after 13 years with Ford Motor's Light Truck Operations.

Fruehauf Division also promoted **James Koelker** to branch manager of the truck-trailer sales and service branch in Dayton, O., from used trailer manager at the Dayton facility.

And it promoted **Dale Mooty** to branch manager of truck-trailer sales and service in Oakland, Calif., from branch manager of the Illinois branch.

GMC Truck & Bus names financial exec

Harold Walton was named assistant comptroller for General Motors Truck & Bus Group. He had been director of engineering cost administration for the GM Chevrolet, Pontiac, Canada (C-P-C) Group.

James W. Kolp was named manager of plant and environmental engineering for Truck & Bus. Kolp, who had been general works engineer for GM's Buick, Oldsmobile, Cadillac Group, replaced **Robert Keller,** who retired.

Barry Michels was named manager of central operations engineering at Truck & Bus. **Thomas McLean**, master mechanic of engineering, replaced Michels as manager of supplier quality.

Volvo names Rabe head of bus group

Jan-Olof Rabe was appointed president and chief executive officer of Volvo Bus of North America, a Chesapeake, Va.-based division of Volvo of America Corp.

For the past five years, he headed Volvo's plant in Jakarta, Indonesia, where cars, trucks and buses are asembled for the Far East.

Allied names Frimer to Far East position

Allied Automotive promotedAndrew Frimer to director of market development for Medium and Heavy Vehicle Products, Far East.

He is responsible for direct marketing involvement with all Far East major truck OEMs,with a focus on export vehicles destined for North America aswell as vehicles built for the local Far East markets.

Fred Huegli was promoted to director, operations planning,Far East. He handles overall manufacturing operations,planning and coordination for all Allied Automotive joint ventures and subsidiaries in the Far East.

Iveco names Kostler to product quality post

Erhard Kostler was named senior project engineer at Iveco Trucks of North America, Blue Bell, Pa.

Among his new duties, Kostler will develop and implement an expanded quality assurance program for the company. He will provide engineering interface with key U.S. body builders, RV manufacturers and producers of multi-stop vans and buses.

Iveco said sales of its rail chassis to these manufacturers are expected to double in 1985.

PACCAR names Morie to legal position

PACCAR, Inc., named **G. Glen Morie** vice president, general counsel and secretary. He oversee the company's law department as carry out duties of corporate secretary.

Morrie joint PACCAR's legal department in 1973 and was appointed assistant general counsel in 1979. He was most recently general counsel and assistant secretary.

Rockwell names Neilson to new regional post

Rockwell appointed **David Neilson** regional manager for the midwest sales and service office in its On-Highway Products Operation.

Thomas McNorton was appointed national technical manager in the field sales organization of On-Highway Products.

Dina to introduce minibus in June

MEXICO CITY.—Diesel Nacional (Dina) has announced it will introduce its first lot of urban "minibuses" in June.

The State-owned firm did not specify the number of units to be produced for the home market. However, management reported that 1,000 of the compact buses will be built this year.

The minibus seats 23 passengers and has a 110-HP diesel engine. The firm hopes to sell them to Mexico City and other urban centers and to sell adaptations of the minibus to tourist agencies and for hauling light cargo.

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factories list auction dates

Chrysler Corp.

June 4—Hatfield Auto Auction, Hatfield, Pa., and NuCarPrep System, Santa Fe Springs, Calif.

June 5—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

June 6—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

June 11—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 12—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

June 13—Northway Exchange (mini), Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

June 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Model Breakdown
Auction Averages

	MAY 1985	APR. 1985	MAR. 1985
1985	$11,915	$11,744	$12,024
1984	$8,553	$8,522	$9,046
1983	$6,474	$6,464	$6,023
1982	$5,381	$5,228	$5,332
1981	$4,399	$4,083	$4,544
1980	$3,288	$3,511	$3,474
1979	$2,706	$2,622	$2,809
1978	$2,039	$1,938	$1,578
Overall Average	$5,283	$4,961	$4,928

Ford Motor Co.

June 4—Harrisonburg Auto Auction, Harrisonburg, Va.

June 5—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

June 6—Nashville Auto Auction, Nashville.

June 11—South Seattle Auto Auction, Kent, Wash.

June 12—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

June 13—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

June 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

June 20—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

June 26—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

June 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Big H Auto Auction, Houston.

Used Car Sales
Auction Averages

May 1985	$5,283
Month ago	$4,928
Year ago	$5,372

General Motors

June 5—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

June 6—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

June 11—Florida Auto Auction of Orlando, Orlando.

June 12—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

June 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

June 19—Clanton's Auto Auction, Darlington, S.C.

June 20—Indianapolis Auto Auction, Indianapolis.

June 26—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

June 27—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Traffic fatalities rise for March, first quarter

WASHINGTON.—An estimated 3,333 traffic fatalities occurred in the U.S. in March, 1985, up 0.9 percent from 3,305 in the year-ago month, according to NHTSA figures.

Estimated traffic fatalities in the first quarter of 1985 were 9,041, 1.6 percent more than the 8,900 in last year's first quarter.

Commerce offers plan to increase exports to Japan

WASHINGTON.—A Commerce Department plan to promote auto parts exports to Japan was unveiled at a meeting here of the Automotive Products Export Council (APEC).

The date of the APEC meeting coincided with a Washington gathering of the Automotive Parts and Accessories Assn. (APAA) and a meeting of the Automotive Original Equipment Manufacturers, Inc.

The Commerce export plan provides for the sponsorship of a U.S. automotive exporters mission to Japan each year, assignment of a full-time Commerce staffer to aid the U.S. auto export effort to Japan and a continuing effort to find and negotiate the removal of Japanese barriers to U.S. exports.

APEC is a six-member association formed under Commerce Department auspices in 1980. It is composed of APAA, the Automotive Service Industry Assn., the Equipment and Tool Institute, the Overseas Automotive Club, the Specialty Equipment Market Assn. and the Truck Body and Equipment Assn.

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145,587 cars built; year's total tops 3.7 million

Short week curtails auto output

By Louise Kertesz
Detroit Reporter

U.S. auto production of 145,587 units was down last week because of Memorial Day. The total was 14.81 percent less than the previous week's 170,902—but it was 8.42 percent better than the year-ago week's 134,276, also a holiday-shortened build.

So far this year, 3,726,384 cars have been assembled, 2.90 percent more than the 3,621,465 built last year at this point.

Last week's estimated output was shared as follows: General Motors, 58.29 percent; Ford Motor Co., 20.31 percent; Chrysler Corp., 15.39 percent; American Motors, 1.99 percent; Honda of America Mfg. Co., 1.68 percent; Volkswagen of America, 1.29 percent; New United Motor Mfg. Co., 0.58 percent, and Nissan Motor Mfg. Co., U.S.A., 0.47 percent.

A shortage of acceptable parts again halted Capri production at Ford's Dearborn plant during the week ended May 25. Since the problem had not been solved at presstime, it is unlikely that the 240 scheduled units were assembled last week.

General Motors scheduled two overtime shifts Saturday (June 1) at the following plants: Pontiac G; Fairfax, Kans.; Lakewood, Ga.; Lansing (No. 2); Detroit; Janesville, Wis.; Leeds, Mo., and Lordstown, O.

One overtime shift was planned Saturday at GM's Lansing No. 1 plant.

Ford scheduled Saturday overtime at its plants in Chicago and Lorain, O.

Daily overtime is slated at all Ford plants this week (June 3).

Chrysler has scheduled two 9-hour daily shifts this week at its plants in Belvidere, Ill., and St. Louis (Nos. 1 and 2).

Two 8½-hour daily shifts are planned at Chrysler's Jefferson (Detroit) plant this week.

Besse adds Car Division to duties as Renault chief

Continued from Page 1

the Truck Division has its own pattern for slashing its workforce, with 5,250 layoffs by the end of March, 1986. That would leave 22,300 jobs in the division.

Semerena's job change was made "at the request of Semerena and with his agreement," according to an internal note from Besse.

The "president-directeur general" in a French company is equivalent to both chairman and president in a U.S. company. At Renault, the head of the Car Division was considered number two in the management hierarchy and was given major responsibilities. Hanon spent several years there before being appointed to the top job.

By this move, Besse seemed to confirm that he is not a man to share his power at the head of a company plagued with arduous problems.

The unions said they expect the worst is yet to come, according to the Financial Times.

Renault is talking with banks in an effort to restructure medium- and long-term loans amounting to 40 billion francs (about $4.3 billion), the Financial Times said. Renault also is talking to the French Government about increasing its annual financial endowment. It now receives 3 billion francs a year (about $320 million).

Renault is continuing to sell its assets and seems to be getting out of the high-tech field as part of a major restructuring.

As for Renault's operations in the U.S. and, more specifically, its link to American Motors, nothing has been announced in France since Besse sent AMC a commitment letter last month.

Unofficially, it is reported that Renault has no plans to pull out of its North American ventures, but it wants AMC to become self-supporting, cut its costs and restructure its operations by its own means.

Apart from cutting its own expenses dramatically, Renault will seek joint ventures with other manufacturers to achieve economies of scale on major components, the company reported last week.

Renault does not believe the European car market will provide any opportunity to increase its production within three years. It is confident, however, that its renovated car range will help preserve or improve its market share by 1986.

By that time, Renault will have replaced the 18 model with a new compact sedan and will have completed the new 5 range with a diesel version.

Early last week, the company launched in France a lenghtened, five-door version of its supermini.

Renault's market share in Europe for the first quarter was 11.0 percent, compared with 10.7 percent last year. Since the total market was down 1.7 percent, this meant only a small volume increase of some 1.25 percent—and margins in Europe have reportedly become very low for most volume manufacturers.

CANADIAN CAR PRODUCTION

	Week Ended June 1, 1985	Week Ended June 2, 1984	Week Ended May 25, 1985	May Est.	Jan. 1 to June 2, 1984	Jan. 1 to June 1, 1985
AMERICAN MOTORS	410	606	0	1,041	10,425	4,686
FORD MOTOR	11,328	10,784	8,853	48,914	191,826	217,676
GENERAL MOTORS	14,218	13,476	11,328	56,553	286,174	219,648
VOLVO	225	225	180	989	4,775	4,718
Total Cars, Canada	26,181	25,091	20,361	107,497	493,200	446,728

U.S. TRUCK PRODUCTION☆

	Week Ended June 1, 1985	Week Ended June 2, 1984	Week Ended May 25, 1985	May Est.	Jan. 1 to June 2, 1984	Jan. 1 to June 1, 1985
CHEVROLET	20,455	16,138	23,747	113,505	426,791	505,935
DODGE	3,800	3,335	4,698	20,607	89,500	91,063
FORD	22,697	21,101	25,519	117,116	523,823	527,150
GMC	6,909	5,374	8,139	37,532	138,696	155,733
INTERNATIONAL	1,660	1,344	1,668	7,792	32,637	35,428
JEEP	3,200	3,145	4,460	18,773	81,773	86,107
NISSAN	1,352	1,605	1,705	6,340	40,826	43,073
AM GENERAL	40	40	50	220	1,130	1,060
MISCELLANEOUS	1,392	800	1,739	7,652	22,400	39,064
Total Trucks, U.S.	61,505	52,882	71,725	329,536	1,357,576	1,484,613

CANADIAN TRUCK PRODUCTION

	Week Ended June 1, 1985	Week Ended June 2, 1984	Week Ended May 25, 1985	May Est.	Jan. 1 to June 2, 1984	Jan. 1 to June 1, 1985
CHRYSLER	9,000	7,064	8,871	39,561	157,736	182,558
FORD	3,648	3,407	2,903	16,020	70,889	75,916
GENERAL MOTORS	6,248	6,282	5,072	26,046	133,529	126,095
INTERNATIONAL	265	138	216	1,168	3,171	5,254
Total Trucks, Canada	19,161	16,891	17,062	82,796	365,325	389,823
N. American Trucks	80,666	69,773	88,787	412,333	1,722,901	1,874,436

☆—Now incudes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Holiday trims truck production by 10,000 units

Domestic truck makers scheduled production of 61,505 units during Memorial Day week, 14.25 percent fewer than the previous week's 71,725, but 16.31 percent better than the year-ago week's 52,882 (also shortened by the holiday).

Ford Motor Co.'s St. Louis plant, which is building the Aerostar minivan, started production last week. The first units are due off the line at the end of this week.

General Motors scheduled two overtime shifts Saturday (June 1) at the following plants: Janesville, Wis.; Lordstown, O.; St. Louis, and Pontiac (No. 5).

One overtime shift was scheduled Saturday at GM's Flint (No. 2) plant.

Ford planned Saturday overtime at its Kansas City, Norfolk, Twin Cities and Louisville plants.

All of Ford's plants but St. Louis are scheduled to work daily overtime this week.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to operate two nine-hour daily shifts this week (June 3).

Canada builds 26,181 cars; best in 2 years

Rebounding from a holiday period, Canadian car manufacturers planned to build 26,181 cars last week, 28.58 percent more than the 20,361 assembled during the previous work week (shortened by Victoria Day), and the highest weekly output since the week ended May 14, 1983, when 27,994 cars were built.

Last week's scheduled output was 4.34 percent more than the year-ago week's 25,091.

Truck makers planned production of 19,161 units last week, 12.30 percent more than the previous week's 17,062 and 13.44 percent more than the year-ago week's 16,891.

Year-to-date, 389,823 trucks have been built, 6.71 percent more than the 365,325 assembled last year at this time.

U.S. CAR PRODUCTION

	Week Ended June 1, 1985	Week Ended June 2, 1984	Week Ended May 25, 1985	May Est.	Jan. 1 to June 2, 1984	Jan. 1 to June 1, 1985
AMERICAN MOTORS	2,900	3,879	3,766	12,687	87,389	46,941
Renault Total	2,900	3,879	3,766	12,687	87,389	46,941
Alliance	2,000	1,969	2,336	8,435	46,835	28,864
Encore	900	1,910	1,430	4,252	40,554	18,077
CHRYSLER CORP.	22,400	25,002	29,065	132,811	576,549	597,937
Plymouth Total	6,500	7,017	8,408	38,693	169,443	174,783
Horizon	2,600	2,705	3,358	15,426	69,090	63,396
Reliant	2,700	3,701	3,460	16,547	87,695	78,597
Caravelle	800	205	1,160	4,823	4,128	24,348
Gran Fury	400	406	430	1,896	8,530	8,442
Chrysler Total	7,500	8,841	9,638	43,462	192,900	196,948
LeBaron	1,600	2,654	1,922	8,808	57,984	47,589
LeBaron GTS	2,100	0	2,557	11,381	0	42,311
Laser	800	1,576	1,319	5,033	35,115	23,918
New Yorker/E-Class	1,100	2,470	1,552	6,713	49,130	32,134
Fifth Avenue	1,900	2,141	2,288	10,528	50,671	50,996
Dodge Total	8,400	9,144	11,019	50,656	214,206	226,206
Omni	2,200	3,240	2,862	13,483	66,010	63,979
Aries	2,500	2,326	3,048	14,451	68,965	63,339
Daytona	800	987	1,280	5,700	26,561	21,421
Dodge 600	1,000	1,557	1,409	6,344	37,136	31,543
Lancer	1,400	0	1,772	7,686	0	31,060
Diplomat	500	1,034	648	2,992	15,534	14,864
FORD MOTOR	29,563	30,845	32,860	157,441	776,677	764,729
Ford Division	19,642	20,448	22,802	107,729	508,245	509,841
Escort	6,269	6,850	7,828	34,034	157,759	139,438
Mustang	3,404	2,681	4,245	18,916	58,404	79,696
LTD	3,341	3,104	3,423	20,368	99,045	106,057
Thunderbird	3,269	2,908	3,380	16,626	71,274	90,819
Crown Victoria	0	1,031	0	0	34,427	7,122
EXP	0	523	0	0	13,959	3,838
Tempo	3,359	3,351	3,926	17,766	73,377	82,871
L-M Division	9,921	10,397	10,058	49,712	268,432	254,888
Mercury Total	7,064	7,522	7,167	36,581	193,778	183,428
Lynx	1,191	1,085	1,362	6,726	30,464	31,933
Capri	240	303	22	551	8,482	7,259
Marquis	1,795	2,120	1,871	10,782	49,226	52,649
Cougar	2,627	1,557	2,701	13,198	44,611	60,964
Grand Marquis	0	1,848	0	0	41,826	4,733
Topaz	1,211	609	1,211	5,324	19,169	25,890
Lincoln Total	2,857	2,875	2,891	13,131	74,654	71,460
Continental	397	760	404	2,025	15,938	12,595
Lincoln	2,143	1,794	2,168	9,652	43,494	50,966
Mark VI/VII	317	321	319	1,454	15,222	7,897
GENERAL MOTORS	84,868	70,508	97,947	451,620	2,075,007	2,191,466
Buick Total	18,483	17,653	20,593	97,546	445,755	440,588
Skylark	0	1,801	0	1,001	42,833	40,953
Skyhawk	2,411	2,472	2,589	11,941	70,898	48,500
Somerset Regal	2,212	0	2,626	11,760	0	55,529
Century	5,388	4,001	6,731	30,001	98,608	111,464
Regal	3,000	3,990	2,475	13,940	98,161	52,236
LeSabre/Electra(rwd)	2,663	3,371	2,703	13,456	96,584	61,591
Riviera	1,156	702	1,451	6,385	23,447	28,812
Electra(fwd)	1,653	1,316	2,018	9,060	15,124	41,503
Cadillac Total	5,813	5,166	6,858	31,070	147,010	162,207
Cimarron	535	183	538	2,640	8,180	12,644
Seville	517	669	656	2,887	18,542	17,515
Eldorado	1,019	1,323	1,278	5,650	34,513	32,884
Cadillac (rwd)	1,122	1,680	1,139	5,543	70,153	24,793
DeVille (fwd)	2,620	1,311	3,247	14,350	15,622	74,271
Chevrolet Total	27,351	21,772	31,790	147,086	712,137	754,970
Chevette	3,022	1,022	3,201	15,149	94,912	70,288
Cavalier	9,369	5,879	9,809	46,866	180,490	216,076
Celebrity	4,044	4,607	5,067	23,369	132,380	125,090
Camaro	3,976	4,463	4,960	22,049	115,724	102,275
Citation	0	1,860	0	729	48,441	28,697
Malibu/El Camino	0	643	0	0	15,763	0
Monte Carlo	2,060	709	2,584	12,166	57,638	67,933
Chevrolet	4,080	2,096	5,008	22,575	52,309	125,562
Corvette	800	493	1,141	4,183	14,480	19,049
Oldsmobile Total	20,478	18,720	23,543	109,795	522,012	546,659
Omega	0	687	0	0	23,165	0
Firenza	1,060	1,399	786	5,026	35,018	31,170
Cutlass Supreme	4,781	3,309	5,292	24,647	139,871	98,202
Cutlass Ciera	5,359	5,558	6,721	30,730	123,346	163,237
88/96 (rwd)	3,729	5,474	3,908	19,253	163,983	102,741
Olds 98 (fwd)	2,261	1,519	2,876	12,560	16,249	62,577
Calais	2,780	0	3,322	14,782	0	70,318
Toronado	508	774	638	2,798	20,380	18,414
Pontiac Total	12,743	7,197	15,163	66,123	248,093	287,042
Acadian**	0	79	255	985	8,375	6,141
2000 Sunbird	2,705	2,260	2,747	13,211	66,195	60,152
1000	646	299	531	2,449	19,049	13,121
Firebird	2,120	1,777	2,583	11,230	48,850	53,699
Phoenix	0	670	0	0	9,868	0
6000	1,224	0	1,531	6,583	0	18,673
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,446	247	1,715	7,223	12,743	30,416
Fiero	1,914	1,865	2,422	10,313	53,290	49,107
Grand Am	2,688	0	3,379	14,128	0	55,733
HONDA	2,453	2,362	3,117	13,866	54,775	69,596
NISSAN	683	0	824	3,176	0	5,461
NUMMI (Nova)*	840	0	1,000	3,913	0	6,700
VOLKSWAGEN	1,880	1,680	2,323	9,880	51,068	43,534
Total Cars, U.S.	145,587	134,276	170,902	785,393	3,621,465	3,726,384
Total Cars, Canada	26,181	25,091	20,361	107,497	493,200	446,728
N. American Cars	171,768	159,367	191,263	892,890	4,114,665	4,173,112
N. American Trucks	80,666	69,773	88,787	412,333	1,722,901	1,874,436
North American Cars and Trucks	252,434	229,140	280,050	1,305,223	5,837,566	6,047,548

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

First exclusive showroom for Porsche opens in U.S.

JACKSONVILLE, Fla.—Brumos Porsche, the first exclusive Porsche showroom in the U.S., has opened here.

Owner is Deborah M. Gregg; president is Robert F. Snodgrass.

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Automotive News

June 10, 1985

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GM to begin 1986 intros on Sept. 26

By Edward Lapham
Marketing Editor

General Motors will officially kick off the 1986 new model season this fall with public introduction of its carryover models Sept. 26.

GM's restyled F-body Pontiac Firebird and Chevrolet Camaro also will be introduced Sept. 26, but GM's newest cars won't go on sale until Nov. 14.

Chrysler Corp., with no all-new products, will launch its entire lineup on Oct. 1.

American Motors, with a new two-wheel-drive Jeep XJ (downsized Wagoneer) and XJ-size Comanche pickup, also will introduce its 1986 models on Oct 1.

Ford Motor Co. has established Oct. 3 as its official public intro date for all its 1986 Ford and Lincoln-Mercury models.

Ford Division said its Oct 3. date is firm, even for the all-new Taurus, although L-M said the Sable date is "tentative."

GM's divisions will stagger the intro dates for all-new products again this year.

The new E-cars—Cadillac Eldorado, Buick Riviera and Oldsmobile Toronado—will be introduced Nov. 14, as will the K-body Cadillac Seville.

Also scheduled for public introduction Nov. 14 are the new H-cars, which replace the old B-bodies.

The H-bodies are Buick LeSabre and Oldsmobile Delta 88.

The new D-body Cadillac Fleetwood Brougham is tentatively scheduled for introduction in January, although the division has not yet fixed an exact date.

Chevy's late light hope

Jim Dunne

L-body for 1987

Chevrolet's 1987 L-body, high-volume newcomer to the lineup, will be offered in two-door Baretta (above) and four-door versions. Chevy plans to build some 400,000 of the L-body cars annually. With a unique body style, not shared with other General Motors divisions, the car is a key to Chevrolet's late-1980s marketing program.

Compromise plan on fleet subsidies runs into buzzsaw

By John A. Russell
New York Staff Writer

NEW YORK.—A compromise proposal for a federal law on fleet subsidies has drawn fire from dealer groups, including the Ford Dealers Alliance.

The compromise was worked out by NADA and the office of Rep. John Dingell, Michigan Democrat. It will be presented to the NADA board of directors this week for its approval.

The compromise would not outlaw the two-tier pricing structure and would contain a provision that would prohibit individual states from enacting legislation on that critical issue.

Ed Mullane, president of the Ford Dealers Alliance, termed the proposed compromise a "sellout." He has sent a letter voicing his opinions to all NADA directors, asking them to reject the proposal.

"It's a betrayal of the faith we dealers have in NADA," Mullane said. He added that "it strips the dealer naked of his rights and, by the preemption clause, makes sure he stays naked for his lifetime."

Charles Walton, executive vice president of the New Jersey Automobile Dealers Assn., termed it "grossly unfair." The leadership of the NJADA voted 54 to 1 last week to advise its NADA director that the association found the proposal "unacceptable."

The New Jersey dealer group asked its NADA director to vote against the proposal when it comes before the NADA board at its meeting in Colorado Springs.

The issue came to the forefront after Frank McCarthy, NADA executive vice president, and James Jennings, 1984 NADA president, disclosed the compromise in a meeting with the New Jersey leadership. Mullane also attended the meeting and made a presentation against the compromise.

The compromise bans bootlegging, sets retention periods for lease and rental cars and offers equal subsidies to dealers on an individual basis, but it does not address two-tier pricing, which permits huge fleets to buy cars for considerably less than the price at which the dealer buys. The compromise does include the preemp-

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Feasibility study completed, but talks will be lengthy

Ford, Fiat get down to details

By Richard Feast
European Editor

TURIN, Italy.—The Fiat-Ford feasibility study on collaboration has been completed, and the companies have begun detail negotiations, according to Cesare Romiti, managing director of Fiat S.p.A.

But Romiti warned that the negotiations will be lengthy. "A deal is not imminent, and it is hard to say at this stage whether negotiations will be completed before the end of the year or whether they will continue into next year," he said.

Neither Fiat Auto nor Ford of Europe has identified the exact nature of any collaboration, but the outcome is now widely expected to be of far-reaching significance. Romiti ruled out any joint deals with Japanese companies.

"The Japanese have cost advantages, but I think the way we go about making cars is more advanced," he said.

Romiti said Fiat and Ford got together because their product ranges are complementary and because each has a strong presence on the European market.

The secrecy surrounding the negotiations has led to intense speculation over their exact content. But Italian sources suggest the protracted nature of the negotiations is being caused largely by Ford.

Leading Ford of Europe executives, including Chairman Robert A. Lutz, have been dropping heavy hints all year about general overcapacity and the need to cut labor costs. At the Geneva Auto Show last March, Lutz said decisions would have to be made by this month.

Ford's main auto assembly plants in Europe are in West Germany, the U.K., Spain and Belguim—although it is estimated

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Purchase is latest move in Smith's diversification program

Hughes gives GM another hedge against auto cycles

By Majorie Sorge
and Michelle Krebs
Automotive News Staff

NEW YORK.—General Motors' $5-billion-plus acquisition of Hughes Aircraft Co. gives the auto company another hedge against the cyclical automotive business.

More than any links between the automotive and aerospace

Related stories on Page 2.

fields, the Hughes purchase offers GM more of the diversification Chairman Roger B. Smith has been searching for since taking over the GM helm in 1980.

Before Smith, GM hadn't made an acquisition since it bought a road machinery company in 1953. Instead, it had sold off non-automotive operations.

During Smith's reign, GM has purchased Electronic Data Systems, Inc., in a $2.5-billion deal. GM also has initiated a joint venture with a Japanese robotic and computer firm and has taken minority positions in six high-tech companies specializing in machine vision or artifical intelligence.

Now, GM has purchased the once privately held, highly-sought-after Hughes Aircraft from the Howard Hughes Medical Institute for $2.7 billion in cash and 50 million shares of a new class of stock. GM also will issue an additional 20 million shares of Class H stock in the next three years.

Auto analyst Maryann Keller, of Vilas-Fischer Associates, said the Hughes buy was a move to diversify plain and simple, despite Smith's claims that Hughes' technology will help GM in building automobiles.

"An acquisition is worthwhile only if it stands on its own," Keller said. "There might be something to come of it (in automotive technology), but I don't think it will happen in the short run—not in the next five years—and it was not their reason to buy it."

She called the deal "brilliant," since GM is paying only part—$2.7 billion—in cash.

Analyst David Healy, of Drexel, Burnham, Lambert, Inc., disagreed, calling it "a modest diversifcation carrying a large price tag." He said GM could develop automotive electronics without such a large acquisition.

At the announcement of the Hughes purchase, Smith defended the price GM paid, telling reporters that the last time he looked "in the little green box," there was still plenty of money left. GM closed 1984 with more than $8 billion in cash reserves and marketable securities.

GM's acquisition of Hughes is apt to first impact GM's data processing subsidiary, EDS, rather than the car-driving public or the factory floor.

GM and EDS have said they must launch satellites for their worldwide communications needs. Hughes has built 60 percent of the commercial communications satellites now in operation and provides wide band services to the entertainment, cable television and telecommunications industries.

Hughes Communications, Inc., a subsidiary of Hughes Aircraft, provides satellite capacity to the U.S. Navy. EDS has an eight-year Navy contract to integrate its data processing.

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breaking news

Fiat car group triples profits

TURIN, Italy.—The Fiat Group's results improved sharply last year. Most sectors improved, led by a threefold increase in net profit for the Fiat Auto Division, to the equivalent of $119 million. The group's sales rose 8.17 percent to $12.06 billion, and after-tax income rose 147 percent to $317 million.

Mitsubishi to sell 30,000 Hyundais in U.S.

LOS ANGELES.—Mitsubishi Motor Sales of America will market 30,000 Hyundai Excel cars during the 1987 calendar year, Automotive News has learned. Hyundai officials confirmed the agreement last week and MMSA President Tohei Takeuchi reportedly sent letters to dealers outlining MMSA's intent. Mitsubishi Motors Corp. and Mitsubishi Corp., of Japan, own 15 percent of the Korean auto maker.

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Metzenbaum, others introduce resolution

Senators oppose CAFE rollback

By Jake Kelderman
Washington Reporter

WASHINGTON.-General Motors, Ford Motor Co. and some other auto makers may think that rolling back fuel-economy standards is a good idea, but Senator Howard Metzenbaum, Ohio Democrat, doesn't.

He and three of his Senate colleagues introduced a resolution last week urging retention of the current 27.5-MPG CAFE requirement.

Said Metzenbaum, "This resolution is an attempt to send a signal to both the Administration and the auto companies that this body has not walked away from its responsibility and doesn't think they should either."

NHTSA is expected to act soon on a petition from GM, Ford and others to roll back the requirement to 26 MPG on the grounds that the higher standard is not needed; that consumers want larger cars, and that because of increased competition in the small-car market, U.S. makers simply cannot sell enough of their smaller, more-fuel-efficient models to offset consumer demand for larger, less-fuel-efficient cars.

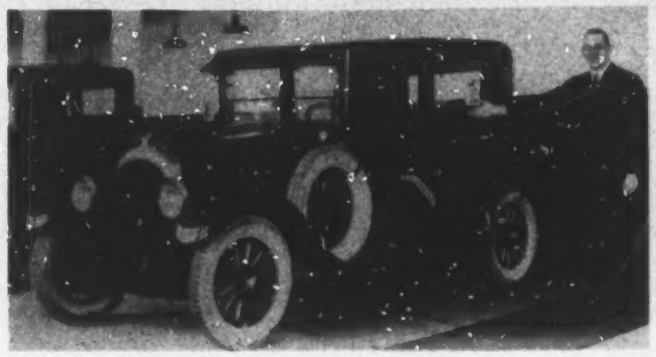
The CAFE law permits a rollback of the standard from 27.5 MPG to 26 MPG by administrative fiat and, according to sources, Transportation Secretary Elizabeth Dole has given assurances to the makers that it will be done.

Metzenbaum thinks that would be an "irresponsible" act, warning in his resolution that "The next energy crisis could develop overnight."

Congress, the Administration and the auto industry have a responsibility to do all that can be done to ensure America's security when the next crisis inevitably strikes, he added.

Metzenbaum, who was joined in his resolution by Senators Daniel Evans, Washington Republican; John Danforth, Missouri Republican; Thomas Eagleton, Missouri Democrat, and 15 others, called his resolution a "gentle nudge." But he also warned,"We may find it necessary to take legislative action in the future if the Administration and the auto companies don't turn around."

Resolutions are not binding on the Administration, but they do indicate the feelings of the senators who sign them. This resolution shows that not everyone in the Senate is in favor of rolling back the CAFE requirements.



60th for Chrysler

Chrysler Corp. celebrated its 60th anniversary June 6 with a show that included fireworks and the Goodyear blimp at its proving grounds. Chrysler Vice Chairman Gerald Greenwald cited the similarities between founder Walter P. Chrysler (above) and current Chairman Lee A. Iacocca (below), both chairmen who turned ailing companies around. Greenwald also said he expected Chrysler could duplicate or better its 1984 pre-tax record profits in 1985.

Flat Rock auto will be a 626 type

One car platform for Mazda plant

By Richard Johnson
Detroit Reporter

Mazda Motor Corp. has no immediate plans to build more than one car platform at its assembly plant in Flat Rock, Mich., even though company officials have said they want production flexibility at the site.

According to Osamu Nobuto, president of Mazda Mfg., (USA), initial plans call for a single platform at the new $450 million facility located south of Detroit.

Mazda executives have declined to identify which car will be built at the new plant adjacent to Ford Motor Co.'s abandoned Michigan Engine Casting plant. But during an informal interview after the recent Flat Rock groundbreaking, Masahiro Uchida, executive vice presidenty and secretary treasurer, Mazda Mfg., (USA), said the Flat Rock car will be a "626-class vehicle."

Company officials have said they desire the same flexibility at Flat Rock that they have at the highly automated Hofu plant in Japan, which opened in October, 1982. At Hofu, Mazda is capable of producing nine different bodies on three entirely different platforms.

But during a brief interview after the groundbreaking ceremonies, Nobuto declined to confirm plans for multiple-platform production at Flat Rock.

"Basically, we'll be producing one platform," he said through a translator. Asked if that will hold through the remainder of the decade, Nobuto said "at least until we are pretty much settled down."

Production at Flat Rock is due to begin in the fall of 1987. The manufacturing facility will ultimately employ 3,500 persons and produce 240,000 vehicles annually.

Besides the compact 626 series, Mazda is selling the RX-7 sports car and the GLC subcompact in the U.S. The company is also believed to be interested in importing the next generation of its upscale 926/Luce series and there has been industry talk of a Mazda minivan arriving by 1987.

Mazda is negotiating to sell Ford part of the plant's production capacity. During a recent interview with Automotive News, Louis Ross, Ford executive vice president for North American Automotive Operations, said Ford will probably buy between 40 and

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Mazda Michigan sets early '87 'trial run'

By Francis J. Gawronski
Tokyo Bureau Chief

OSAKA, Japan.—Mazda Motor Corp.'s new plant in Flat Rock, Mich., will initiate trial runs in the spring of 1987 and start assembling cars in the fall of that year at a monthly rate of 3,000.

According to Moriyuki Watanabe, Mazda chairman, the company will gradually increase production so that a year after start-up, the plant will be producing 20,000 cars a month.

He also said that during the first year of production, the firm will sell the cars with Mazda brand names and that from the second year it would start supplying more than half the cars produced at the plant to Ford Motor Co., which has a 25 percent slice of Mazda.

The Mazda chairman said the company plans to increase its dealer network in the Eastern section of the U.S. and particularly wants to expand the number of dealers selling Mazda exclusively. Most of the 750 Mazda dealers in the U.S. are in Midwest states, he said.

He also announced that Mazda plans to hire several American managers to expedite employment of auto workers at the Flat Rock plant, expected to reach more than 3,000 at full operation.

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60th year—No. 5078

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Jobs before concessions, Majerus says

Security first, UAW tells AMC

By Marjorie Sorge
Labor Editor

MILWAUKEE.—The UAW must get job security promises from American Motors before it will agree to a concessions contract for workers at the company's two Wisconsin auto plants, according to UAW Secretary-Treasurer Raymond E. Majerus.

The company and the union began negotiations last week in an attempt to avert closing of those operations.

AMC has told the union it needs concessions. The company issued plant-closing notices May 24 for its assembly plant in Kenosha and its stamping operation in Milwauke and has said it will close those operations within the next 13 months if the two UAW locals representing the plants do not agree to concessions contracts that will make AMC more competitive.

Concessions sought by AMC include lower wages, fewer union representatives, fewer paid days off and a new contract that tracks the General Motors/UAW pact negotiated last year.

The Kenosha plant is scheduled to close in July, 1986, and the Milwaukee operation will close this September if a more-competitive contract is not reached, AMC has said.

Hourly labor costs in Kenosha are $4 an hour higher than in similar operations at General Motors and Ford Motor Co.

One problem is that the Kenosha plant is an old, six-story mattress factory, and many workers feel it is just a matter of time before AMC closes it regardless of the concessions made in this round of bargaining. One union negotiator indicated that even if the labor cost at Kenosha is reduced substantially, it is unlikely that the plant could be made much more efficient even with more high-tech equipment.

AMC and the UAW have agreed to set aside disagreements over an unfair labor practices complaint filed with the National Labor Relations Board by Kenosha Local 72. The complaint alleges that AMC acted unlawfully in setting pre-conditions before it would agree to bargain.

In a letter to Majerus, Richard Calmes, AMC industrial relations vice president, said Local 72 "misrepresented the company's position to the NLRB."

He also said that AMC never had any pre-conditions for meeting or negotiating.

In a May 3 letter from Calmes to Majerus, AMC said the union must agree to 17 points in any new contract.

Peugeot drops plans to build coupe in U.S.

By Dan McCosh
Detroit Reporter

Peugeot has quietly dropped a plan to assemble a coupe version of the 505 in the U.S., a program that would have been a milestone in the revival of independent coachbuilding in this country.

Peugeot had been negotiating with Brighton (Mich.)-based Cars and Concepts to assemble a luxury coupe for Peugeot, Automotive News has learned. The project, which reportedly would have meant assembling about 4,000 units a year of the $20,000-$30,000 sports coupe from components supplied by Peugeot in France, would have been one of the most elaborate assembly operations undertaken in recent times by an independent coachmaker.

In the 1920s, many auto manufacturers built chassis for bodies designed and built by independents. The manufacturers bought up many of the coachmakers, and many went out of business during the depression.

Today, custom bodies are made by several companies, primarily for limousines and ambulances. Hess & Eisenhardt Co. started up a regular assembly line for Cadillac limousines this spring in Troy, Mich. But the Cars and Concepts Peugeot would have been the first generally distributed passenger car assembled by an independent in recent years.

A Peugeot spokesman confirmed the "design study" for the coupe was recently canceled. Sources close to the program say the rapidly increasing number of similar cars heading for the market in the next few years prompted the cancellation for marketing reasons.

Cars and Concepts still plans to assemble a car in Brighton, according to Chairman Richard R. Chrysler. He told Automotive News he may have a similar program underway as early as this fall, but declined to identify the manufacturer.

Domestics steady; imports set record

May new-car sales highest since 1978

By Jenny L. King
Detroit Reporter

New-car retail sales in May were the highest since the boom year of 1978, with domestics just matching the year-ago number and imports marching ahead 7.72 percent and notching a sales record for the month.

Imports accounted for 24.52 percent of the market, up more than a percentage point from the 23.26 percent they earned in May of 1984. Import sales have been up in four of the five months thus far in the 1985 calendar year.

The grand total of 1,069,934 was up 2.21 percent from May's 1,046,805 a year earlier and best since 1978 when 1,159,185 new cars were delivered.

The total included 807,590 domestics, up 0.54 percent from 803,273 the preceding year, and 262,344 imports, up 7.72 percent from 243,532 in May, 1984.

The previous import sales high for the month was 255,495 in the pre-restrictions year of 1979. Deep

Where auto market was, May, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	151,256	14.14
COMPACT	171,743	16.05
INTERMEDIATE	311,415	29.11
STANDARD	94,945	8.87
LUXURY	78,231	7.31
IMPORTS	262,344	24.52
TOTAL	1,069,934	100.00

est import market penetration for May was 28.58 percent in 1981.

Industry year-to-date sales of 4,705,146 were up 3.97 percent from 4,525,509 in 1984. Domestics for the five months numbered 3,637,733, up 3.38 percent from 3,518,700. January-May import sales were up 6.02 percent, to 1,067,413 from 1,006,809.

Buoyed by a strong mid-month period, when sales were up 18 percent, the U.S. auto makers made the best of limp first and third periods to accumulate a sales total of 807,590. (May 1-10 sales were down 8.61 percent, May 21-31 sales were down 4.79 percent.)

Ford Motor Co.'s 9.29-percent sales increase was the best of the Big Three. Chrysler Corp. was up 3.27 percent and General Motors dropped 2.86 percent year to year.

Ford dealers reported sales of 194,547 new domestic cars in May compared with 178,006 a year earlier. Chrysler was up 3.27 percent, to 97,981 from 94,880. GM slipped some 14,000 units, down 2.86 percent to 479,554 from 493,670.

Honda, well-established as the number-four auto maker in terms of sales, was up 22.08 percent in May, to 15,096 from 12,366. American Motors was off 33.49 percent, to 10,063 from 15,131.

Volkswagen's sales of 8,088 U.S.-built Golfs were down 12.28 percent from 9,220 Rabbits a year ago. Nissan reported second-month sales of 2,261 as its Smyrna (Tenn.) car lines picked up speed.

Ford, whose Ford Division boasted highest any-month sales for Escort, climbed almost two percentage points in domestic market penetration, to 24.09 percent from 22.16 percent. Chrysler moved up to 12.13 percent from 11.81 percent. Honda was up to 1.87 percent from 1.15 percent.

GM dipped down to 59.38 percent from 61.46 percent. AMC held a modest 1.25-percent share of the May domestic market, down from 1.88 percent. VW had 1.00

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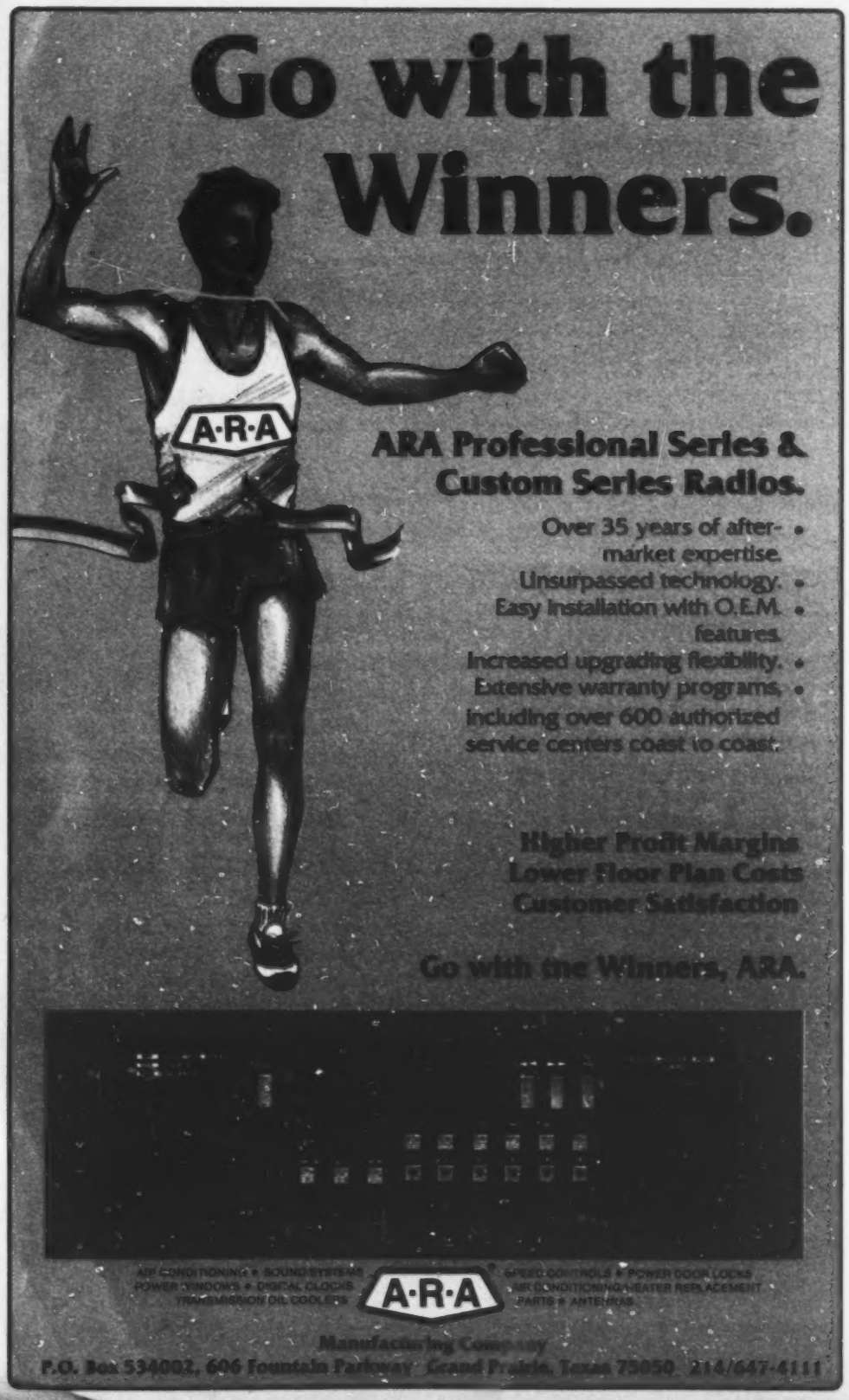
DOMESTIC CAR SALES

	May 21 to May 31, 1985	Same Period, 1984	May, 1985	Same Month, 1984	May 21 to May 31, 1985	Same Period, 1984
Alliance	0	0	5,496	7,960	29,507	41,629
Encore	0	0	3,805	5,269	18,891	28,695
Total Renault	0	0	9,303	13,229	48,406	70,324
Eagle	0	0	760	1,801	4,958	9,232
Total AMC	0	0	760	1,801	4,958	9,232
AMERICAN MOTORS*	4,113	6,631	10,063	15,131	53,364	79,556
Horizon	2,225	2,886	5,951	6,832	44,431	34,532
Turismo	1,617	2,101	4,170	4,639	27,721	20,011
Reliant	3,448	6,856	9,727	15,635	62,277	67,559
Caravelle	1,179	0	3,158	0	16,323	0
Plymouth	744	961	2,149	2,122	9,505	7,106
Total Plymouth	9,213	12,804	25,155	29,228	160,257	129,208
Laser	1,243	2,642	3,685	5,533	26,209	23,649
LeBaron K	3,438	4,347	9,017	9,861	39,403	41,954
LeBaron GTS	3,356	0	8,819	0	24,593	0
Cordoba	0	0	0	0	0	0
Fifth Avenue	3,650	2,816	9,022	6,794	39,663	31,175
E-Class	0	1,263	0	3,026	0	14,022
New Yorker	1,944	1,881	5,094	4,559	23,412	22,220
Total Chrysler	13,631	12,949	35,637	29,773	153,280	133,144
Omni	2,220	2,491	5,661	5,899	37,467	29,311
Charger	1,763	2,047	4,564	4,959	30,004	22,842
Daytona	1,317	1,991	3,595	4,339	24,121	19,866
Aries	3,128	5,076	8,145	11,669	49,741	50,836
Lancer	2,316	0	5,878	0	17,289	0
Dodge 400-600	0	1,126	0	2,482	0	9,209
Diplomat	1,431	1,076	3,941	2,750	16,630	9,209
Mirada	0	0	0	0	0	0
Dodge 600	2,100	1,516	5,405	3,781	24,964	15,874
Total Dodge	14,275	15,323	37,189	35,879	200,216	158,521
CHRYSLER CORP.	37,119	41,076	97,981	94,880	513,753	420,873
EXP	701	1,209	2,061	2,858	13,052	11,585
Escort	23,980	13,330	54,413	31,953	166,973	147,092
Mustang	5,938	5,187	14,277	12,529	69,822	57,016
Tempo	7,175	9,086	17,349	20,142	139,650	104,677
Thunderbird	6,016	5,532	15,770	13,152	68,050	68,079
LTD	6,504	7,143	18,411	18,702	86,323	85,756
Crown Victoria	5,272	6,353	14,040	16,141	69,049	71,983
Total Ford Division	55,586	47,840	136,321	115,477	612,919	546,188
Lynx	4,629	2,501	10,399	6,104	33,758	28,399
Topaz	1,823	2,389	4,199	6,134	37,958	30,844
Cougar	4,665	4,269	11,564	10,374	51,970	49,793
Capri	407	628	1,218	1,623	6,764	8,502
Marquis	3,282	3,923	8,130	10,010	40,744	43,619
Grand Marquis	4,079	5,202	10,680	13,769	56,727	60,536
Total Mercury	18,885	18,912	46,190	48,014	227,921	221,693
Continental	667	1,750	1,757	3,044	13,084	10,360
Lincoln	3,157	3,236	9,014	8,455	45,681	35,265
Mark VII	530	1,242	1,265	3,016	8,192	16,484
Total Lincoln	4,354	6,228	12,036	14,515	66,957	62,109
Total L-M Division	23,239	25,140	58,226	62,529	294,878	283,802
FORD MOTOR	78,825	72,980	194,547	178,006	907,797	829,990
Skyhawk	3,053	6,633	6,379	14,976	41,286	52,550
Skylark	1,857	4,842	6,098	10,845	45,794	45,832
Somerset Regal	6,875	0	16,785	0	48,778	0
Century	11,198	9,492	22,462	21,150	93,139	94,650
Regal	4,648	7,913	10,263	19,836	44,952	88,686
LeSabre	5,366	6,240	12,601	14,813	63,874	69,869
Electra	2,888	4,754	6,702	9,991	29,734	38,231
Riviera	2,046	2,110	4,464	4,805	22,031	23,759
Total Buick	37,931	41,984	85,754	96,416	389,588	413,577
Cimarron	597	641	1,655	1,621	9,930	7,796
Seville	2,022	1,356	4,651	3,518	14,237	14,707
Cadillac	5,740	7,458	15,082	18,391	70,303	83,621
Eldorado	3,876	2,570	9,484	6,476	29,826	29,281
Total Cadillac	12,235	12,025	30,872	30,006	124,296	136,305
Nova	1	0	1	0	1	0
Chevette	3,206	7,986	10,151	18,514	53,943	83,870
Cavalier	16,943	17,991	46,764	41,627	206,973	161,479
Citation	1,195	4,713	5,405	10,182	31,486	46,680
Camaro	6,858	10,057	20,864	23,210	90,196	89,986
Celebrity	11,971	16,614	37,184	36,265	147,842	147,924
Monte Carlo	3,584	5,751	11,859	13,814	50,907	68,626
Chevrolet	8,574	13,162	25,553	29,495	110,242	115,913
Corvette	1,311	1,109	3,876	2,600	17,262	12,644
Total Chevrolet	53,616	77,366	161,658	177,707	708,853	722,221
Firenza	1,389	2,455	3,569	6,528	26,761	26,261
Omega	0	1,840	0	5,137	0	20,855
Calais	8,503	0	22,537	0	60,941	0
Cutlass Ciera	12,451	10,186	33,186	28,335	143,148	116,746
Cutlass Supreme	7,460	12,162	21,315	34,348	94,545	165,189
Olds 88	6,939	10,356	19,211	27,967	90,797	120,316
Olds 98	3,614	2,778	9,971	7,308	45,463	40,513
Toronado	1,059	1,427	2,943	3,841	15,175	17,288
Total Oldsmobile	41,415	41,204	112,732	113,465	476,830	507,148
Fiero	4,440	3,587	9,199	9,954	46,438	48,639
1000	1,108	1,176	2,658	2,592	10,160	11,886
Sunbird	6,613	6,893	14,890	14,984	56,800	54,281
Phoenix	0	968	0	1,789	896	6,616
Firebird	5,794	5,109	12,930	11,900	47,621	46,900
Grand Am	5,974	00	12,807	0	49,510	0
6000	8,750	6,045	17,755	13,910	66,513	58,728
Bonneville	2,899	3,050	5,711	7,161	23,694	32,561
Grand Prix	2,722	3,608	5,818	8,393	24,899	35,384
Parisienne	3,420	2,299	6,770	5,393	26,678	23,383
Total Pontiac	41,720	32,735	88,538	76,076	355,209	318,378
GENERAL MOTORS	186,917	205,314	479,554	493,670	2,054,776	2,097,629
VOLKSWAGEN	4,332	5,537	8,088	9,220	33,861	37,302
HONDA	9,282	6,698	15,096	12,366	70,910	53,623
DOMESTIC TOTAL	322,049	338,236	807,590	803,273	3,637,733	3,518,700
IMPORT TOTAL	0	0	262,344	243,532	1,067,413	1,006,809
INDUSTRY TOTAL	0	0	1,069,934	1,046,805	4,705,146	4,525,509

*AMC does not provide 10-day nameplate sales.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factories list auction dates

American Motors

June 11—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

June 12—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

June 13—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Northstar Auto Auction, Shakopee, Minn.

June 18—Aptco Auto Auction, Taylor, Mich.

June 19—Metro Milwaukee Auto Auction, Caledonia, Wis; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

June 20—Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

June 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 25—Arena Auto Auction, Chicago; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N.C.

June 26—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

Chrysler Corp.

June 11—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 12—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

June 13—Northway Exchange (mini), Clifton Park, N.Y.; Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

June 14—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 18—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and NuCar Prep System, Santa Fe Springs, Calif.

June 19—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

June 20—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

June 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 26—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

June 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

Ford Motor Co.

June 11—South Seattle Auto Auction, Kent, Wash.

June 12—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

June 13—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

June 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

June 20—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

June 26—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

General Motors

June 11—Florida Auto Auction of Orlando, Orlando.

June 12—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

June 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

June 19—Clanton's Auto Auction, Darlington, S.C.

June 20—Indianapolis Auto Auction, Indianapolis.

June 26—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

June 27—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

used-car auction directory

OHIO

Ohio Auto Auction. The Tuesday sale. 3305 Jackson Pike, Columbus, Ohio. Call: 614-871-2771

OHIO

Wednesday Auto Auction. Exit 49 on I-270. Columbus, Ohio. Every Wednesday. Call: Area 614-497-2000.

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TEXAS

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WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

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Ford auction nets $4,908,100

Jim and Barbara Wheatley, owners of the Harrisonburg (Va.) Auto Auction, present the check for what is believed to be the largest dollar volume ever for a Ford Factory sale to Joe Harde, center, of Ford Motor Co. During the sale, 505 factory cars and trucks were sold for $4,908,100 to the 135 dealers in attendance.

Ford recalls 515,000 cars; safety group wants more

WASHINGTON.—Ford Motor Co. is recalling 515,000 1982-83 Escort and Lynx cars to fix rear seat belts that twist and bind, which prevents them from retracting properly.

The Center for Auto Safety criticized the extent of the recall, saying it should have included as many as 250,000 additional Escort and Lynx models manufactured during the 1984 model year.

A Ford spokesman said the company had modified the seat-belt design in 1984 models and that complaints involving 1984 vehicles were significantly fewer than on the 1982-83 Escort and Lynx.

The center countered Ford's explanation by citing a technical service bulletin issued to Ford dealers on 1983-84 Escort/Lynx models. The bulletin said that a new "seat-belt guide" had been developed "that allows the belt to retract without twisting," the center reported.

The center said that Ford "added a stronger rewind spring and relocated the opening in the retractor boot" on May 28, 1984, and "added a clip to its retractors to reduce the size of the belt opening in the guide" on June 5, 1984.

Those changes occurred late in the 1984 model year. The center said it has continued to receive complaints about rear-seat-belt binding on 1984 Escort and Lynx models and that NHTSA has recieved similar complaints.

Ford privately disclosed the recall decision in a letter to NHTSA dated May 15, 1985. NHTSA had petitioned Ford for a recall in April after a March letter from the safety center urged NHTSA to issue a recall request.

A Ford spokesman said the recall was to be made public after delivery to dealers of the necessary parts. Ford said past recall notices have led to vehicles being brought prematurely to dealerships for service.

In the past few years, safety groups and others have faulted auto makers and NHTSA for not issuing timely public recall notices once a recall decision has been made. Safety advocates have long argued that in order to avoid needless injuries, consumers must be made aware of product defects as rapidly as possible, whether or not an immediate fix is available.

Bill would limit tint of windows

RALEIGH, N.C.—A bill that would impose limits on the darkness of windows in automobiles has been introduced in the State Legislature by Senator James Johnson.

Johnson's bill would make it illegal for a person with a North Carolina driver's license to drive an automobile in the state with windows darker than were originally installed by the manufacturer. Automobiles with dark windows installed before Oct. 1, 1985, would be exempt from the bill.

Johnson said dark windows cause accidents because at night they make other cars seem farther away than they actually are. He also said they induce thieves to break into parked vehicles because thieves think the dark windows are hiding valuables.

Used Car Sales
Auction Averages

June to date	$5,337
Month ago	$5,263
Year ago	$5,403

Model Breakdown
Auction Averages

	JUNE 1985	MAY, 1985	APR. 1985
1985	$11,706	$11,515	$11,744
1984	$8,775	$8,553	$8,522
1983	$6,303	$6,474	$6,464
1982	$5,723	$5,381	$5,226
1981	$4,626	$4,399	$3,323
1980	$3,764	$3,266	$3,511
1979	$2,819	$2,706	$2,622
1978	$1,980	$2,039	$1,938
Overall Average	$5,337	$5,203	$4,928

Lakeland Auto Auction holds 6th marathon sale

LAKELAND, Fla.—Lakeland Auto Auction has completed its sixth marathon sale, Marathon VI, which consisted of a large and diversified consignment from Ford Motor Co.; Ford Motor Credit Co.; major fleet, lease and daily rental companies, and hundreds of new- and used-car dealers.

Sixty-six percent of the registered vehicles were sold. Ford Motor sold 100 percent of a 425-unit consignment.

Auctioneer travels

Sam Lafata, left, president of Aptco Auto Auction, Taylor, Mich., visited Japan and met with Tatsuo Takagi, president, Nissan Prince Osaka, Ltd. Takagi has 27 Nissan dealerships and one auto auction in Japan. Lafata gave Takagi a picture of Lee Iacocca and an American flag.

Domestics steady; imports set record for month

May auto sales highest since 1978

Continued from Page 6

percent this year compared with 1.54 percent in 1984, and Nissan captured the remaining 0.28 percent of the recent market.

Minus signs outnumbered pluses in the sales outcomes for the 16 domestic makes. Pontiac stole the limelight, reporting a record May total of 88,538, which represented an increase of 16.38 percent from 76,076 a year ago. Pontiac said its sales have been up 25 of the last 26 months

Other winners included Chrysler, up 19.70 percent; Dodge, up 3.65 percent; Ford, up 18.05 percent; Cadillac, up 2.89 percent, and Honda, up 22.08 percent.

The record import total included individual best-Mays for Audi, BMW, Jaguar, Mercedes-Benz, Saab and Toyota. Toyota was the runaway sales champ, up 15.44 percent to 69,846 units. Mercedes was up 22.72 percent, Jaguar was up 6.92 percent, Audi was up 5.64 percent, BMW was up 6.85 percent and Saab climbed 31.17 percent.

VW combined import and domestic sales of 24,152 were up 10.50 percent from 21,858 in May a year earlier and were best for any month since August, 1981, according to Volkswagen of America.

Imports took a back seat to domestic intermediates in the May market-class breakout. Intermediates earned 29.11 percent, imports had 24.52 percent, compacts accounted for 16.05 percent, subcompacts had 14.14 percent, standards had 8.87 percent and luxury models claimed the remaining 7.31 percent.

Excluding imports the market-class spectrum looked like this: Intermediates had 38.56 percent, compacts had 21.27 percent, subcompacts had 18.73 percent, standards had 11.76 percent and luxuries had 9.68 percent.

With 26 selling days in the month both this year and last, the 1985 daily selling rate for domestics of 31,061 was up 0.54 percent from 30,895 last year.

Late-May domestic sales were down 4.79 percent, to 322,049 from 338,236. The daily rate of 35,783 dropped 4.79 percent from 37,582. There were nine selling days in the period each year.

Ford Motor Co. and Honda were the only domestics to post third-period sales gains: Ford was up 8.01 percent and Honda climbed 38.58 percent. GM was off 8.96 percent, Chrysler was down 9.63 percent, VW skidded 21.76 percent and AMC plunged 33.45 percent.

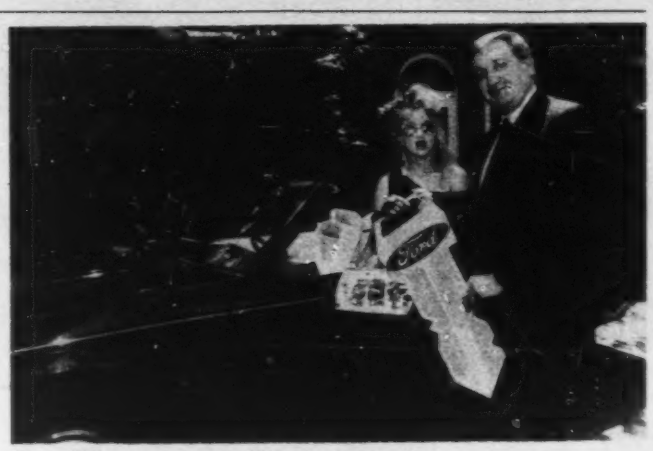
GM earned 58.04 percent of the May 21-31 market, Ford had 24.48 percent, Chrysler had 11.52 percent, Honda had 2.88 percent, VW had 1.35 percent, AMC had 1.28 percent and Nissan earned 0.45 percent.

Nissan to buy Yue Loong share

TAIPEI, Taiwan.—Taiwan's economic ministry has approved an application by Nissan Motor Co. to buy 25 percent of Yue Loong Motor Co. for $65 million through the purchase of Yue Loong stock.

Yue Loong, Taiwan's largest automobile manufacturer with an annual output of 60,000 units, has cooperated with Nissan for 25 years in the production of cars for sale in Taiwan.

According to Yue Loong, the Japanese auto maker's investment would enable the company to expand annual output at least 20 percent.



Cyndi Lauper gets Mustang ragtop

Pop star Cyndi Lauper, named best new artist in Rolling Stone magazine's 1985 Readers Poll, is awarded a 1985 Mustang convertible by Robert A. Lusko, Ford Division's New York district manager, at a luncheon at New York's Tavern on the Green Restaurant. Ford Division sponsored the Rolling Stone poll in which 7,500 readers named Lauper the year's best new singer.

IMPORTED CAR SALES

	May, 1985	May, 1984	5 Mos., 1985	5 Mos., 1984
Alfa Romeo	609	350	2,127	1,371
Audi	8,050	7,620	30,585	32,009
BMW	7,968	7,457	34,530	30,290
Chevrolet Spectrum	4,490	.....	18,399	.....
Chevrolet Sprint	1,445	732	6,712	732
Dodge Colt	1,841	1,872	11,827	13,106
Dodge Conquest	341	244	1,178	1,965
Dodge Vista	852	550	3,389	2,532
Honda	35,662	34,299	167,435	165,991
Isuzu	1,721	1,676	7,089	6,342
Jaguar	1,714	1,603	7,609	7,045
Maserati Biturbo	138	.....	1,493	.....
Mazda	15,792	16,154	70,175	67,807
Mercedes-Benz	8,491	6,919	36,423	34,600
Merkur	631	.....	1,986	.....
Mitsubishi	5,237	4,016	16,858	16,487
Nissan	51,251	52,374	197,820	197,847
Peugeot	1,789	1,743	6,261	8,040
Plymouth Colt	1,704	1,857	11,261	11,663
Plymouth Conquest	318	233	1,119	1,668
Plymouth Vista	790	528	3,339	2,360
Porsche	2,284	2,162	10,255	10,745
Renault	574	937	3,798	5,145
Saab	3,413	2,602	16,076	14,707
Subaru	14,441	14,305	63,945	64,243
Toyota	69,846	60,506	231,807	211,622
Volkswagen	16,064	12,582	55,829	50,684
Volvo	10,125	10,210	48,088	47,808
TOTAL	262,344	243,532	1,067,413	1,006,809

U.S. CAR SALES BY MARKETING UNITS

	May, 1985	May, 1984	5 Mos., 1985	5 Mos., 1984
Chevrolet	167,593	178,439	733,964	722,953
Ford	136,321	115,477	612,919	546,188
Oldsmobile	112,732	113,465	476,830	507,148
Pontiac	88,538	76,076	355,209	318,378
Buick	85,754	96,416	389,588	413,577
Toyota	69,846	60,506	231,807	211,622
Nissan	53,512	52,374	201,348	197,847
Honda	50,758	46,665	238,345	219,614
Mercury	46,821	48,014	229,907	221,693
Dodge	40,223	38,545	216,610	176,124
Chrysler	35,637	29,773	153,280	133,144
VWoA	32,202	31,584	120,275	130,740
Cadillac	30,872	30,006	124,296	136,305
Plymouth	27,967	31,847	175,976	144,899
Mazda	15,792	16,154	70,175	67,807
Subaru	14,441	14,305	63,945	64,243
Lincoln	12,036	14,515	66,957	62,109
AMC—Renault	10,637	16,068	57,162	84,701
Volvo	10,125	10,210	48,088	47,808
Mercedes-Benz	8,491	6,919	36,423	34,600
BMW	7,968	7,457	34,530	30,290
Mitsubishi	3,237	4,016	16,858	16,487
Saab	3,413	2,602	16,076	14,707
Porsche	2,284	.....	10,255	.....
Isuzu	1,721	1,676	7,089	6,342
Jaguar	1,714	1,603	7,609	7,045
Peugeot	1,789	1,743	6,261	8,040
Alfa Romeo	609	350	2,127	1,371
Maserati Biturbo	138	.....	1,493	.....
TOTAL	1,069,934	1,046,805	4,705,146	4,525,509

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest,Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

Mullane calls NADA plan a 'sellout'

Fleet-subsidy compromise attacked

Continued from Page 1

tion clause.

In a telephone interview with Automotive News, McCarthy termed the proposal a draft which has to be approved by NADA's Government Affairs Committee and the board.

However, he flatly stated that some sort of preemption would be in the compromise. The question was how great this would be. Dingell apparently wants a clause that would completely ban the issue at the state level and, in effect, abrogate existing state laws. NADA is trying to retain existing laws but would go along with banning future legislation.

However, whatever form the preemption clause takes, McCarthy said it "would have to be included since Dingell feels strongly about it."

Dingell, chairman of the House Energy and Commerce Committee, effectively blocked last year's bill, H.R. 5305, which included a ban on two-tier pricing.

The bill never reached the house floor and, according to sources, Dingell said it never would as it existed. His refusal to release the bill led to its dying in committee and to this compromise.

Mullane was enraged at the compromise proposal. "The morality of it shocks me," he said, adding that "they (NADA) are supposed to represent the dealers." He predicted that there would be a classic "shootout" on this proposal.

Walton agreed. He said his board believed that "any bill that doesn't address pricing is not a compromise."

He added the New Jersey dealer group members who heard the presentation by McCarthy and Jennings "got violent" on the pricing and preemption clause and termed it "grossly unfair."

Mullane and Walton said they do not feel that bootlegging and retention are issues now since all the manufacturers have indicated they would insitute methods to police that activity on the part of lease companies.

Since this issue of fleet subsidies was resurrected three years ago and the move was made to halt subsidies by federal legislation, pricing has been a core issue, and Mullane has been at the forefront of the battle.

He said the large fleets buy their cars $1,000 to $2,000 below dealer cost. Mullane told the NJADA board, "If we don't stop it, that price edge will continue to grow, taking an ever-larger share of the market and eroding the value of our franchises even further."

In his letter to NADA, Mullane said the fleet share of market has jumped from 8 percent in 1965 to 25 percent today. He said in certain cars lines, the fleets get 50 percent of the build.

He warned that if the NADA accepts this compromise and it is passed by Congress, "we will have two-tier pricing baked into law."

Mullane said the answer is federal legislation addressing two-tier pricing without the preemption clause or state legislation letting manufacturers fight on 50 fronts.

He also asserted that NADA has said this issue does not impact the consumer, but he said the FDA will prove that it does. The FDA has contracted with Mathtech, a division of Martin Marietta Data Systems, to study the impact of two-tier pricing on the consumer.

Mullane has often said that this pricing structure forces consumers to pay more for their cars since dealers don't get the same subsidies as fleets.

In an interview with Automotive News, Mullane angrily called the compromise "anti-dealer, anti-small business and anti-consumer."

He promised that if NADA accepted this proposal, it would have active opponents who would fight the bill tooth and nail if it is introduced—Ed Mullane and the FDA.

He added that those who drafted the compromise say Congress won't vote for it unless the preemption clause is in the bill.

"They have gutted the bill at the request of the manufacturer by eliminating the central plank and then they drive a spike in our collective hearts by this preemption clause to make sure the issue never rises again in state legislation," he said.

The New Jersey dealer group apparently is in Mullane's corner on this issue.

McCarthy, indirectly referring to the opponents, claimed it was "awfully easy to get headlines," and added that the real question is "how strongly do the dealers feel."

But the decision on this issue does not rest with the rank and file dealers; it rests with the NADA Government Affairs Committee and the NADA board of directors.

Ford and Fiat talk on details

Continued from Page 1

that Spain, with its low labor costs, will escape any worker reductions.

Shedding manpower in other countries takes on enormous political dimensions, however. Ford will be tempted to keep production wherever it is financially most advantageous to do so, and that means delicate negotiations with governments.

Even after formalizing the restructuring plan, Ford will face the long process of implementing it. While that is uncertain, progress in the Fiat talks must be slow.

Fiat, meanwhile, has its house in relative order following the restructuring of the early 1980s. It recently reported an all-around improvement in its finances, which included a threefold after-tax increase in profits in the passenger-car-making division, to $119 million.

Mazda to build only one platform at Flat Rock

Continued from Page 3

60 percent of Flat Rock output.

He said Mazda will build a specialty car for Ford, slightly smaller than Mustang, to supplement, rather than replace the rear-wheel-drive Mustang.

Uchida said negotiations are continuing with Ford, which owns 25 percent of the Japanese company.

"Our plan is to get an agreement by, say, October or November of this year," he said.

Uchida declined to say specifically what vehicle Mazda will produce at Flat Rock.

"I can't say yet what kind of vehicle we are going to market with," he said. "I can say only that a 626-class vehicle will be produced there."

The vehicle will share some components with the Ford car and will be made on the same assembly line. Uchida repeated Mazda's contention that it is aiming at 50 percent U.S. content in the vehicles.

Month's build of 779,942 was highest this year

May car output best since 1979

By Louise Kertesz
Detroit Reporter

Domestic auto production of 779,942 units in May was the highest for that month since 1979, when 935,198 cars were assembled.

Last month's total—the best output of any month this year—was up 3.01 percent from April's 757,116 and was 9.39 percent better than the year-ago month's 712,979.

Manufacturers planned to build 173,325 cars last week, 21.83 percent more than the 142,273 produced during the previous week (shortened by Memorial Day) and 5.47 percent more than the year-ago week's 164,341.

So far this year, 3,896,395 cars have been assembled, 2.91 percent more than the 3,786,104 built last year at this point.

Companies shared last week's estimated production as follows: General Motors, 56.51 percent; Ford Motor Co., 19.46 percent; Chrysler Corp., 17.71 percent; American Motors, 2.11 percent; Honda of America Mfg. Co., 1.82 percent; Volkswagen of America, 1.08 percent; Nissan Motor Mfg. Co., U.S.A., 0.70 percent, and New United Motor Mfg. Co., 0.61 percent.

Nissan added a second shift at its Smyrna (Tenn.) plant on June 3.

Ford's Dearborn plant is still not being supplied with acceptable parts for the Capri. Production was again halted during the week ended June 1, and it is unlikely that the 452 units scheduled last week were built.

General Motors scheduled two overtime shifts Saturday (June 8) at the following plants: Detroit; Arlington, Tex.; Fairfax, Kans.; Lakewood, Ga.; Wilmington, Del.; Janesville, Wis.; Lordstown, O., and Pontiac G.

Chrysler planned two overtime shifts Saturday at its Jefferson (Detroit) and St. Louis plants (Nos. 1 and 2).

The Jefferson plant is slated to work two 8½-hour daily shifts this week (June 10).

Chrysler's plants in Belvidere, Ill., and St. Louis are scheduled to operate two nine-hour daily shifts this week.

All Ford plants but Chicago are scheduled to work daily overtime this week.

Second shift begins work at Nissan Tennessee plant

SMYRNA, Tenn.—A second production shift began last Monday (June 3) at Nissan Motor Mfg. Corp. U.S.A., bringing employment at the Tennessee facility to 3,000.

The company announced plans a year ago to start two-shift operation in June, 1985, and to move to full production capacity of 240,000 cars and trucks annually by the spring of 1987. Light truck production began at Nissan in June, 1983. Production of the Sentra was added in March, 1985.

Marvin T. Runyon, Nissan Motor Mfg. president, said that more than 50,000 applications were received for the 700 night-shift jobs.

The majority of night-shift employes have been working at Nissan since February, receiving extensive training during the day-shift operation. The training included classroom instruction, training on off-line vehicles and actual experience on the assembly line.

"Since the first of May, the shifts have been gradually separated to give night-shift employes experience working on their own for longer periods of time," Runyon said.

Plans call for night-shift employes to work from 9:45 p.m. to 6:30 a.m.

"The hours are unusual for the automotive industry," said Jerry Benefield, manufacturing vice president, "but our people told us they'd prefer to start work at 9:45 because it allows them to have dinner with their families before coming to work and to be back home early in the morning."

CANADIAN CAR PRODUCTION

	Week Ended June 8, 1985	Week Ended June 9, 1984	Week Ended June 1, 1985	May Total	Jan. 1 to June 9, 1984	Jan. 1 to June 8, 1985
AMERICAN MOTORS	400	610	406	1,020	11,031	5,082
FORD MOTOR	11,384	10,585	11,251	48,645	202,694	228,983
GENERAL MOTORS	14,599	13,554	13,796	56,553	299,650	233,825
VOLVO	225	225	225	989	5,000	4,943
Total Cars, Canada	26,608	25,074	25,678	107,207	518,375	472,833

U.S. TRUCK PRODUCTION*

	Week Ended June 8, 1985	Week Ended June 9, 1984	Week Ended June 1, 1985	May Total	Jan. 1 to June 9, 1984	Jan. 1 to June 8, 1985
CHEVROLET	27,418	20,090	21,022	114,085	447,373	533,920
DODGE	5,400	4,368	3,598	20,458	94,135	96,261
FORD	26,527	26,163	23,270	115,513	550,729	554,250
GMC	8,718	7,239	6,617	37,189	145,946	164,159
INTERNATIONAL	1,650	1,769	1,325	7,492	34,204	36,743
JEEP	4,350	3,934	2,862	13,784	85,668	90,119
NISSAN	2,421	2,103	1,429	6,499	42,631	45,571
AM GENERAL	50	50	40	220	1,180	1,110
MISCELLANEOUS	1,739	1,000	1,392	7,652	23,400	40,803
Total Trucks, U.S.	78,273	66,716	61,555	322,892	1,425,266	1,562,936

CANADIAN TRUCK PRODUCTION

	Week Ended June 8, 1985	Week Ended June 9, 1984	Week Ended June 1, 1985	May Total	Jan. 1 to June 9, 1984	Jan. 1 to June 8, 1985
CHRYSLER	8,760	8,175	7,171	36,866	164,028	189,489
FORD	3,648	3,344	3,650	15,964	74,336	79,566
GENERAL MOTORS	6,247	6,325	6,301	25,911	139,311	132,395
INTERNATIONAL	260	171	271	1,175	3,309	5,520
Total Trucks, Canada	18,915	18,015	17,393	79,916	380,984	406,970
N. American Trucks	97,188	84,731	78,948	402,808	1,806,250	1,969,906

*—Now includes window van production. **—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Merceces-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck makers post best month in six years

May domestic truck production of 322,892 units was the highest monthly output in six years.

May's build was 7.60 better better than April's 300,092, 10.93 percent more than the year-ago month's 291,068 and the best output of any month since May, 1979, when 338,961 trucks were assembled.

Scheduled production of 78,273 trucks last week was again higher than for any week since the week ended May 19, 1979, when 81,851 units were built.

Contributing to the increased output was the second shift added at Nissan Motor Mfg. Co. U.S.A.'s Smyrna (Tenn.) plant on June 3.

Last week's targeted build was 27.16 percent more than the previous week's 61,555 (a holiday week) and 17.32 percent better than the year-ago week's 66,716.

So far this year, 1,562,936 trucks have been assembled, 9.66 percent more than the 1,425,266 completed last year at this time.

General Motors scheduled two overtime shifts Saturday (June 8) at the following plants: Janesville, Wis.; Lordstown, O.; Flint (Nos. 1 and 2); Baltimore, and Pontiac.

Chrysler Corp.'s Warren plant was scheduled to operate two overtime shifts Saturday.

Two nine-hour daily shifts are also scheduled for the Warren plant this week (June 10).

All Ford Motor Co. plants but St. Louis are scheduled to work daily overtime this week.

Overtime is scheduled Saturday (June 15) at Ford's Norfolk plant.

May production a record for Canadian trucks

Canadian truck makers' May production of 79,916 units was the highest output of any month ever. It topped the former record of 79,441 built in March, 1984.

The May total exceeded April's 77,589 by 3 percent.

Truck manufacturers scheduled assembly of 18,915 units last week, 8.75 percent more than the previous week's 17,393 and 5.00 percent better than the year-ago week's 18,015.

Year-to-date, 406,970 trucks have been built, 6.82 percent more than the 380,984 assembled last year at this point.

Scheduling 26,608 units last week, Canadian auto makers again targeted the highest weekly production in two years.

Last week's estimated output was 3.62 percent more than the previous week's 25,678 which was the best actual weekly build since the week ended May 14, 1983, when 27,994 cars were built.

So far this year, 472,833 cars have been built, 8.79 percent fewer than the 518,375 assembled last year at this point.

Total car production for May—107,207 units—was up 12.18 percent from April's 95,563.

Last month's was the highest monthly output this year and was right up with the year-ago month's 107,995 (a 0.73 percent dip). The 1984 total was the highest for May since 1977, when 117,134 cars were built.

U.S. CAR PRODUCTION

	Week Ended June 8, 1985	Week Ended June 9, 1984	Week Ended June 1, 1985	May Total	Jan. 1 to June 9, 1984	Jan. 1 to June 8, 1985
AMERICAN MOTORS	3,650	4,875	3,012	12,734	92,218	50,703
Renault Total	3,650	4,875	3,012	12,734	92,218	50,703
Alliance	2,450	2,533	1,899	8,105	49,279	31,213
Encore	1,200	2,342	1,113	4,629	42,939	19,490
CHRYSLER CORP.	30,700	29,070	23,308	134,508	606,351	629,545
Plymouth Total	8,400	8,453	6,615	39,179	178,560	183,298
Horizon	3,200	3,924	2,590	15,700	73,095	66,586
Reliant	3,500	3,887	2,765	16,599	91,896	82,162
Caravelle	1,200	216	857	4,903	4,383	25,605
Gran Fury	500	426	403	1,977	9,186	8,945
Chrysler Total	10,500	9,848	7,896	44,038	203,541	207,844
LeBaron	2,200	3,129	1,651	8,939	61,338	49,840
LeBaron GTS	2,600	0	2,176	11,475	0	44,987
Laser	1,400	1,739	973	6,258	37,091	25,491
New Yorker/E-Class	1,700	2,334	1,199	6,811	51,700	33,933
Fifth Avenue	2,600	2,646	1,897	10,555	53,412	53,593
Dodge Total	11,800	10,769	8,797	51,291	224,250	238,403
Omni	2,900	3,341	2,386	13,828	69,050	67,065
Aries	3,400	2,846	2,501	14,476	71,591	66,740
Daytona	1,400	1,374	926	5,953	27,748	22,947
Dodge 600	1,600	1,943	1,101	6,503	39,093	33,244
Lancer	1,600	0	1,355	7,622	0	32,615
Diplomat	900	1,265	528	2,909	16,768	15,792
FORD MOTOR	33,722	38,431	28,171	154,682	813,986	797,059
Ford Division	21,852	24,374	19,317	106,737	532,112	531,368
Escort	7,499	7,310	6,188	34,152	165,215	146,856
Mustang	3,961	3,198	3,450	19,239	61,787	83,703
LTD	3,398	4,143	3,346	19,896	103,030	109,460
Thunderbird	2,860	4,323	3,145	15,880	74,931	93,555
Crown Victoria	0	1,276	0	0	35,706	7,122
EXP	0	590	0	0	14,49[illegible]	3,838
Tempo	4,134	3,534	3,188	17,570	76,9[illegible]1	86,834
L-M Division	11,870	14,057	8,854	47,945	281,874	265,691
Mercury Total	8,282	9,917	6,387	35,171	203,096	191,033
Lynx	1,597	1,142	1,160	6,556	31,694	33,499
Capri	452	296	47	434	8,676	7,518
Marquis	1,932	3,064	1,728	10,410	52,073	54,514
Cougar	3,285	2,342	2,526	12,740	46,633	64,148
Grand Marquis	0	2,307	0	0	44,125	4,733
Topaz	1,016	766	926	5,031	19,895	26,621
Lincoln Total	3,588	4,140	2,467	12,774	78,778	74,658
Continental	494	1,085	343	1,971	17,032	13,035
Lincoln	2,692	2,590	1,850	9,382	46,069	53,367
Mark VI/VII	402	465	274	1,421	15,677	8,256
GENERAL MOTORS	97,953	86,710	83,136	447,800	2,162,594	2,287,687
Buick Total	20,081	20,977	17,906	96,008	467,928	460,092
Skylark	0	2,125	0	760	45,163	40,953
Skyhawk	2,385	3,124	2,039	11,560	74,081	50,513
Somerset Regal	1,753	0	2,648	11,879	0	57,718
Century	5,983	4,480	5,385	30,238	103,265	117,444
Regal	3,214	4,696	2,385	13,167	102,961	54,835
LeSabre/Electra(rwd)	3,085	4,270	2,668	12,954	101,311	64,681
Riviera	1,550	801	1,152	6,391	24,311	30,358
Electra(fwd)	2,111	1,481	1,629	9,059	16,836	43,590
Cadillac Total	7,754	6,139	5,861	30,717	153,429	170,009
Cimarron	639	277	521	2,551	8,465	13,269
Seville	685	695	514	2,854	19,292	18,297
Eldorado	1,345	1,555	1,013	5,604	36,187	34,223
Cadillac (rwd)	1,182	1,905	1,105	5,323	72,185	25,958
DeVille (fwd)	3,903	1,707	2,708	14,385	17,300	78,262
Chevrolet Total	30,804	28,720	26,927	145,146	739,830	785,350
Chevette	2,967	1,219	3,197	13,583	96,237	73,430
Cavalier	11,064	9,293	8,362	45,224	189,160	226,133
Celebrity	5,657	6,177	4,112	23,826	137,751	130,815
Camaro	3,976	5,205	4,146	22,268	121,542	106,421
Citation	0	2,269	0	555	50,708	28,697
Malibu/El Camino	0	682	0	0	16,383	0
Monte Carlo	2,060	870	2,080	12,039	58,340	70,013
Chevrolet	4,080	2,383	4,226	23,492	54,641	129,788
Corvette	1,000	622	804	4,159	15,068	20,053
Oldsmobile Total	24,265	21,106	20,306	109,102	543,470	570,752
Omega	0	929	0	0	23,977	0
Firenza	1,110	1,364	939	4,910	36,455	32,159
Cutlass Supreme	6,131	3,397	4,196	24,414	143,322	103,748
Cutlass Ciera	6,836	5,587	5,413	30,933	128,981	170,127
88/96 (rwd)	5,082	7,023	3,748	18,527	171,155	107,842
Olds 98 (fwd)	2,198	1,822	2,235	12,464	18,139	64,749
Calais	2,243	0	3,268	15,046	0	73,049
Toronado	665	984	507	2,808	21,441	19,078
Pontiac Total	15,049	9,768	12,136	66,827	257,937	301,484
Acadian**	0	85	221	985	8,554	6,362
2000 Sunbird	3,354	3,460	1,990	12,937	68,879	62,791
1000	769	476	630	3,004	19,377	13,874
Firebird	2,630	2,460	2,154	11,585	51,724	56,363
Phoenix	0	857	0	0	10,711	0
6000	1,505	0	1,237	6,772	0	20,191
Grand Prix/Bon Vie	0	0	0	0	29,733	0
Parisienne	1,980	539	1,154	6,846	13,268	32,104
Fiero	2,640	1,691	1,950	10,656	55,691	51,783
Grand Am	2,171	0	2,800	14,042	0	58,016
HONDA	3,150	2,874	2,453	13,857	57,737	72,746
NISSAN	1,220	0	51	3,143	0	6,069
NUMMI (Nova)*	1,050	0	840	3,917	0	7,750
VOLKSWAGEN	1,880	2,381	1,302	9,301	53,218	44,836
Total Cars, U.S.	173,325	164,341	142,273	779,942	3,786,104	3,896,395
Total Cars, Canada	26,608	25,074	25,678	107,207	518,375	472,833
N. American Cars	199,933	189,415	167,951	887,149	4,304,479	4,369,228
N. American Trucks	97,188	84,731	78,948	402,808	1,806,250	1,969,906
North American Cars and Trucks	297,121	274,146	246,899	1,289,957	6,110,729	6,339,134

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

Chevy donates Camaro

WEST HARTFORD, Conn.—Chevrolet has donated a new but damaged 1984 Camaro to the American School for the Deaf to give students the opportunity for hands-on training in automobile body repair.

C2700-1

Automotive News

June 17, 1985

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Taxi!

Hidden Image

Replacement for famed London vehicle

The London Taxi is due to be replaced next year. The chassis of the new CR 6 prototype comes from Rover, but the car is higher and wider than the Range Rover and will have rear drive instead of four-wheel drive. The taxi will be equipped with a diesel engine supplied by Rover, but the car itself will be made by Carbodies in Coventry, England, which built the old London Taxi. A firm in Mt. Clemens, Mich., is building the old taxi, but has no immediate plans to build the new model.

Boom may turn to doom, auto researchers warn

By Kathleen Hamilton
Assistant Managing Editor

The U.S. auto industry is facing a shakeup within the next four years in which suppliers to the Big Three could easily lose half their business, auto-related employment will fall, old-line auto and supplier firms will be forced to cut wages and profits of the auto makers could be damaged so severely by imports' sales gains that future products could be jeopardized.

Those grim warnings come from researchers at the Industrial Technology Institute, a nonprofit think tank in the Detroit suburb of Ann Arbor. In a new report, they urge suppliers to aggressively pursue business from the Japanese car makers that are setting up shop in the U.S.

They hold out little hope for any governmental solution to the domestic industry's market losses to the Japanese.

Their warnings sound incongruous amid the current profit reports from U.S. auto makers and supplier companies which, as researchers Michael S. Flynn and Daniel Luria pointed out, have made greater productivity strides than the OEMs.

But there is plenty of evidence that ITI's grim forecast may be right. For one thing, its sales forecasts closely resemble those recently projected by the U.S. Department of Commerce Office of Auto Industry Affairs (Automotive News, May 27). The figures were arrived at independently.

• The ITI researchers differ with the government, however, on one significant point: Japanese makers will become dangerous competitors in the midsize-car segment, taking profitable sales away from domestic makers, Flynn and Luria predicted. The Commerce Department report suggested the Japanese would remain strong only in the small-car segment.

Flynn and Luria took their calculations several steps beyond the Commerce Department report to show the likelihood of devastating losses for supplier firms.

Suppliers will be hit by the Big Three's market-share losses. But suppliers also will suffer losses of perhaps 10 percent of their sales to foreign sourcing of components, they said.

Furthermore, the Japanese supplier companies now moving to the U.S. are likely to challenge traditional U.S. suppliers for their Big Four and aftermarket business, Flynn and Luria predicted. They have the capacity to supply more than Honda, Nissan or Mazda, they said.

Those new suppliers will frequently win bidding wars because they will have efficient plants, workers with low seniority and therefore low wages, no pensioners to pay and, most likely, more favorable union contracts, they said. They also will enjoy tax incentives from local governments.

Flynn pointed to the group of suppliers that five years ago looked at where the market was headed. "There were suppliers who responded more quickly to downsizing five years ago . . ."

". . .And, boy, are they going to pay" for what appeared to be a wise response, said Luria. Their segment—small cars—will be hit

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Shop upturn is greatest in 14 months

By Jack Walsh
Service Editor

The rate of growth in franchised dealers' service and parts operations in April was the highest in 14 months, with impressive increases in volume in all shop areas.

During the month, according to the Automotive News Service Index, service/parts business was 18.6 percent greater than volume in April, 1984. Four-month results were 9.9 percent higher than the year-earlier figures.

The leading indicator in April was total customer-paid and warranty sales, which showed a gain of 23.5 percent over last year. The number of repair orders written during the month, both customer-paid and warranty, was 21.4 percent higher than a year ago.

There was an increase of 20.6 percent over last year in sales of shop parts, those used in customer-paid and warranty repairs. Gross profit on all labor, parts and accessory sales—the most important indicator to dealers—was up 18.2 percent in April over the

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Drops fight against 2-tier pricing; preemption accepted

NADA board OK's subsidy guides

By John A. Russell
New York Staff Writer

NEW YORK.—NADA last week effectively abandoned the fight against two-tier pricing in its quest for passage of federal legislation on fleet subsidies.

The dealer association's board of directors authorized a "platform for negotiations" with U.S. lawmakers eliminating that key issue.

By a vote of 49 to 3, the NADA board approved the guidelines under which its Government Relations Committee will negotiate with congressional leaders. NADA also will accept the key "preemption clause" that prohibits states from enacting laws on fleet subsidies. (Automotive News, June 10.)

When news of the vote reached other dealer leaders in this fight, the reaction was swift and harsh against the board's action. Some termed the vote a "sellout" while others called any move to eliminate the pricing issue a "smokescreen." One dealer association threatened to resign from the national body.

The resolution did not mention two-tier pricing—which enables large fleet buyers to obtain cars at lower costs than dealers. Asked whether the dealer association had abandoned this point as a goal in federal legislation, Frank McCarthy, NADA executive vice president, said, "Yes."

While the platform for negotiations does address many dealer problems concerning fleet subsidies, two-tier pricing has been

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breaking news

Bush to address NADA convention

WASHINGTON.—Vice President George Bush has accepted NADA's invitation to address the concluding session of its 69th annual convention and exposition Feb. 4, 1986, in New Orleans.

Giocondi elected a Chrysler vice president

DETROIT.—Gino J. Giocondi has been elected vice president of Parts and Service Operations for Chrysler Corp. He reports to Bennett E. Bidwell, executive vice president. Giocondi, 44, has been general manager of the Service and Parts Operation since 1981 and before that was director of Service Operations. He joined Chrysler Corp. in 1963 and has served in a variety of sales and marketing posts.

Excalibur introduces Series V

MILWAUKEE.—Excalibur has introduced a Series V Phaeton and will bring out the Roadster version within the next two weeks. The new cars are virtually unchanged in styling, but torsion-bar suspension and automatically leveling shock absorbers replace the previous leaf-spring suspension. The Phaeton is priced at $59,800; Roadster, at $62,800.

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50-day inventory as June opens

U.S. car supply lowest in a year

By Kathleen Hamilton
Assistant Managing Editor

The stockpile of new domestic cars is continuing on its six-month slide, roughing up the model mix along the way. The June 1 inventory of cars stood at 1,546,188, an ideal 50-day supply.

The days-supply level has been slipping for six months and on June 1 reached its lowest level since June 1, 1984, when it was 47. Last month, it was 52.

The latest unit count was a five-month low. On May 1, there were 1,615,026 cars in inventory. On June 1, 1984, the stockpile stood at 1,467,214.

Month-to-month changes appeared eratic, but were almost universally the result of auto makers' low-interest-rate incentives. The incentive programs were carefully targeted during May, and they obviously worked well. There were very few lines overstocked on June 1.

The subcompact segment's inventories were trimmed by healthy sales gains, led by Escort-Lynx sales rates nearly double those of a month earlier. The one-two punch of incentives and new models helped there.

Chrysler Corp.'s subcompacts were cannibalized both by the Fords and by the fact that Chrysler dropped incentives on its subcompacts last month. But because of those sales losses, the Chrysler small cars stood at a healthy level on June 1. One month earlier, they were in short supply.

American Motors' subcompacts climbed to an uncomfortable 111 days' worth, but that was solely because of production gains; sales rates for Alliance and Encore actually rose, just not as much as output.

Increased sales of subcompacts may be the reason sales declined considerably in the compact segment. Or perhaps the sales drop and resulting days-supply increase was due more to General Motors dropping incentives on some of its J-cars and Pontiac Fiero and Ford Motor Co. lifting its incentives on Tempo and Topaz.

The two J-cars that were covered by incentives—Chevrolet Cavalier and Pontiac Sunbird—were in short supply. They were the only compacts covered by any programs last month.

The month-to-month change in the days-supply level for intermediates was due not to sales—which stayed steady—but to a slight production decline. Chrysler reaped giant improvements in sales and

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Chevy Nova bows

The Chevrolet Nova, offspring of the General Motors-Toyota joint venture, went on sale in 25 Midwest states last week. The front-wheel-drive, four-door nothchback is powered by a 1.6-liter L-4 engine. It will be sold nationwide beginning in the fall.

AMC offers free gas to Renault buyers

By Edward Lapham
Marketing Editor

American Motors has launched a "10,000 Miles of Gas on Us" incentive which will rebate up to $595 to retail buyers of 1984 and 1985 Renault models.

The program requires a $100 participation by dealers and runs from June 16 through July 31.

Essentially, the program is a dust-off of 1970s-style gas crisis rebate programs, with a little different twist.

Under the program, Renault buyers will receive a check from AMC equivalent to the cost of enough gasoline to drive 10,000 miles.

The rebate computation formula uses EPA combined city/highway mileage estimates for each model to determine how much gas will be needed. AMC uses an estimated price of $1.25 per gallon of unleaded regular gasoline to figure the rebate amount.

Since average fuel costs for 15,000 miles of operation are already included on the price sticker, computing individual rebates is a simple matter of taking two-thirds of the posted fuel cost estimate.

The rebates range from $338 on the most-fuel-efficient Alliance and Encore models equipped with the 1.4-liter engine and 4-speed manual transmission to $595 on the Fuego with 2.2-liter engine and automatic transmission.

Peter G. Guptill, AMC sales vice president, said he expects the program to be successful.

"Our consumer research studies indicate that the '10,000 Miles of Gas' will have great appeal during the heavy-driving summer vacation period," Guptill said.

Ad support began Sunday with national television advertising on evening NBC and ABC news shows.

An AMC spokesman said car buyers will likely receive their rebate checks within four to six weeks after they file an application.

"We expect to be deluged," he said.

Early-June car sales climb to 7-year peak

By Jenny L. King
Detroit Reporter

New-car sales stayed aloft in the first 10 days of June without the aid of artificial drafts from the lower-interest-rate loans offered buyers by most domestic makers in May.

In fact, June 1-10 sales reached their highest level for the period since 1978.

With five of the seven domestic makers reporting sales increases from their 1984 figures, the total for early June reached 216,565, up 15.96 percent from 186,762 a year earlier.

Only one other time in the past seven years has the total broken through the 200,000 barrier and that was 210,188 in 1983. The recent accomplishment was the best June 1-10 since 1978 when 283,274 new domestic cars were delivered.

General Motors and Volkswagen entered the winners' circle after several absences. GM sales were up 16.71 percent, to 129,594 from 111,037. VW reported an 18.65-percent gain, climbing to 986 from 831.

Chrysler Corp. was up 20.73 percent, to 28,184 from 23,345. Ford Motor Co. sales of 52,846 were up 14.34 percent from 46,218 the preceding year.

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DOMESTIC SALES

	June 1-10, 1985	June 1-10, 1984
Renault		
Alliance-Encore	2,000†	2,650†
AMC	350†	600†
AMERICAN MOTORS	2,360†	3,250†
Chrysler	10,470	7,383
Plymouth	7,277	6,618
Dodge	10,437	9,344
CHRYSLER CORP.	28,184	23,345
Ford	36,944	30,648
Mercury	12,425	11,907
Lincoln	3,477	3,663
FORD MOTOR CO.	52,846	46,218
Buick	36,361	21,048
Cadillac	7,846	7,297
Chevrolet	38,029	32,635
Oldsmobile	31,333	35,338
Pontiac	16,025	14,729
GENERAL MOTORS	129,594	111,037
VOLKSWAGEN	986	831
HONDA	1,845	2,081
NISSAN	750†	0
U.S. INDUSTRY TOTAL	216,565	186,762

†—Estimate

Packages replace laundry list

Only 8 'options' for Chevy Nova

By Edward Lapham
Marketing Editor

The Chevrolet Nova is a marketing precursor as well as being the first product of the General Motors-Toyota joint venture.

Instead of the usual laundry list of options and option combinations, Nova is available in just eight option-package configurations, including the base package. Four packages are standard trim level and four are the Custom CL level.

Thomas A. Staudt, Chevrolet general marketing manager, said the division will "experiment" with this option ordering procedure on other 1986 car lines this fall.

"There won't be a revolution or anything this fall," Staudt said, "But we are going to try it in a few experiments."

Starting package-option marketing on the Nova was a natural because it is more like the way imports market options and less like the traditional domestic procedure. And Nova's target market buyers are import shoppers.

Staudt said he would like to see the procedure spread because it saves time and money and simplifies the ordering procedure.

"Every time you make car buyers make a decision, you put another roadblock in the purchase process," Staudt said.

"If we were smart, we would just tell the dealers what they were going to get and ship them the cars."

Even the base Nova package is dressy by domestic standards, with AM radio, all-weather tires and body side moldings.

The top of the line option package includes electronic AM/FM/stereo radio and cassette player with Seek and Scan, plus automatic transmission, power steering, air conditioning, power door locks, electronic speed control, intermittent wipers, remote left-side mirror, electric rear window defogger, halogen headlamps and the CL trim appointments.

Production planning built a number of full-dressed models for the launch, but the average Nova price for the run was $8,821, including the $290 destination charge. That is toward the high end of the spread between the base price of $7,195 and the top-end price of $9,815.

Although the average price of the Nova is toward the high end of the range and indicates a good concentration of upper-line packages, Staudt does not believe the Nova launch will suffer the same fate as the Cavalier launch in 1981.

The J-cars, also slotted to compete head-to-head with imports, were loaded "because that's the way import buyers like them."

As a result, they were also very pricey and met market resistance.

Chevrolet was forced to go to a much leaner production mix in order to compete.

Staudt said he believes the slow Cavalier launch was the result of a number of factors, not just the oft-cited option-mix snafu.

He said an underpowered engine, cold-start difficulties and availability problems all contributed to the sluggish J-car launch.

Staudt also said that seemingly high days-supply numbers for the Isuzu-built Spectrum and Suzuki-built Sprint do not indicate a soft launch for those models.

Spectrum had an 85-day supply on June 1 compared with 103 days on May 1 and 91 days on April 1.

Sprint had a 66-day supply on June 1, compared with 41 days on May 1 and 42 days on April 1.

Staudt said there has been "insufficient ad support" for the two new imported small cars and that they are just now "gaining strength from owner testimonials."

He also said that they are still "available only in limited numbers" which means that dealers are not delivering the units they have in inventory because they want to keep them on the showroom floor.

"As soon as availability increases, there will be more turns on inventory and the days-supply numbers will go down," Staudt said.

'Hybrid' Nova on sale in 25 Midwest states

By Edward Lapham
Marketing Editor

The 1985 Chevrolet Nova, the first native offspring of the General Motors-Toyota liaison, officially went on sale in 25 Midwest states last Thursday.

Due to an unexpected early boost in production rates at New United Motor Mfg., Inc., 7,000 cars were in dealer inventory by the June 13 intro date.

However, after the initial stock is depleted, "there will be a wait for cars," according to Chevrolet officials.

The only current body style is a four-door sedan with 1.6-liter L-4 engine, although Chevrolet officials promised "pretty exciting derivatives" in the future.

A five-door hatchback is scheduled to go into production in late August.

The subcompact four-door sedan has a wheelbase of 97.5 inches. Overall length is 166.3 inches and curb weight is 2,162 pounds.

The initial sales goal is for more than 100,000 units annually after full production rates are achieved.

Thomas A. Staudt, Chevrolet general marketing manager, said he believes most of the Nova sales will be conquests.

The Nova ad tagline, "The Best of Both Worlds," sums up Chevrolet's approach to marketing the cars.

Nova, built on a modified Toyota Corolla platform with all-new sheet metal, is designed to compete with imported makes and is targeted at a market segment with high import purchase predisposition.

At at national press preview in Detroit, Chevrolet General Manager Robert D. Burger described the target market buyers. He said median age will be about 34 and

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Chrysler plans truck venture with Mexican firm

DETROIT.—Chrysler Corp. plans a joint venture with Mexico's Grupo Industrial Ramirez to build medium-duty trucks in Monterrey, Mexico, beginning in the 1986 model year.

The agreement, as yet unapproved by the Mexican Government, would allow the transfer of Ramcharger production to Chrysler's Mexico City plant, which currently builds medium-duty trucks.

The Ramcharger has been produced in Chrysler's plant in Warren, Mich. Warren is being converted to build Chrysler's 1986½ N-truck.

If approved, Chrysler said the joint venture will produce trucks for Mexico and for export to other markets in South America and Asia. At present, Chrysler does not sell medium-duty trucks in the U.S. or Canada.

Chrysler to expand factory for P-cars

STERLING HEIGHTS, Mich.—Chrysler Corp. this month will start expanding its assembly plant here to allow the additional production of the new 1986 Plymouth Sundance and Dodge Shadow sporty compacts (P-cars) starting next May.

The plant was acquired from Volkswagen of America in April, 1983. It turns out Chrysler LeBaron GTS and Dodge Lancer. It held a ceremonial roll-off of its 100,000th car, a silver, turbocharged LeBaron GTS four-door last week.

Chrysler calls it one of the world's most-advanced assembly plants. It went on stream last September. A second shift started in February. The facility employs about 4,300.

The expansion will cost about $160 million in structure, machinery and equipment and cover 256,200 square feet.

"A major goal of the project is to provide the plant with full capability in all systems to build either the Sundance and Shadow or its present products, LeBaron GTS and Lancer," said Richard E. Dauch, executive vice president for manufacturing.

"Producing these sporty compacts along with the popular Lancer and LeBaron GTS sedans gives Sterling Heights Assembly the flexibility to adjust to swings in the market. We expect the greater variety to increase total sales of the passenger cars built there," Dauch said.

LeBaron GTS and Lancer are selling well. As of June 1, the inventory of LeBaron GTS stood at 50 days, down from 114 days a month earlier. Stocks of Lancer amounted to a 70-day supply compared with 81 days a month before.

The expansion will be in the form of four building additions, the largest of which will be 143,400 square feet. Dauch said that structure will allow completion of all major subassemblies at Sterling Heights.

"The new facilities will include the industry's most advanced technology," he said. "Our automated operations in welding, painting, trim and material handling will add 118 new robots, bringing the total used in the plant to 220."

Problems mount for 3-wheel Zoe; parent firm sued

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—ZoeTrans, an Orange County-based firm attempting to sign dealers for a three-wheel car it seeks to import from England, is facing mounting criticism from those formerly associated with the project, along with two lawsuits, one from an ex-dealer and the other from Zoe's former ad agency.

In addition, the company has yet to certify the Reliant three-wheeler, and ZoeTrans' parent, Zoe Products, Inc., was recently found guilty of stock fraud in a civil suit brought against it by the SEC. A number of people who either consulted or signed agreements with the firm also have asked Zoe to stop using their names in Zoe's dealer recruitment drive.

Headed by James P. McPherson Sr., Zoe Products has been called by some observers a company in search of a product. Zoe has dealt in a number of items ranging from vitamins and sobering aids to medical equipment. Its most recent project, through the ZoeTrans subsidiary, is an attempt to crack the entry-level auto market with a three-wheeler.

The company's first entry was the Zoe Zipper, a Japanese-produced vehicle, and later, having abandoned that deal, it shifted focus to the European-produced Reliant and Ligier vehicles. Zoe Products is a stock company listed by NASDAQ and traded over-the-counter. A so-called "penny stock," it currently trades between one-thirty-second to three-thirty-seconds of a dollar.

It was the business practices of Zoe Products in the vitamin business that attracted SEC scrutiny. On May 20, Judge James M. Ideman granted a summary judgment in the SEC's favor against Zoe on charges that the company committed stock fraud. In unusually strong language, Ideman was quoted in the Los Angeles Times as saying to Zoe's attorney, Robert Bretz, "It appears to me your clients are frauds."

According to the SEC complaint, Zoe misled investors by stating in a number of press releases that its vitamins were sold by major drug and food store chains when, in fact, the product had not. Zoe's attorney argued unsuccessfully that Zoe's product had been "cleared" by the chains and that the wording in the release was from the financial public relations firm that prepared it.

The judge's ruling enjoins Zoe from filing false and misleading information in the future and, according to an SEC spokesperson, the ruling applies to all of Zoe's dealing, including the car activities. The spokesperson declined to comment on whether the SEC was looking into these other areas.

McPherson said the SEC suit has no bearing on ZoeTrans, since the subsidiary is only partly owned by Zoe Products, Inc. Said McPherson, "That thing was a civil suit. The whole thing has no fine or no penalty. It's a four-

Please turn to Page 51, Col. 1

They're all Scorpios

Ford's new Scorpio/Granada went on sale in Europe May 17. Hertz placed a $6-million order for 500 units and PanAm named a Boeing 747 the Clipper Scorpio Jumbo after it. Hertz operates a European fleet of 70,000 vehicles, of which more than 20,000 are supplied by Ford.

Frustrated dealer warns Zoe prospects

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—The ad appearing on Page 60 in the June 3 issue of Automotive News read simply: "Considering a Zoe franchise in the 3-wheeled market? Take advantage of our experience. For your sake, talk to someone who has been there."

The ad carried a Pennsylvania phone number with "Mr. Preston" as the contact. Mr. Preston turns out to be William Preston Baldwin Jr., owner of Baldwin Buick, Schillington, Pa.

Baldwin is suing Zoe for money he says is owed to him. "I've kind of had mixed emotions about runnng the ad," Baldwin said. But he said he went forward with it to let other dealers know what his experiences with Zoe have been.

"We haven't been able to do anything positive" with Zoe, Baldwin said. The ad has drawn "a variety of calls from across the country," Baldwin said, adding that he's taken almost a dozen calls, ranging from prospective dealers to people considering jobs with Zoe.

Baldwin said he recounts only what his experience with the company has been since becoming a dealer in August, 1983, and terminating a year later.

The first products sent to him by Zoe were three-wheeled scooters.

"They were $850 apiece," Baldwin recalled. "They said they could sell for $1,300. We didn't want the scooters. We held them for a year and finally sold them at a loss for $550."

The next products sent to Baldwin from Zoe were two "Little Giant" off-road trucks. Baldwin said he paid $5,200 each for the vehicles, but when he attended a Zoe dealer meeting last summer, he found out from the other dealers that they paid only $4,000 for them.

Baldwin said he was promised that the company would refund the difference, but "we never got five cents back."

He said only six to eight dealers attended the meeting.

Later, Baldwin received two Zoe Zippers. "They said the cars would be $2,800," he said. "We ended up paying $3,400 each."

The Japanese-produced vehicles arrived at Baldwin's dealership damaged. He returned them and hasn't received his money back from the company.

Baldwin said he terminated his dealer agreement last August. Although his suit is pending, Baldwin said he placed the ad when he learned that other dealers were sending $17,000 to Zoe for parts packages as part of becoming dealers.

"We put up no money; we're probably out about $18,000 to $20,000," Baldwin said, adding that he's concerned about other dealers putting in the money up front without getting another view of some of the company's past dealings.

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60th year—No. 5079

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

More car-like than current Aerostar

Ford confirms front-drive minivan

By Dan McCosh
Detroit Reporter

Ford Motor Co. is working on a front-drive minivan to compete in the next-generation minivan race, said Lincoln-Mercury General Manager Thomas J. Wagner, confirming an earlier report in Automotive News that Ford is developing a car-like vehicle separate from the new rear-drive Aerostar.

Wagner, in a broad-ranging discussion of Lincoln-Mercury's marketing plans before the Detroit Auto Writers Group, said the "All-Purpose Vehicle" (APV) "isn't in the cycle plan now," but is in the development stage for both Ford Division and L-M.

It would be a "high-cube" vehicle, more car-like than the current Aerostar. "It's not in the near future," Wagner said.

Other sources close to the program say Ford is holding discussions with its Japanese affiliate, Mazda Motor Corp., for both design and manufacture of the front-drive minivan.

General Motors also has a front-drive minivan in development, so far slated for Pontiac. Chrysler Corp. is working on a 1988 "Z-van," narrower than the current minivan and incorporating some advanced materials technology.

In its quest for divisional identity, L-M also needs a "sexy European" car to replace the LN7, Mercury's version of the Ford EXP which Ford Division is expected to revive in the 1986 model year.

Mercury isn't interested in sharing the new EXP, Wagner said, but he would like to see a new sporty car in the $7,500 class "maybe from Europe"—a hint that such a program would be the third car added to the Merkur franchise, which now consists of the Merkur XR4Ti and will add the Scorpio next year.

Wagner also confirmed the name and launch of the $20,000-$25,000 Scorpio, being built by Ford in Cologne, West Germany. The Scorpio is due to go on sale in the U.S. in the fall of 1986, Wagner said.

Other anticipated product changes include a new front-drive Continental "within a few years" and minor sheet-metal changes for the Lincoln Town Car, which will continue at least through the end of the decade, according to Wagner.

Noisy, lit-up car tells you where it is

NEW YORK.—The Hammacher Schlemmer catalog offers an electronic car locator which helps people find their cars in crowded parking lots by turning on the car lights and horn from as far as two blocks away.

A key-chain-sized transmitter sends a coded signal to a receiver unit placed beneath the dashboard which activates the lights and horn for one second.

Fewer factory promotions for Detroit event

Industry's Grand Prix fever wanes

By Edward Lapham
Marketing Editor

The old Detroit adage "Race on Sunday, Sell on Monday" apparently has lost some of its luster, as factory support for sales-promotional activities related to the 1985 Detroit Grand Prix race has waned.

The Grand Prix will be held June 21-23.

While there are still a number of promotions and tie-ins, the attitude toward Grand Prix IV has cooled.

Most divisions and companies, including suppliers, will participate through support of social and cultural events during Grand Prix week.

However most of the sales, marketing and merchandising tie-ins of earlier years are gone.

"What do you get out of it when there aren't American cars running around out there?" one industry source asked rhetorically.

An official at another company was equally cool. "We found that there was just a lack of return on investment," he said.

The auto maker that is most involved in promotional tie-ins is Ford, which has supported the race from the beginning.

Ford, with international operations and a history of supporting and participating in international motorsports events, obviously gets a return on its investments.

Lincoln-Mercury, which picked up sponsorship of the Trans-Am support race when Pontiac bowed out, also has "a fair amount" of Merkur signage on the track and will use racer/spokesperson Lyn St. James and Miss Teenage America in seat-belt safety promotional activities throughout the area this week.

In conjunction with the Trans-Am event, the Mercury Motor City 100 Championship race, L-M's Detroit district will have a one-lap driveaway of 100 Capris on Saturday.

Ford Division's Detroit district also will have a one-lap driveaway of 35 Thunderbird Turbo Coupes.

AMC's promotional activities are limited to sponsorship of the Lucas Challenge SCCA Sports Renault Race.

There will be just three support races again this year, which has limited the opportunity for sponsorship for those manufacturers with any residual interest.

In addition to the L-M- and Renault-backed events, there is also a Bosch-Volkswagen Super Vee Championship race.

Gone is the Chrysler Cup/Champion Spark Plug series race for front-drive cars.

In fact, the only direct promotional activity by Chrysler Corp. this year is the erection of three scoring towers by Dodge.

The towers will be strategically placed to be visible to both racegoers and the worldwide television audience.

The Detroit Grand Prix will be telecast by CBS for the second consecutive year and the industry has maintained its network advertising.

The total pop on the 2½-hour show this year by auto and auto related companies is more than $1 million, compared with about $900,000 last year.

However, the 30-second spot price was increased to about $40,000, from $36,000 last year.

The biggest advertiser is Goodyear with four spots.

Among the auto-related advertisers with two spots are GMAC, Ford, Chrysler, AC-Delco, Fram, Mobil Oil, Chevrolet, Volkswagen, Dodge and Lincoln-Mercury.

Quaker State Oil and Honda have one spot each.

Cabriolet, Scirocco, Vanagon get special treatment

VW offers 3 Wolfsburg Editions

By John A.Russell
New York Staff Writer

NEW YORK.—Volkswagen introduced three of its limited Wolfsburg Edition models last week, marking the third year the company has decided to present special mid-year models.

This year, the Scirocco, the Cabriolet and the Vanagon camper have been selected for special treatment and special prices, according to Volkswagen executives.

More good news for Volkswagen Division was announced by General Sales Manager Jim Wolter who said Jetta sales for May showed a jump of 108 percent over last year. VW Division's overall sales for the month were about 24,000 units, up about 11 percent from May, 1984.

The Wolfsburg Edition Cabriolet has full leather interior, power rack and pinion steering and new 6x14-inch light alloy wheels. The model will come in silver or red and is priced at $12,980. A VWoA spokesman said this is not a great increase over the 1982 price of $10,600 since the latest version has the GTi engine, power steering and the new wheels.

The Scirocco has the light alloy wheels with aerodynamically designed "teardrop" brake cooling slots, body color bumpers and mirror housing and a "blackout" taillight treatment.

It is available in red, white and black and will be priced at $10,980. The 1982 price on this model was $10,150.

On the Wolfsburg Edition of the camper, VWoA dropped the "kitchen sink" and added more seating capacity.

The Vanagon GL does have the sink, but it was found that a lot of customers didn't need that standard feature. The storage space was increased because of the removal of the sink and this edition will be priced at $14,700. In 1982, this camper was priced at $15,000 and, currently, the GL Vanagon with the sink goes for $17,190.

This model has metallic paint, captain's chairs and a removable ice chest. It sleeps four and seats six.

Wolter stressed that there would be limited availability of these models. Only 1,500 campers, 3,500 Cabriolets and 3,000 Sciroccos will be built.

As for the general business, Wolter said VW Division is experiencing a turnaround in several areas. Three years ago, 60 percent of its business was done in U.S.-built models. Today, the mix is 60 percent import and 40 percent domestic, which is what the division was gearing for and why it put the big push behind its Jetta line for 1985.

While Wolter noted that there were some problems with the introduction of the new Golf and the Jetta for 1985, he said they were more in terms of supply than anything else.

"We're back on the right track."

Some auto tax credits unfair, high court says

WASHINGTON.—The Supreme Court has ruled that states which grant car buyers credit against their use taxes for sales taxes paid to reciprocating states may be violating the equal protection rights of non-residents.

Sixteen states now allow new residents a credit for auto sales taxes paid in another state. They are Alabama, Georgia, Kentucky, Louisiana, Massachusetts, Michigan, Mississippi, Nebraska, New Jersey, New York, North Carolina, North Dakota, Pennsylvania, South Dakota, Texas and Vermont.

The court's decision stemmed from a challenge to the Vermont law brought by a former Illinois resident who had purchased a car in Illinois, paid state sales tax on it there and then moved to Vermont.

Vermont imposes a state sales tax of 4 percent on a car if it is bought in Vermont by a Vermont resident and a 4 percent use tax upon registering a car unless the Vermont state tax was paid.

Vermont residents who buy a car out of state receive a credit against the use tax if they paid state tax in a state that has reciprocity with Vermont. Non-residents receive no such credit.

Norman Williams, a newcomer to the state from Illinois, thought that unfair and sued. The Vermont Supreme Court ruled against him, however, holding that the state was only asking him to pay his fair share of highway maintenance, the 4 percent it asks of its own residents.

In overturning that decision by a 5-2 vote, the Supreme Court held that "residence at the time of purchase is a wholly arbitrary basis on which to distinguish among present Vermont registrants—at least those who used their cars elsewhere before coming to Vermont."

The impact of the Supreme Court ruling is unclear, however, because Williams' suit was dismissed by the state court before an answer was filed and because the Supreme Court proffered no remedy. It ruled only that the case be remanded for further proceedings.

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IMPORT SALES BY MODEL

	May 1985	May 1984	5 Mos. 1985	5 Mos. 1984
ALFA ROMEO	609	350	2,127	1,371
AUDI	8,050	7,620	30,585	32,009
4000	0	1,630	0	5,409
4000D	0	0	0	0
4000S	1,679	142	6,939	142
4000S Quattro	349	373	1,686	1,693
5000S	4,798	3,976	16,594	18,393
5000S turbo gas	799	1,142	3,434	3,088
5000D/td	0	0	0	0
Quattro turbo	7	14	41	1,693
Coupe	418	343	1,563	1,591
Tourist	0	0	0	0
BMW	7,968	7,457	34,527	30,290
318/320	2,529	2,968	10,561	16,250
325e	126	1,988	218	4,206
524 TD	2,618	0	11,472	0
528/533	1,714	1,545	7,354	5,284
633CSI	301	259	1,410	1,261
733	680	697	3,512	3,287
CHEVROLET	5,935	732	25,111	732
Spectrum	4,490	0	18,399	0
Sprint	1,445	732	6,712	732
CHRYSLER/MITSUBISHI	5,846	5,285	32,113	33,294
Colt	3,545	3,729	23,088	24,769
Conquest	659	477	2,297	3,633
Vista	1,642	1,079	6,728	4,892
FIAT	0	0	0	0
HONDA	35,662	34,299	167,435	165,991
Civic	15,045	11,596	61,718	54,864
Civic CRX	0	3,472	21,484	17,201
Accord	13,782	12,837	54,583	62,335
Prelude	6,835	6,394	29,650	31,591
I.A.I.	0	0	0	0
ISUZU	1,721	1,676	7,089	6,342
I-Mark	783	314	2,145	1,637
Impulse	938	1,362	6,944	4,705
JAGUAR	1,714	1,603	7,609	7,045
XJ6	1,385	1,289	6,117	5,912
XJS	329	314	1,492	1,133
LANCIA	0	0	0	0
MASERATI BITURBO	138	0	1,493	0
MAZDA	15,792	16,154	70,175	67,807
GLC	3,602	4,582	15,253	17,801
626	7,346	6,566	32,174	27,918
RX-7	4,844	5,006	22,748	22,088
MERCEDES BENZ	8,491	6,919	36,423	34,600
190D	310	485	1,545	2,985
190E	2,241	1,260	10,059	5,914
240D	0	6	6	21
300D	2,022	1,525	7,595	7,479
300CD	193	161	701	702
300TD	339	223	1,362	1,103
300SD	734	1,421	3,145	7,066
380SE	898	593	4,141	2,665
500SEL	680	307	2,736	1,769
380SL/SLC	943	793	4,476	4,081
500SEC	131	145	657	815
MERKUR	631	0	1,986	0
MITSUBISHI	5,237	4,016	16,858	16,487
Starion	485	755	2,203	3,423
Cordia	705	1,742	2,920	6,589
Tredia	1,069	1,519	3,350	6,475
Mirage	1,446	0	4,322	0
Galant	1,532	0	4,063	0
NISSAN	51,251	52,374	197,820	197,847
Sentra/210	18,380	21,483	67,530	77,962
Pulsar/310	5,075	3,777	18,540	14,937
Stanza	4,405	4,852	16,903	18,814
Maxima	8,789	7,056	33,144	26,241
200SX	7,280	7,023	29,065	24,860
300ZX	6,896	7,566	30,374	32,676
Hawaii	426	617	2,264	2,331
PEUGEOT	1,789	1,743	6,261	8,040
PORSCHE	2,284	2,162	10,255	10,745
944	1,475	1,372	7,002	6,903
911	558	542	2,255	2,675
928	251	248	964	1,167
RENAULT	574	937	3,798	5,145
LeCar	0	0	0	0
18i	342	287	1,209	891
Fuego	232	650	2,589	4,254
SAAB	3,413	2,602	16,076	14,707
900	942	578	4,408	3,738
900S	1,129	848	4,966	4,457
Turbo	1,251	1,099	6,368	6,223
Tourist	91	77	334	289
SABARU	14,441	14,305	63,945	64,243
TOYOTA	69,846	60,506	231,807	211,622
Starlet	0	0	0	258
Corolla	19,539	17,017	60,080	59,514
Tercel	11,509	10,430	35,027	37,058
Celica	8,507	9,231	30,890	34,783
Supra	2,981	2,899	10,684	11,356
Camry	13,776	11,509	45,850	35,134
Cressida	4,570	3,205	16,993	13,337
Land Cruiser	225	271	568	822
Van	3,773	4,107	14,840	14,891
4Runner SR 5	504	581	2,724	585
MR2	3,714	0	11,280	0
Hawaii	748	1,256	2,868	3,884
Other	0	0	3	0
VOLKSWAGEN	16,064	12,582	55,829	50,684
Rabbit Convertible	1,587	1,884	5,470	5,673
Jetta	8,877	4,266	30,342	20,103
Vanagon	2,161	2,592	8,103	9,132
Quantum	1,442	1,904	5,383	7,401
Scirocco	1,997	1,936	6,765	8,375
VOLVO	10,125	10,210	48,088	47,808
DL	4,002	4,733	18,776	22,773
GL	987	2,693	4,390	12,866
GLT Turbo	250	922	1,790	4,587
DL/GL	123	384	1,803	1,728
Coupe	0	0	0	0
740 Series - Gas	3,515	0	14,409	0
740 Series - Diesel	0	0	109	0
760 Series - Gas	864	1,021	4,365	3,273
760 Series - Diesel	284	250	1,415	1,469
Tourist	100	207	1,031	1,112
IMPORT TOTAL	267,581	243,532	1,067,413	1,006,809

Automotive World News

Fiat lights its Fire

A new engine in a showcase of a plant

By Richard Feast
European Editor

Termoli, Fiat Auto's showpiece engine plant on the Adriatic coast, is a good example of why rivals such as Ford of Europe are taking such a keen interest in the Italian group. When the plant is fully on stream, it will be able to produce a new engine every 20 seconds with a work force of 1,000.

And that isn't just any engine, but an all-new design that is far simpler, lighter and more economical than the one it replaces. Known as the Fire 1000, it will form the basis of Fiat's small-car powerplants into the next century.

Fiat committed itself to the project when its fortunes were at a very low ebb in the early 1980s. The Fire engine already is being produced for the little Lancia Y10 unveiled at the Geneva auto show in March, as well as some versions of the Fiat Uno.

Peugeot (PSA), the company with which Fiat began the Fire project, so far has not announced when and where its version will go into production. The original idea was to design and develop the engine together, and produce a million a year for use by both groups.

However, political considerations demanded a production split in order to maintain employment in national industries that were fast cutting back on manning levels. While PSA hesitated, due to a shortage of cash and continuing losses, Fiat pressed on.

The result is a highly vertical structure. Fiat construction companies built what is known as Termoli 3 on a site that already was producing engines for Panda, Ritmo and Regata models. Plant technology came from Comau, another Fiat company. Cast-iron components (cylinder blocks, crankshafts, connecting rods) and aluminum parts (cylinder heads, intake manifolds) are from Fiat's Teksid Div. Other Fiat firms, such as Weber, Magnetti-Marelli, Whitehead and Savara, supply engine ancillaries.

Machining, assembly and testing are very automated. The dedicated factory has 56 robots and 92 handling machines coordinated by 103 computers. When production started in January, the first 1,000 workers were removed from layoff. Opening the plant solved an over-manning problem at Termoli, which employs a total of 2,500. Of those employed at Termoli 3, only 650 are direct labor; the other 350 are indirect, doing such things as window cleaning, gardening and maintenance.

Automated and awesome: The engine testing room for Fire 1000s.

Production now is running about 800 engines a day, but by the end of this year will be 2,100. When in full production in mid-1987, the rate will hit 2,600, or one every 20 seconds. Personnel director Dr. Paolo Gasca says the plant was designed to operate profitably when running at only 70 percent of capacity.

The 1-liter Fire engine is used in some versions of the Lancia Y10 and Fiat Uno, and by the end of this year a 750-cc version will appear for use in the Panda. Later, toward the end of 1986 or early in 1987, a 1.3-liter version will be unveiled for use in the next-generation Ritmo/Strada.

In early planning, Fiat and Peugeot identified a need for both three and four-cylinder versions of the Fire. So far only Fiat's four has appeared. Peugeot, which was design-leader on the three-cylinder, still has not given a go-ahead on it, a delay that has forced Fiat to develop the 750-cc four as a fallback move.

Between them, Fiat and Peugeot groups invested some $17 million in design and development of the Fire. The Termoli 3 plant cost Fiat about $335 million.

First versions of the Fire indicate the advances made in engine design in recent years. On paper it is a four-cylinder, four-stroke, reciprocating gasoline-engine, like the one it replaces. But it only takes 107.5 minutes to assemble compared to 231.5 minutes for the old powerplant.

Production Overseas

FRANCE

Cars

	3 mos., 1985	3 mos., 1984
Peugeot SA	325,695	335,810
Citroen	120,093	131,673
Peugeot	193,879	176,596
Talbot	11,723	27,541
Renault	365,023	406,074
Total	690,718	741,884

Vans, trucks, buses

CBM	16	9
Iveco-Unic	32	1,859
Peugeot SA	41,370	30,286
Citroen	18,374	7,681
Peugeot	19,647	18,322
Talbot	3,349	4,283
Renault	63,273	64,239
Sovam	25	19
Total	104,716	96,412
Total vehicles	795,434	838,296

BRAZIL

Cars

	3 mos., 1985	3 mos., 1984
Farus	0	10
Fiat Auto	25,856	20,424
Ford	43,147	41,240
General Motors	49,113	37,772
Gurgel	8	15
Puma	0	37
Sta Matilde	20	19
Toyota	0	42
Volkswagen	70,399	72,254
Total	188,543	171,813

Vans, trucks, buses

Agrale	185	135
Fiat Auto	8,546	6,373
Fiat Cam.	64	119
Ford	10,815	9,592
General Motors	4,430	5,207
Gurgel	255	238
Mercedes-Benz	8,469	6,803
Puma	0	7
Scania	945	724
Toyota	701	719
Volkswagen	11,701	3,339
Volvo	636	413
Total	46,747	33,669
Total vehicles	235,290	205,482

UNITED KINGDOM

Cars

	2 mos., 1985	2 mos., 1984
BL	723	70,773
Austin Rover	91,173	69,259
Range Rover	2,550	1,514
Carbodies	374	280
Ford	57,457	58,827
Jaguar	7,299	6,056
Lotus	157	152
Panther	19	58
Reliant	95	22
Rolls-Royce	319	310
Talbot	12,993	17,402
TVR	65	50
Vauxhall	27,782	21,850
Others	102	112
Total	200,385	175,892

Vans, trucks, buses

Beford	9,028	10,626
BL	15,954	14,074
Austin Rover	4,873	4,014
Land Rover	4,956	4,713
Freight Rover	3,595	3,374
Leyland	2,530	1,973
ERF	361	195
Foden	109	128
Ford	19,160	17,918
Hestair Dennis	155	164
Metro Cammell Weymann	89	41
Reliant	17	50
Renault	947	580
Seddon Atkinson	262	240
Others	39	51
Total vehicles	246,506	219,959

SPAIN

Cars

	2 mos., 1985	2 mos., 1984
Ford	47,595	41,878
General Motors	50,492	41,220
Peugeot SA	26,068	25,190
Citroen	14,024	14,118
Talbot	12,044	11,072
Renault	39,605	47,236
Seat	54,775	32,241
Total	218,535	187,765

Vans, trucks, buses

Enasa	1,351	1,660
Ford	1,093	1,506
Land Rover	2,977	1,987
Mercedes-Benz	1,742	2,329
Motor Iberica	4,112	3,129
PSA-Citroen	10,120	2,490
Renault	4,504	5,995
Seat	5,833	4,380
Setra	40	40
Total	31,772	23,516
Total vehicles	250,307	211,281

Registrations overseas

UNITED KINGDOM

Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	1,115	1,693
BL	120,972	125,063
Austin Rover	119,753	123,983
Range Rover	1,219	1,080
BMW	12,770	10,192
Daihatsu	1,711	1,905
Fiat Auto	20,457	18,199
Ford	168,710	180,524
FSO	2,057	1,414
GM-Vauxhall	117,112	119,981
Honda	5,596	5,501
Hyundai	1,748	1,054
Jaguar	3,073	2,761
Lada	4,529	5,416
Lotus	221	199
Mazda	5,111	6,035
Mercedes-Benz	6,858	6,192
Mitsubishi	4,641	3,804
Nissan	31,053	28,653
Panther	26	85
Peugeot SA	36,758	36,563
Citroen	9,209	10,474
Peugeot/Talbot	7,549	26,089
Reliant	117	48
Renault	27,086	22,740
Rolls-Royce	261	230
Saab	3,135	3,380
Skoda	2,943	4,028
Subaru	980	827
Suzuki	1,491	1,232
Toyota	10,902	9,523
VW-Audi Group	40,146	37,137
Audi	7,841	7,874
Volkswagen	32,305	29,263
Volvo	22,318	22,593
Zastava	2,520	1,804
Others	1,810	2,048
Total	658,227	660,824

SWEDEN

Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	444	360
BMW	1,473	1,388
Daihatsu	318	311
Fiat Auto	2,434	2,024
Ford	11,029	8,202
GM-Opel	10,671	7,496
Honda	1,377	1,192
Lada	556	494
Mazda	3,767	3,431
Mercedes-Benz	3,127	1,776
Mitsubishi	826	457
Nissan	2,806	2,002
Peugeot SA	2,639	2,553
Citroen	1,135	1,199
Peugeot/Talbot	1,504	1,354
Porsche	106	97
Renault	598	636
Saab	11,180	10,835
Skoda	140	106
Subaru	489	257
Suzuki	254	1
Toyota	4,034	2,989
VW-Audi Group	10,869	9,184
Audi	4,057	2,241
Volkswagen	6,812	6,943
Volvo	25,607	21,685
Others	18	10
Total	94,803	77,486

ITALY
(sales)

Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	32,290	37,412
Austin Rover	4,098	6,327
BMW	6,813	8,778
Fiat Auto	254,575	263,299
Fiat	212,211	221,732
Lancia/Autobianchi	42,354	41,567
Ford	23,777	18,389
GM-Opel	16,224	18,101
Innocenti	4,200	6,257
Mercedes-Benz	5,395	3,922
Peugeot SA	33,669	33,649
Citroen	19,574	18,987
Peugeot/Talbot	14,095	14,662
Renault	52,232	48,072
Seat	8,933	n/a
VW-Audi Group	32,502	23,285
Audi/Porsche	4,666	5,004
Volkswagen	27,836	18,281
Volvo	5,441	6,061
Others	4,779	8,494
Total	484,926	482,046

AUSTRIA

Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	643	726
BMW	1,920	2,684
Daihatsu	134	199
Fiat Auto	3,414	4,338
Ford	5,534	5,871
GM-Opel	8,728	7,766
Honda	946	1,171
Lada	349	338
Mazda	4,972	5,430
Mercedes-Benz	2,197	1,843
Mitsubishi	1,192	1,003
Nissan	2,989	2,574
Peugeot SA	3,822	4,124
Citroen	1,944	1,852
Peugeot/Talbot	1,878	2,272
Porsche	109	184
Renault	2,992	2,800
Saab	68	121
Seat	185	298
Skoda	238	165
Subaru	912	570
Suzuki	332	275
Toyota	2,495	2,518
VW-Audi Group	11,609	10,862
Audi	2,873	2,070
Volkswagen	8,736	8,792
Volvo	826	974
Others	114	95
Total	56,720	56,929

SWITZERLAND

Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	947	1,021
Bertone	14	24
BL	334	383
BMW	1,458	2,083
Daihatsu	187	150
Ferrari	15	19
Ford	2,809	2,344
GM-Opel	4,981	6,116
Honda	921	880
Innocenti	15	13
Isuzu	78	121
Jaguar	50	58
Maserati	16	69
Mazda	991	1,165
Mercedes-Benz	1,094	1,217
Mitsubishi	944	1,467
Nissan	911	923
Peugeot SA	2,915	3,301
Citroen	1,087	1,655
Peugeot/Talbot	1,828	1,646
Pininfarina	11	25
Porsche	137	243
Puch	23	19
Renault	2,223	2,139
Rolls-Royce	10	14
Saab	164	205
Seat	65	0
Skoda	19	25
Subaru	2,192	1,210
Suzuki	520	589
Toyota	1,889	2,146
VW-Audi Group	6,108	6,024
Audi	2,318	1,621
Volkswagen	3,790	4,403
Volvo	637	765
Others	24	42
Total	35,837	38,086

DENMARK

Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	29	92
Austin Rover	67	173
BMW	815	848
Dacia	183	284
Daihatsu	473	396
Fiat Auto	2,040	2,099
Ford	6,403	5,680
FSO	528	223
GM-Opel	7,241	6,188
Honda	416	343
Lada	1,043	1,170
Mazda	3,462	3,727
Mercedes-Benz	257	219
Mitsubishi	642	329
Nissan	1,722	1,801
Peugeot SA	2,228	2,512
Citroen	1,454	1,632
Peugeot/Talbot	774	880
Renault	351	173
Saab	491	547
Skoda	1,102	2,279
Subaru	11	31
Suzuki	118	6
Toyota	4,738	3,861
Trabant	13	31
VW-Audi Group	2,786	2,785
Audi	201	192
Volkswagen	2,585	2,593
Volvo	1,596	1,633
Wartburg	338	317
Zastava	438	123
Total	39,539	37,999

FRANCE

Cars

	2 mos., 1985	2 mos., 1984
Alfa Romeo	2,597	3,446
Aro	104	227
Austin Rover	3,141	4,485
BMW	3,872	5,519
Ferrari	15	12
Fiat Auto	12,684	16,172
Ford	22,509	21,503
FSO	270	272
GM-Opel	12,731	11,762
Innocenti	170	227
Jaguar	39	26
Lada	3,008	3,696
Mazda	2,088	1,246
Mercedes-Benz	2,511	3,041
Mitsubishi	545	543
Nissan	1,972	1,896
Peugeot SA	90,817	91,326
Citroen	30,904	37,015
Peugeot	56,046	46,369
Talbot	3,867	7,942
Porsche	155	250
Renault	78,864	83,485
Saab	238	174
Deat	2,656	1,393
Skoda	428	564
Toyota	1,263	1,362
VW-Audi Group	16,708	14,224
Audi	4,124	4,232
Volkswagen	12,584	9,992
Volvo	2,996	2,454
Zastava	221	187
Others	26	6
Total	263,211	269,878

In response to Japanese Government's request

Nissan, Toyota to boost imports

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Nissan Motor Co. will establish an Import Promotion Committee within the company in an effort to obtain more parts from abroad in response to the government's request that Japanese industries increase imports.

Nissan plans to expand imports of automotive parts and equipment from 62.5 billion yen ($243.3 million at current rates) in fiscal 1984 to 68 billion yen ($264.7 million) for the current fiscal year ending in March, 1986.

Nissan also will spend 3.7 billion yen ($14.4 million) to acquire a super computer from the U.S. and for other goods for promotional use.

Toyota Motor Corp., which already has established an Import Expansion Committee, will boost its imports of parts and other automotive equipment in fiscal 1985 from the originally planned 52 billion yen ($202.4 million), which amounted to a 5-billion yen ($19.5 million) increase over the previous year's imports.

Mitsubishi Motors Corp., Honda Motor Co. and Mazda Motor Corp. also are expected to establish import promotion committees.

Nissan also reported an unconsolidated net income of 74.28 billion yen ($289.1 million) for the year ended March 31, up 5.3 percent from the year earlier.

Nissan sales for the fiscal year totaled 3.62 trillion yen ($14.1 billion), up 4.6 percent from the previous year.

Nissan also reported its unconsolidated ordinary profit before taxes and extraordinary items totaled 148.2 billion yen ($576.8 million), up 22.6 percent. The firm attributed the increase to its U.S. operations, cost-cutting efforts and decreased depreciation expenses.

However, Nissan reported production and sales volumes both dipped during the year. Output slipped 1.8 percent to 2.47 million units, while sales declined 1.4 percent to 2.46 million units.

The dual declines were attributed to slow personal spending in the Japanese market, where car sales droped 5.5 percent to 841,830 units. Nissan's car exports advanced 1.0 percent to 984,152 units.

Nissan's commercial vehicle sales in Japan rose 9.5 percent to 247,077 units, while exports declined 4.4 percent to 390,923.

Nissan said its production in other countries increased dramatically—51 percent—to 262,271 units. Nissan said most of that increase was accounted for by the startup of car output in the U.S. in March.

Nissan said it expects profits to climb to 160 billion yen ($622.7 million) in the fiscal year ending next March on sales of 3.85 trillion yen ($15.0 billion).

Toll-free call will get Renault Alpine information

SOUTHFIELD, Mich.—Consumers who want to know more about the Renault Alpine V-6 Turbo, which is being launched in Europe this year and will debut in this country in the fall of 1986, can call a toll-free number.

The Renault Alpine V-6 Turbo Information Center toll-free number is 800-227-1227. Within Michigan it is 313-354-8813. Callers will receive an information package on the new, limited-production sports car.

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Rowand report

Continued from Page 24

moved from making one-offs in his garage to higher volume, he abruptly faced the same facts of business life the big guys had been meeting right along. Those factors range from low-cost offshore competitors to labor problems. They can be formidable.

In the immediate future, the robot industry is going to see more emphasis on flexibility and the robot's role in flexible machining. Robots will become much more than material handling machines with some human-like movements. They will play active roles in the production process.

For example, instead of simply bringing a piece of bar stock to a lathe and later moving it to another work station, tomorrow's robot will be given a variety of instructions to follow, depending on variables. It may be told to move the work piece to any of a number of stations, reject it or just hold it for a moment till needed.

As cutting inventory to the bone has grown into almost a religion among manufacturers, the robot's job as a fast and adaptive manufacturing worker rather than a transporter will grow.

That technology development will cost heavily in terms of money and talent. There won't be enough of either to go around, and there will be more disappearances.

Alabama dealers elect

The Automobile Dealers Assn. of Alabama has elected officers for 1985-86. They are, seated from left: Ray Miller, Ray Miller Buick, Florence, president; Don Grady, Grady Buick Co., Mobile, first vice president, and Julian Lowe, Lowe Motor Co., Roanoke, second vice president. Standing, from left, are: Butch Anderson, Woody Anderson Ford, Huntsville, third vice president; Tom Dyas Jr., Tom Dyas Chevrolet-Olds, Sylacauga, secretary-treasurer, and Harold E. Streetman, Montgomery, executive vice president.

MAJOR MANUFACTURERS BY SEGMENT

	May		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	103,774	110,083	517,908	476,286
Medium-Duty	4,007	4,040	19,423	16,145
Heavy-Duty	1,283	1,077	6,474	4,390
Ford Total	**109,034**	**115,200**	**543,805**	**496,821**
Light-Duty	126,156	120,210	538,205	489,210
Medium-Duty	2,361	2,357	7,894	7,269
Chevrolet Total	**128,517**	**122,567**	**546,099**	**496,479**
Light-Duty	27,682	25,567	127,258	119,487
Medium-Duty	2,350	2,325	10,837	10,298
Heavy-Duty	886	1,535	4,809	5,533
GMC Total	**31,118**	**29,427**	**142,904**	**135,318**

LIGHT-DUTY APRIL, YEAR-TO-DATE SALES

	May		Year-to-Date	
	1985	1984	1985	1984
Vans	16,291	15,819	82,175	75,163
Club Wagon	3,421	3,045	15,202	13,966
Ranger	16,131	24,421	118,372	96,483
Bronco	4,608	4,308	21,017	19,677
Bronco II	13,314	10,426	45,482	39,630
Pickups	49,979	52,064	235,660	231,367
Ford	**103,744**	**110,083**	**517,908**	**476,286**
Vans	15,938	17,811	68,728	75,231
Sportsvan	2,430	2,564	10,199	10,790
Astro	10,563	0	30,080	0
S-10	14,407	23,346	102,531	87,507
S-10 Blazer	27,180	14,916	79,691	58,476
El Camino	1,859	2,809	8,547	11,342
Blazer	3,723	4,434	18,329	21,079
Suburban	6,251	5,454	25,314	22,063
Pickups	43,805	48,876	194,786	202,722
Chevrolet	**126,156**	**120,210**	**538,205**	**489,210**
Vans	5,559	6,522	27,483	32,185
Ram Wagon	3,924	4,320	17,461	19,848
Voyager	10,979	7,599	46,177	35,517
Caravan	12,172	8,011	49,094	37,289
Mini Ram Van	2,330	1,753	11,067	5,235
Ram 50	5,629	4,187	31,909	17,841
Other Plymouth Trucks	0	0	0	378
Ramcharger	3,034	2,653	16,856	12,648
Rampage	0	953	0	4,552
Pickups	12,111	11,398	71,844	58,439
Chrysler	**55,738**	**47,396**	**271,891**	**223,932**
Vans	3,740	4,031	17,292	21,187
Safari	2,321	0	6,133	0
S-15	3,190	4,647	23,217	18,740
S-15 Jimmy	5,749	3,094	17,667	13,548
Jimmy	790	768	3,625	3,884
Caballero	219	261	1,029	1,154
Suburbans	1,608	1,541	7,480	6,905
Pickups	9,812	10,802	47,233	51,971
P Model	453	423	3,582	2,098
GMC	**27,882**	**25,567**	**127,258**	**119,487**
CJ	2,796	3,920	14,449	16,043
Wagoneer	947	1,770	5,313	8,693
Cherokee	8,500	5,825	36,571	25,281
Grand Wagoneer	737	1,285	5,621	7,332
Pickups	517	689	1,961	3,145
Jeep	**13,497**	**13,489**	**63,915**	**60,494**
Toyota	31,080	26,363	132,649	100,305
Nissan	20,553	19,003	116,878	91,495
Mazda	11,343	11,139	42,631	51,457
Isuzu	7,094	5,045	30,297	14,625
Mitsubishi	1,672	1,148	11,144	5,858
Imports	**71,742**	**62,698**	**333,599**	**263,740**
Industry Total	**398,709**	**379,443**	**1,862,776**	**1,633,149**

*Nissan includes domestically-built units in Tennessee.

Project draws criticism; parent firm sued

Problems mount for Zoe 3-wheeler

Continued from Page 3

year-old problem with press releases.

"Our lawyers were dumbfounded (by the decision)."

He added that the ruling is being appealed.

Although McPherson insists that ZoeTrans is only partly owned by Zoe Products, Inc., a May 30 press release refers to the parent as the majority owner. Stock in the company is traded as Zoe Products, Inc.

The SEC action isn't the only court case against Zoe. Joseph Basso, who heads Basso Advertising, said his firm is filing suit against Zoe to collect money owed the firm. Basso said his firm worked for Zoe for about six months before resigning the account earlier this year.

Basso declined to comment further on the suit, but according to sources familiar with the relationship, Zoe owes Basso between $20,000 and $30,000 and used boards and other artwork prepared by the agency without paying for it.

ZoeTrans is also being sued in Philadelphia by a former dealer, Bill Baldwin, who owns a Buick store in Schillington, Pa. Baldwin is seeking repayment for two damaged Zoe Zippers that he returned to the company.

Zoe has been actively seeking dealers and distributors for more than a year and company officials told Automotive News last summer that EPA certification was near. Since then, a number of people associated with the project have left, including Dan Levitan, executive vice president of ZoeTrans and a director of Zoe Products, Inc.

Levitan, who had worked with Zoe for about a year, resigned last Oct. 31, citing undercapitalization as one of the primary reasons for his departure. Levitan said the failure on the part of Zoe to federalize the Reliant to date is proof that there isn't enough money to set up U.S. distribution for the three-wheeled vehicle. In addition, Levitan said Ligier, a French manufacturer of small four-wheel vehicles pulled back from its intent to use Zoe for distribution after checking into the company's credit.

"It's a scam," Levitan said, charging that McPherson is using the car to "sign up dealers and have them come up with $10,000 to $15,000 in parts packages. The guy doesn't even have $1 in parts in that company."

McPherson admits that the firm's startup has been rocky, but attributes the delay in certification to the number of changes made to the three-wheeler. The several prototypes that Zoe has in the country have had their rear tracks widened from 48 to 64 inches to increase stability, a new carburetor fitted to ostensibly pass U.S. emissions and an air conditioning system has been developed at Zoe's expense, according to McPherson.

As for Ligier, McPherson contends that the agreement is simply dormant as Zoe works to bring in the Reliant product. He added that the car is "on schedule" on a revised timetable that has the vehicle completing certification by the end of August. An EPA spokesperson in Ann Arbor, Mich., confirmed that the Reliant has not been certified and that EPA doesn't even have an application on file. Yet, one distributor contacted by Automotive News said

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Five doors, new engine for Ritmo

Fiat has added a five-door version of the Ritmo 105 to its European lineup and has given the series a new name: Ritmo 100S, for Super.

Fiat adding new engines for Panda, restyled Ritmo

TURIN, Italy.—Fiat has added a five-door hatchback to its Ritmo 150 series, added a new diesel engine for the Ritmo (Strada), and is believed to be preparing to add a three-cylinder engine to its Panda range.

Pandas currently are powered by 652-cc two-cylinder and 903-cc four-cylinder engines and, in the version built by Fiat's ex-partner in Spain, Seat, by an 850-cc four.

But Seat now is associated with Volkswagen and Audi, not Fiat, and beginning next year, Fiat no longer will be required to buy Seat-built Pandas. Because Seat will continue producing its version of the car, Fiat will use the new so-called Fire engine to make its Pandas more attractive, although more expensive, to buyers.

The new engine is to be either 675 or 750 cc, with power in the 35-HP range.

Daily production of the engine (also slated for Uno) is increasing dramatically, and the engine is cheaper to produce than the old four-cylinder power plant.

Fiat also hopes the switch will stop the Uno 45's increasing bite into Panda's sales.

The cleaner Fire engine will be easily adapted to meet emission standards in Austria, Switzerland and Germany.

A turbodiesel also is in the works for Uno and is expected to bow this year.

A notchback Uno, called Premio, has been launched in Brazil. European introduction is likely to come late in 1986.

The new five-door Ritmo 105 is changed mainly in styling and mainly in the rear. It has been renamed the 100 Super, replacing the 105 TC. The new Ritmo diesel engine is 10 percent lighter, 7 percent more fuel-efficient and more powerful (maximum horsepower of 60).

used-car auction directory

FLORIDA

– THURSDAY –
JUNE 27, 1985 - 10:00 A.M.
FIRECRACKER 400 SALE
400-500 UNITS - FLEET, LEASE, RENTAL CARS
$ Buyers Cash Bonus $

BUY 7 CARS, GET A CASH BONUS	$100.00
BUY 4 MORE (TOTAL OF 11) GET AN ADDITIONAL BONUS	$50.00
BUY 3 MORE (TOTAL OF 14) RECEIVE A GRAND TOTAL	$250.00
EVERY ADDITIONAL LOAD OF SEVEN CARS PAYS	$100.00

FOR EVERY CAR SOLD, THE BUYER WILL RECEIVE A TICKET FOR A DRAWING ON JULY 24, 1985, ON A 1985 LINCOLN TOWN CAR
YOU MUST BE PRESENT TO WIN
FREE BREAKFAST 8:00-10:00 A.M.
FREE HOTEL ROOM WEDNESDAY NIGHT
LIMO SERVICE TO & FROM TAMPA & ORLANDO AIRPORTS
BUDGET - HERTZ - R.A.C. LAUDERHILL LEASE, VALUE R.A.C., GENERAL R.A.C.
LAKELAND AUTO AUCTION
STATE ROAD 33 & I-4 EXIT 20
P.O. BOX 3806, LAKELAND, FLORIDA 33802
PHONE: (813) 984-1551 FOR HOTEL & LIMO SERVICE

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ON THE FOLLOWING DATES
JUNE 19, 26, 1985 – JULY 3, 10, 17, 24, 1985
FOR A 1985 LINCOLN TOWN CAR
DRAWING WED., JULY 24, 1985
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factories list auction dates

American Motors

June 18—Aptco Auto Auction, Taylor, Mich.

June 19—Metro Milwaukee Auto Auction, Caledonia, Wis; Kansas City Auto Auction, Kansas City; Southern Auto Auction, Warehouse Point, Conn., and Mid-States Auto Auction, South Bend.

June 20—Northway Exchange, Clifton Park, N.Y.; Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

June 21—Floyd Hauhe Auto Auction, Bridgeton, Mo.

June 25—Arena Auto Auction, Chicago; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N.C.

June 26—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

June 27—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

June 18—Hatfield Auto Auction, Hatfield, Pa.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and NuCar Prep System, Santa Fe Springs, Calif.

June 19—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

June 20—Atlanta Auto Auction, Red Oak, Ga.; Arena Auto Auction, Chicago, and Indianapolis Auto Auction, Indianapolis.

June 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 26—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

June 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

June 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

June 19—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

June 20—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

June 26—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

June 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

June 18—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

June 19—Clanton's Auto Auction, Darlington, S.C.

June 20—Indianapolis Auto Auction, Indianapolis.

June 26—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

June 27—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

June 28—Nashville Auto Auction (special event sale), Nashville.

Used Car Sales
Auction Averages

June to date	$5,333
Month ago	$5,224
Year ago	$5,697

Model Breakdown
Auction Averages

	JUNE 1985	MAY 1985	APR. 1985
1985	$11,544	$11,515	$11,744
1984	$8,356	$8,553	$8,522
1983	$6,434	$6,474	$6,484
1982	$5,786	$5,381	$5,228
1981	$4,550	$4,399	$3,323
1980	$3,429	$3,266	$3,511
1979	$3,083	$2,706	$2,622
1978	$1,975	$2,039	$1,938
Overall Average	$5,333	$5,293	$4,928

50-day inventory as June opens

U.S. car supply lowest in a year

Continued from Page 1

inventories with its incentives on Lancer and LeBaron GTS, as did Buick and Oldsmobile with their programs for N-cars Somerset Regal and Calais.

There were no incentives in the standard-size-car class, and sales and inventories held pretty steady. The high stocks of Grand Marquis and Crown Victoria reflected stockpiling in anticipation of a prolonged plant shutdown.

Sales jumped in the luxury segment, led by incentive-wrapped Cadillac Sevilles and Eldorados. Lincoln's incentives on its luxury cars didn't improve their sales rates, but at least they didn't lose ground to the Cadillacs.

The new-car inventory was split this way on June 1: Subcompact, 17.40 percent; compact, 19.85 percent; intermediate, 34.92 percent; standard, 14.77 percent, and luxury, 13.06 percent.

One month earlier, the (revised) breakdown was subcompact, 17.59 percent; compact, 18.99 percent; intermediate, 35.33 percent; standard, 15.37 percent, and luxury, 12.72 percent.

The June 1 shares of inventory by company were GM, 51.58 percent; Ford, 27.10 percent; Chrysler, 16.93 percent; AMC, 2.92 percent; Volkswagen (domestics only), 1.02 percent; Honda (domestics only), 0.32 percent, and Nissan (domestics only), 0.13 percent.

One month earlier, the shares were GM, 52.30 percent; Ford, 27.76 percent; Chrysler, 15.62 percent; AMC, 2.81 percent; VW, 0.98 percent; Honda, 0.45 percent, and Nissan, 0.08 percent.

The domestic cars by size class and their June 1 days' supplies:

Subcompact—Alliance, 111; Encore, 108; Laser, 81; Chevette, 79; Daytona, 71; EXP, 63; Charger, 54; Horizon, 52; Omni, 50; VW Golf, 50; Turismo, 48; Lynx, 45; Fiero, 41; Pontiac 1000, 35; Escort, 32; domestic Nissan Sentra, 23, and domestic Honda Accord, 9.

Compact—Eagle, 204; Aries, 91; Reliant, 82; Firenza, 79; Cimarron, 73; LeBaron, 72; Capri, 68; Camaro, 61; Skyhawk, 61; Topaz, 55; Tempo, 48; Mustang, 41; Firebird, 34; Cavalier 23, and Sunbird, 21.

Intermediate—New Yorker/E-Class, 97; Marquis, 88; Caravelle, 75; Thunderbird, 73; Dodge 600, 72; LTD, 70; Lancer, 70; Citation, 65; Grand Prix, 63; Cougar, 60; Regal, 59; Monte Carlo, 58; Bonneville, 54; LeBaron GTS, 50; Century, 39; Skylark, 37; Celebrity, 36; Cutlass Supreme, 36; Cutlass Ciera, 31; Pontiac 6000, 30; Somerset Regal, 26; Calais, 23, and Grand Am, 14.

Standard—Grand Marquis, 93; Crown Victoria, 87; Chevrolet, 59; Parisienne, 56; Diplomat, 53; Oldsmobile 88, 50; Plymouth, 49, and LeSabre, 46.

Luxury—Toronado, 93; Continental, 92; Mark VII, 92; Fifth Avenue, 82; Cadillac, 79; Riviera, 78; Oldsmobile Ninety-Eight, 72; Electra, 67; Lincoln, 54; Corvette, 52; Seville, 45, and Eldorado, 39.

NEW-CAR STOCKS

	June 1, 1985	May 1, 1985	June 1, 1984
Alliance	111	89	101
Encore	108	93	90
Eagle	204	181	73
AMERICAN MTRS.	117	97	97
Horizon	52	28	52
Turismo	48	29	65
Reliant	82	44	52
Caravelle	75	64	0
Plymouth	49	51	22
Total Plymouth	66	41	52
Laser	81	41	72
LeBaron	72	85	61
LeBaron GTS	50	81	0
Fifth Avenue	82	95	86
New Yorker/E-Class	97	106	78
Total Chrysler	74	81	73
Omni	50	34	58
Charger	54	33	71
Daytona	71	34	81
Aries	91	50	61
Lancer	70	114	0
Diplomat	53	63	51
Dodge 600	72	80	70
Total Dodge	68	52	65
CHRYSLER CORP.	69	56	64
EXP	63	79	45
Escort	32	79	60
Mustang	41	34	54
Tempo	48	21	90
Thunderbird	73	73	80
LTD	70	64	43
Crown Victoria	87	78	58
Total Ford Division	51	57	63
Lynx	45	94	72
Topaz	55	20	87
Cougar	60	57	58
Capri	68	76	80
Marquis	88	76	35
Grand Marquis	93	79	51
Total Mercury	69	64	57
Continental	92	83	68
Lincoln	54	53	28
Mark VII	92	93	69
Total Lincoln	63	62	45
FORD MOTOR CO.	56	59	60
Skyhawk	61	24	52
Skylark	37	34	43
Somerset Regal	26	66	0
Century	39	38	32
Regal	59	63	48
LeSabre	46	43	34
Electra	67	61	75
Riviera	78	71	73
Total Buick	46	45	40
Cimarron	73	30	98
Seville	45	102	73
Cadillac	79	77	0
Eldorado	39	89	7
Total Cadillac	61	76	59
Chevette	79	80	49
Cavalier	23	21	33
Citation	65	73	44
Camaro	61	70	54
Celebrity	36	42	28
Monte Carlo	58	62	46
Chevrolet	59	77	45
Corvette	52	52	44
Total Chevrolet	46	48	40
Firenza	79	34	72
Calais	23	66	0
Cutlass Ciera	31	31	24
Cutlass Supreme	36	37	27
Olds 88	50	52	29
Olds 98	72	72	30
Toronado	93	91	60
Total Oldsmobile	40	46	31
Fiero	41	28	11
1000	35	67	67
Sunbird	21	28	48
Firebird	34	50	35
Grand Am	14	17	0
6000	30	40	34
Bonneville	54	68	57
Grand Prix	63	72	54
Parisienne	56	63	65
Total Pontiac	34	40	43
GENERAL MOTORS	43	47	38
VOLKSWAGEN	50	61	83
HONDA	9	13	15
NISSAN	23	25	0
DOMESTIC TOTAL	50	52	47
Subcompact	46	54	52
Compact	46	35	55
Intermediate	45	55	40
Standard	63	66	43
Luxury	67	75	42

Four-door look in six-door limo

Hess & Eisenhardt Co., Cincinnati, has introduced a nine-passenger Formal limousine with the appearance of a four-door, but with center doors that open conventionally from the inside and with electric buttons from the outside. The Formal may be ordered based on Cadillac's front-drive DeVille (shown) or on its rear-drive chassis.

Early-June new-car sales climb to seven-year peak

Continued from Page 2

American Motors dropped 27.38 percent to sales of 2,360 from 3,250. Honda experienced one of its few declines in early June, dropping 11.34 percent to 1,845 from 2,081. Nissan' June 1-10 sales were estimated at 750 this year, its first in the domestic market.

Shifting market shares left GM up slightly to 59.84 percent from 59.45 percent last year. Ford slipped to 24.40 percent from 24.75 percent. Chrysler held 13.01 percent, up from 12.50 percent.

AMC was down to 1.09 percent from 1.74 percent, while VW edged up to 0.46 percent from 0.44 percent. Honda dropped to 0.85 percent from 1.12 percent and Nissan earned 0.35 percent of the recent 10-day domestic market.

All three Chrysler makes were up and two of the three Ford makes posted early-June gains. Plymouth sales were up 9.96 percent, Chrysler was up 41.81 percent and Dodge climbed 11.70 percent. Ford was up 20.54 percent, Mercury was up 4.35 percent and Lincoln dropped 5.08 percent.

At GM, Buick was up 72.75 percent, Chevrolet was up 16.53 percent, Pontiac climbed 8.80 percent, Cadillac was up 7.67 percent while Oldsmobile dropped 11.33 percent.

American Motors' AMC Eagles were down an estimated 40.00 percent, Renaults were down 24.53 percent, VW was up 18.65 percent, Honda dropped 11.34 percent and Nissan had no year-ago numbers.

Based on eight selling days each year, the daily rates were 27,071 this year versus 23,345 in 1984. Year-to-date sales were up 4.02 percent, to 3,854,298 from 3,705,462.

Ford Escort was the top-selling nameplate for the period with sales of 12,928 units. Second was the Buick Century at 10,924, followed by Olds Cutlass Ciera at 10,254, Chevrolet Celebrity at 9,443 and Chevy's Cavalier at 7,877.

'Recapture' provisions unfair, GM chief tells senators

Smith finds flaws in tax program

Continued from Page 6

posed changes in this area could "detract from the overall improvement in our nation's international competitive position."

"Just as the tax system should not favor multinational activity, neither should it hinder such activity," Smith said.

Smith also spoke in favor of allowing the full deduction of corporate dividend payments. He said this "would remove the bias in favor of debt financing and promote the strenghtening of corporate balance sheets through the issuance of additional securities." The President's tax proposal allows a 10 percent deduction for corporate dividends.

In testimony before the House Ways and Means Committee, Dick Warden, UAW legislative director, criticized the proposed tax plan saying it "contains many objectionable provisions."

Warden said the union is concerned that the plan may cost the Federal Government revenue that is needed to "fund vitally necessary services and programs." To that end, the UAW is prepared to support a plan that raises additional revenue, attacks the deficit problem and finances urgently needed social programs, Warden said.

The UAW contended that this would not be accomplished by taxing employer-provided health insurance benefits or eliminating deductions for state and local taxes.

The union also criticized provisions in the tax plan dealing with retirement savings, taxation of unemployment and worker compensation income and elimination of the second-earner deduction.

The union also attacked limitations on employe business expenses, including union dues, and elimination of the checkoff for the public financing of Presidential elections.

Warden praised the Reagan plan for abolishing the taxation of Americans at or below the poverty line. He said, "The UAW is pleased that the President's package would require corporations to carry a greater share of the tax burden," although the "present proposals in this area do not go far enough."

Warden also said the union favors "higher rates for wealthy taxpayers," and he complained that middle-income wage-earners were not being given tax breaks commensurate with those given low-income and high income taxpayers.

Finally, the UAW urged the elimination of general investment incentives and incentives for research and development. Instead, the union proposed government-administered grants awarded on a case-by-case basis.

Ex-Dodge dealer charged in van conversion scheme

Continued from Page 6

by check," Frese said.

Both Van Expess and Chrysler cooperated fully in the investigation, Frese said.

The indictment charges that in the period covering roughly October, 1982, through December, 1983, Van Express kickback payments to Dunitz totaled approximately $221,300.

The indictment alleges that Chrysler was defrauded out of its fair share of the dealership's income.

Frese explained that this charge involves a legal technicality. It is not that Chrysler was entitled to a share of the illegal kickbacks, but that they could be considered rebates to which the company would have been entitled.

A Chrysler spokesman said that one way to look at the fraud involved in the scheme was that Chrysler was paying for the kickbacks, since they were billed to the dealership, which was not operating at a profit.

The dealership's customers were also paying, since the money pocketed by Dunitz was reflected in the price of the van conversion, the spokesman said.

Shop volume shows best gain in 14 months

Continued from Page 1

1984 figure.

Sales of all parts and accessories during the month were 14.3 percent higher than a year ago, while sales of the same items to outside customers showed an increase of 9.5 percent.

Through April, total customer-paid and warranty labor sales was the No. 1 indicator, with a gain of 13.4 percent over volume in the corresponding period a year ago.

In the runner-up spot was shop-parts sales, which were 11.2 percent higher than the previous year. Repair orders written in the first four months were up 10.5 percent from 1984, while gross profit on all labor and P&A sales showed a gain of 10.1 percent.

Four-month sales of all parts and accessories were 7.1 percent higher than the previous gain, and over-the-counter sales to outside customers were up 4.2 percent from the like period in 1984.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's new-car dealers.

Cellular service begins

SAN FRANCISCO.—Bay Area Cellular Telephone Co., operating as Cellular One, is providing cellular service to the San Francisco Bay Area's mobile and portable telephones.

SERVICE INDEX
118.6★

	April, '85 vs. April, '84	4 mos., '85 vs. 4 mos., '84
Gross Profit on All Labor and P&A Sales	+18.2%	+10.1%
Repair Orders Written	+21.4%	+10.5%
Total Labor Sales (Customer & Warranty)	+23.5%	+13.4%
Shop Parts Sales (Customer & Warranty)	+20.6%	+11.2%
Sales of All P&A	+14.3%	+7.1%

★—Survey by Automotive News shows that dealers' service and parts business in April, 1985, was 118.6 percent of business in April, 1984. Service business in the first four months of 1985 was 109.9 percent of business in the corresponding period in 1984.

As first 1986 models are built

Year's output passes 4 million

By Louise Kertesz
Detroit Reporter

With the first 1986 models (Buick Somerset Regals) coming off the line at General Motors' Lansing plant, U.S. auto production passed the four million mark last Thursday (June 13), six days ahead of 1984.

Last week's estimated production of 163,479 cars was down 7.53 percent from the previous week's 176,787, in part because of reduced overtime, and in part because of model changeover at GM's Lansing plant. (The 1985 Oldsmobile Calais and Pontiac Grand Am built out during the week ended June 8.)

Last week's scheduled production was about the same (up 0.87 percent) as the year-ago week's 162,068.

So far this year, 4,063,336 cars have been assembled, 2.95 percent more than the 3,946,981 built last year at this time.

Last week's estimated production was shared as follows: General Motors, 54.88 percent; Ford Motor Co., 20.59 percent; Chrysler Corp., 17.68 percent; American Motors, 2.23 percent; Honda of America Mfg. Co., 1.93 percent; Volkswagen of America, 1.15 percent; Nissan Motor Mfg. Co., U.S.A., 0.78 percent, and New United Motor Mfg. Co., 0.76 percent.

The 1985 Ford LTD and Mercury Marquis were built out in Chicago last week, and 1986 models are scheduled to come off the line this week (June 17).

General Motors scheduled two overtime shifts Saturday (Sept. 15) at its plant in Leeds, Mo.

Ford has scheduled daily overtime this week at the following plants: Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler's plants in Belvidere, Ill., and St. Louis (Nos. 1 and 2) are slated to operate two nine-hour daily shifts this week.

Chrysler's Jefferson (Detroit) plant is scheduled to operate two 8½ hour daily shifts this week.

Toyota Cressida fares best in latest 35-MPH crashes

WASHINGTON.—The government last week released crash data on another five vehicles in its experimental New Car Assessment program, and the results showed once again that there is a wide disparity in the amount of protection provided by different vehicles.

The data is obtained from crashes into a barrier at 35 MPH. The vehicles contain belted, instrumented dummies. The 35-MPH speed is 5 MPH higher than current regulations require.

In the latest set of tests, a Toyota Cressida four-door came out "best," with head-injury-criteria (HIC) numbers of 883 and 914, respectively, for the driver and passenger.

In general, the lower the HIC, the less likely that drivers and front-seat passengers would be seriously injured or killed in a frontal crash. An HIC of 1000 denotes survivability.

The poorest performer, from a driver's perspective, was the Audi 5000-S four door which came in with an HIC of 2105. However, the HIC for the front-seat passenger was 557.

Other vehicles crashed were the Mercury Merkur with HIC values of 1009 and 1450 for driver and front-seat passenger; the Volkswagen Vanagon with HICs of 1905 and 1060, and the Ford Tempo four-door with HIC values of 1207 and 932.

The latter vehicle had been crashed earlier and registered an HIC for the driver in excess of 2200.

NHTSA has been running its assessment program since 1979 as part of its effort to generate reliable data on the crashworthiness of new cars. Eventually, the safety agency is supposed to run such a program as a matter of course and provide the comparative data to consumers on a regular basis.

GM challenge grant aids Ohio tornado victims

DETROIT.—General Motors has announced a $1 million challenge grant to assist victims of the tornadoes which struck the Mahoning Valley in Ohio.

In addition to an immediate $100,000 contribution to the Trumbull County Chapter of the American Red Cross, GM has issued a challenge to all GM employes in Ohio. GM will match dollar-for-dollar all contributions by GM employes in the state and will provide up to $1 million "to help meet the needs of GM people who have suffered losses."

Truck production down 5 percent from 6-year high

Domestic truck makers scheduled a build of 73,109 units last week, 5.16 percent fewer than the previous week's 77,086. That total was the best output for any week since the week ended May 19, 1979, when 81,851 trucks were assembled.

It was the second time in four weeks that the makers achieved the highest weekly production in more than six years.

Last week's production was 13.83 percent better than the year-ago week's 64,227.

So far this year, 1,634,858 trucks have been assembled, 9.73 percent more than the 1,489,836 completed last year at this time.

Ford's St. Louis plant, which reopened at the beginning of the month for production of the Aerostar minivan, was down last week while adjustments were being made to the line.

General Motors scheduled two overtime shifts Saturday (June 15) at its plant in Moraine, O.

Chrysler Corp.'s Warren (Mich.) plant is slated to operate two nine-hour daily shifts this week (June 17).

Daily overtime is scheduled this week at the following Ford Motor Co. plants: Wayne, Mich.; Kansas City; Norfolk; Twin Cities; Lorain, O., and Louisville.

Overtime is scheduled Saturday (June 22) at Ford's Kansas City plant.

Canadian output of cars stays above 25,000

Canadian auto makers scheduled production of 25,776 units last week, about the same (down 0.13 percent) as the previous week's 25,809, which was the highest output for the week in more than two years.

The past three weeks have seen the best weekly builds since the week ended May 14, 1983, when 27,994 cars were assembled.

Last week's targeted production was 9.02 percent better than the year-ago week's 23,644.

So far this year, 497,810 cars have been assembled, 8.40 percent fewer than the 543,439 completed last year at this point.

American Motors' Brampton (Ont.) plant was down last week for inventory adjustment. It is scheduled to resume production today (June 17).

Truck makers planned assembly of 18,793 units last week, 1.95 percent fewer than the previous week's 19,166 but 6.07 percent more than the year-ago week's 17,717.

Year-to-date, 426,014 trucks have been built, 6.63 percent more than the 399,539 assembled last year at this time.

U.S. CAR PRODUCTION

	Week Ended June 15, 1985	Week Ended June 16, 1984	Week Ended June 8, 1985	June to Date	Jan. 1 to June 16, 1984	Jan. 1 to June 15, 1985
AMERICAN MOTORS	3,650	3,355	3,763	7,413	97,093	54,466
Renault Total	3,650	3,355	3,763	7,413	97,093	54,466
Alliance	2,450	1,793	2,220	4,670	51,812	33,433
Encore	1,200	1,562	1,543	2,743	45,281	21,033
CHRYSLER CORP.	28,900	27,660	32,358	61,258	632,921	660,103
Plymouth Total	7,700	7,420	8,667	16,367	185,413	191,265
Horizon	3,100	2,849	3,292	6,392	76,119	69,778
Reliant	3,300	3,952	3,653	6,953	95,383	85,615
Caravelle	950	163	1,234	2,184	4,449	26,589
Gran Fury	350	456	488	838	9,462	9,283
Chrysler Total	9,800	9,464	11,114	20,914	212,589	218,258
LeBaron	2,100	2,788	2,278	4,378	63,967	52,018
LeBaron GTS	2,700	0	2,681	5,381	0	47,768
Laser	1,400	1,572	1,612	3,012	38,530	27,103
New Yorker/E-Class	1,500	2,882	1,859	3,359	54,434	35,592
Fifth Avenue	2,100	2,222	2,684	4,784	55,658	55,777
Dodge Total	11,400	10,776	12,577	23,977	234,919	250,580
Omni	3,000	3,041	2,928	5,928	72,091	70,093
Aries	3,100	3,872	3,504	6,604	74,937	69,944
Daytona	1,100	1,068	1,520	2,620	29,122	24,167
Dodge 600	1,400	1,832	1,798	3,198	40,936	34,842
Lancer	1,800	0	1,724	3,524	0	34,539
Diplomat	1,000	963	1,103	2,103	17,833	16,995
FORD MOTOR	33,666	37,494	32,528	66,194	852,507	829,531
Ford Division	21,128	24,205	21,176	42,304	556,485	551,820
Escort	7,506	7,920	7,416	14,922	172,686	154,279
Mustang	3,788	3,252	4,023	7,811	65,032	87,553
LTD	2,948	4,162	2,889	5,837	107,078	111,899
Thunderbird	2,740	2,750	2,848	5,588	78,355	96,283
Crown Victoria	0	1,309	0	0	37,003	7,122
EXP	0	1,151	0	0	15,800	3,838
Tempo	4,146	3,661	4,000	8,146	80,531	90,846
L-M Division	12,538	13,289	11,352	23,890	296,022	277,711
Mercury Total	8,946	9,981	7,791	16,737	213,677	199,488
Lynx	1,656	1,309	1,642	3,298	32,991	35,200
Capri	712	233	124	836	8,914	7,902
Marquis	2,160	2,736	1,585	3,745	54,929	56,327
Cougar	3,414	2,781	3,291	6,705	49,779	67,568
Grand Marquis	0	2,283	0	0	46,449	4,733
Topaz	1,004	639	1,149	2,153	20,615	27,758
Lincoln Total	3,592	3,308	3,561	7,153	82,345	78,223
Continental	505	864	487	992	17,957	13,533
Lincoln	2,694	2,073	2,672	5,366	48,304	56,041
Mark VI/VII	393	371	402	795	16,084	8,649
GENERAL MOTORS	89,703	88,362	100,586	190,289	2,248,418	2,380,023
Buick Total	18,239	20,969	19,860	38,099	488,332	478,110
Skylark	0	2,245	0	0	47,288	40,953
Skyhawk	2,330	2,656	2,245	4,575	77,205	52,703
Somerset Regal	504	0	1,753	2,257	0	58,222
Century	5,986	4,166	6,028	12,014	107,347	123,475
Regal	3,214	4,813	3,333	6,547	107,657	58,168
LeSabre/Electra(rwd)	2,627	4,492	2,996	5,623	105,469	67,219
Riviera	1,550	1,038	1,546	3,096	25,192	31,904
Electra(fwd)	2,028	1,559	1,959	3,987	18,174	45,466
Cadillac Total	6,893	6,564	7,734	14,627	159,502	176,882
Cimarron	535	265	652	1,187	8,700	13,817
Seville	687	904	687	1,374	20,056	18,986
Eldorado	1,343	2,014	1,342	2,685	37,896	35,563
Cadillac (rwd)	425	1,673	1,165	1,590	73,770	26,366
DeVille (fwd)	3,903	1,708	3,888	7,791	19,080	82,150
Chevrolet Total	31,214	28,697	34,201	65,415	767,816	819,961
Chevette	3,056	2,176	3,418	6,474	98,303	76,937
Cavalier	9,777	8,280	11,053	20,830	197,420	235,899
Celebrity	5,663	6,118	5,692	11,355	143,741	136,513
Camaro	5,003	5,182	4,966	9,969	126,135	112,414
Citation	0	2,171	0	0	52,980	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,195	1,804	2,467	4,662	60,210	72,615
Chevrolet	4,520	2,347	5,601	10,121	57,016	135,829
Corvette	1,000	619	1,004	2,004	15,665	21,057
Oldsmobile Total	21,473	22,224	24,504	45,977	565,625	592,464
Omega	0	962	0	0	24,906	0
Firenza	1,338	1,118	1,055	2,393	37,528	33,442
Cutlass Supreme	5,632	3,956	6,395	12,027	147,334	109,644
Cutlass Ciera	6,836	6,533	6,876	13,712	135,566	177,003
88/98 (rwd)	4,800	6,579	5,101	9,901	177,706	112,661
Olds 98 (fwd)	2,202	1,799	2,183	4,385	20,063	66,936
Calais	0	0	2,228	2,228	0	73,034
Toronado	665	1,277	666	1,331	22,522	19,744
Pontiac Total	11,884	9,908	14,287	26,171	267,143	312,606
Acadian**	0	135	170	170	8,629	6,532
2000 Sunbird	2,833	2,957	1,338	4,171	71,799	63,608
1000	640	554	772	1,412	20,100	14,517
Firebird	2,617	2,622	2,664	5,281	53,928	59,014
Phoenix	0	840	0	0	11,565	0
6000	1,501	0	1,508	3,009	0	21,695
Grd Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,653	517	2,281	3,934	13,807	34,058
Fiero	2,640	2,283	2,677	5,317	57,582	54,460
Grand Am	0	0	2,877	2,877	0	58,722
HONDA	3,150	3,015	3,029	6,179	60,611	75,775
NISSAN	1,280	0	1,154	2,434	0	7,283
NUMMI (Nova)*	1,250	0	1,050	2,300	0	9,000
VOLKSWAGEN	1,880	2,182	2,319	4,199	55,431	47,155
Total Cars - U.S.	163,479	162,068	176,787	340,266	3,946,981	4,063,336
Total Cars - Canada	25,776	23,644	25,809	51,585	543,439	497,810
N. American Cars	189,255	185,712	202,596	391,851	4,490,420	4,561,146
N. American Trucks	91,902	81,944	96,252	188,154	1,889,375	2,060,872
North American Cars and Trucks	281,157	267,656	298,848	580,005	6,379,795	6,622,018

*Revised estimate.
**All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN PRODUCTION - CARS

	Week Ended June 15, 1985	Week Ended June 16, 1984	Week Ended June 8, 1985	June to Date	Jan. 1 to June 16, 1984	Jan. 1 to June 15, 1985
AMERICAN MOTORS	0	599	410	410	11,841	5,082
FORD MOTOR	11,386	10,527	11,395	22,781	213,369	240,390
GENERAL MOTORS	14,165	12,317	13,796	27,961	313,204	247,187
VOLVO	225	201	208	433	5,225	5,151
Total Cars - Canada	25,776	23,644	25,809	51,585	543,439	497,810

TRUCK PRODUCTION IN U.S.

	Week Ended June 15, 1985	Week Ended June 16, 1984	Week Ended June 8, 1985	June to Date	Jan. 1 to June 16, 1984	Jan. 1 to June 15, 1985
CHEVROLET	24,048	18,238	27,544	51,592	465,942	558,094
DODGE	4,600	4,288	5,478	10,078	98,903	100,939
FORD	25,955	26,234	26,058	52,013	576,187	579,736
GMC	8,172	8,546	8,059	16,231	152,580	171,672
INTERNATIONAL	1,855	1,741	1,641	3,396	36,078	38,389
JEEP	4,350	3,971	4,243	8,593	89,602	94,362
NISSAN	2,540	2,159	2,274	4,814	44,904	47,964
AM GENERAL	50	50	50	100	1,230	1,160
MISCELLANEOUS	1,739	1,000	1,739	3,478	24,400	42,542
Total Trucks, U.S.	73,109	64,227	77,086	150,195	1,489,836	1,634,858

CANADIAN TRUCK PRODUCTION

	Week Ended June 15, 1985	Week Ended June 16, 1984	Week Ended June 8, 1985	June to Date	Jan. 1 to June 16, 1984	Jan. 1 to June 15, 1985
CHRYSLER	8,760	8,305	8,925	17,685	173,143	186,414
FORD	3,648	3,400	3,672	7,320	77,580	80,238
GENERAL MOTORS	6,120	5,827	6,301	12,421	145,306	138,569
INTERNATIONAL	265	185	268	533	3,480	5,790
Total Trucks, Canada	18,793	17,717	19,166	37,959	399,539	426,014
N. American Trucks	91,902	81,944	96,252	188,154	1,889,375	2,060,872

*New includes window van production. *Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Automotive News

C2700-1

June 24, 1985

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Daihatsu heads for U.S.; debut scheduled for '87

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—The last of Japan's nine automobile manufacturers has decided to get its share of the U.S. car market.

Daihatsu Motor Co., a manufacturer of minicars, announced it will begin exporting vehicles to the U.S. in late 1987, and that they will be sold through its own dealer network.

Daihatsu said it will form a subsidiary, tentatively called Daihatsu of America, probably somewhere on the West Coast, next summer to create a marketing network by inviting applications for dealerships.

Daihatsu, the only Japanese auto maker which does not export to the U.S., said it expects to finalize plans for its new venture, including sales projections and the number of dealerships it will sign, by spring. Exports of its Charade model will start in the fall of 1987.

According to sources here, Daihatsu initially planned to ask Toyota Motor Corp., which owns 15 percent of Daihatsu, to handle its U.S. sales. It discarded the plan because Toyota is too busy with its own products, they said.

Daihatsu's chief competitor is Suzuki Motor Co., which has been selling its minicar in the U.S. as the Chevrolet Sprint. West Coast Chevrolet dealers handle the car.

Daihatsu said it has not exported vehicles to the U.S. because it did not have the kind of cars it wanted to sell. Another reason for the delay in entering the U.S. market was the lack of the kind of marketing tieup Suzuki has with General Motors.

Daihatsu Motor Co., Ltd., is at 1-1, Daihatsu-cho, Ikeda-shi, Osaka, Japan. Its telephone number is (0727) 51-8811. Telex is 0-5322-224 (532224 DAIHAT J).The company has no office in the U.S. yet.

In addition to minicars and four-wheel-drive utility vehicles, Daihatsu produces minivans, buses and two- and three-ton trucks.

The front-drive Charade rides on a 91.3-inch wheelbase, is 139.8

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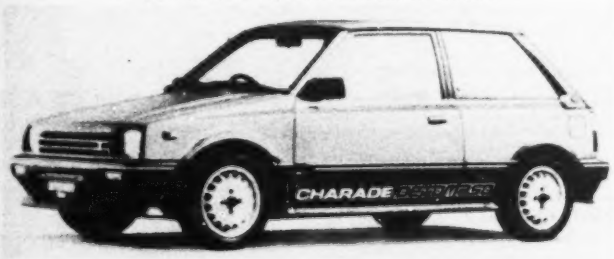
Olds 88 for '86

Jim Dunne

New body, new chassis, front drive

The 1986 Oldsmobile 88 will have an all-new body and chassis and will use V-6 engines exclusively. Engines will be fuel-injected 3.0- and 3.8-liter V-6s set sideways in the front-drive setup. Overall length will shrink by two feet to about 196 inches, while the wheelbase will be 10 inches shorter at 105.8 inches. Result of the shrinking will be a curb weight cut of about 400 pounds to the 3,200-pound level.

For U.S. from Daihatsu



Charade hatchback to arrive in late '87

Japanese auto maker Daihatsu plans to enter the U.S. market with its mini-hatchback Charade in late 1987. The car is the size of Chevy's hot-selling Sprint, made by Suzuki.

Technology studied to boost output of front-drive cars

Makers prepare for '87 HP race

By Dan McCosh
Detroit Reporter

New technology that will allow front-drive cars to accommodate high-horsepower engines is being studied carefully by General Motors, Ford Motor Co. and Chrysler Corp., according to sources close to the program.

The technology involves a viscous-drive limited-slip differential. It is expected to be offered in 1986 by BMW in a rear-drive model.

The upcoming horsepower race —anticipated by 1987, when high-output entries are expected from most domestic manufacturers—is stretching the ability of standard front-drive transaxles and suspension systems to provide sufficient traction and control, say engineers working with the new power plants.

In 1987, Chrysler will introduce a special-bodied Dodge Daytona with approximately a 16-valve 225-HP turbocharged, intercooled version of the 2.2-liter four-cylinder engine.

The Pontiac Fiero also is expected to have a 225-HP turbocharged version of the 2.8 liter V-6, while Ford is expected to introduce a four-valve-per-cylinder version of its 3.0-liter V-6—a joint venture with Japan's Yamaha Motor Co.—likewise in the 1987 model year.

The new engines will be producing horsepower equivalent to the high-output small-block V-8s popular in the 1950s and 1960s. But with some exceptions—including the mid-engine Fiero and the rear-drive Corvettes and Thunderbirds—most will be in cars with front-drive configurations.

While there is considerable debate over the issue, most engineers working with the standard front-drive layout common in most production cars today say that about 200 HP is the upper limit for such systems.

Above that point, both traction and so-called "torque steer" become problems. Torque steer is the phenomenon where engine torque is felt strongly in the steering wheel.

However, a new system using a viscous-drive coupling, developed by Britian's GKN, Ltd., is currently being tested by GM, Ford and Chrysler to enhance two-wheel-drive traction.

BMW reportedly will offer a rear-drive, viscous-coupled independent rear-suspension system in 1986, the first volume-production car to use the new anti-slip technology. Ford has been testing the system on the rear-drive

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Introduction a success; cars sell close to sticker

Chevy Nova a winner, dealers say

By Edward Lapham
Marketing Editor

The Chevrolet Nova sales launch is gaining momentum and early dealer reaction indicates the car will be a winner, according to an Automotive News dealer survey.

Nova, the first byproduct of the General Motors-Toyota liaison, officially went on sale June 13 at Chevrolet dealerships in 25 Midwest states June 13.

Chevrolet estimated that 5,000 to 6,000 Novas were sold the first week.

Every Chevrolet dealer contacted raved about the product and its importance to his marketing efforts, but there was a whole range of initial launch experiences which varied from store to store.

Although the data was limited and early buyers are often different from later buyers, there seemed to be some preliminary trends.

1. Most dealers reported they were getting full sticker price on the Nova.

Those dealers who said they were dealing because they wanted to move cars,, claimed they were still getting "close to sticker."

2. The factory's pre-production planning mix of 60 percent automatic transmissions was a good match for first-week demand.

• In fact, there were very few complaints about option packages.

3. There seemed to be a sufficient number of vehicles in dealer inventory on launch day, although some dealers said they had only a single vehicle and had to write orders.

4. In almost every instance, dealers reported a measurable increase in showroom traffic.

However, many dealers reported that pre-weekend traffic was discouraging but heavy network advertising over the June 15-16 weekend brought dramatic increases in showroom interest.

Despite those early trends, there was no clear-cut tradein pattern.

There definitely was not the overwhelming import conquest factor which factory officials wanted.

"We took everything in trade from an Olds Ninety-Eight to a Toyota," said Mike Weiss, general sales manager at Z. Frank Chevrolet, Chicago.

"It's too early to say for sure what the trend will be."

Weiss said there seemed to be a little higher percentage of women shoppers, as well as some apparent import shoppers.

"Response has been good, but they're not knocking doors down or crashing through the windows," he said. "But we're going to treat this car as a 'must sell' and each day is going to get stronger.

"We think it's going to snowball."

Kool Chevrolet, Grand Rapids, Mich., sold one Nova on the opening Thursday and three the following Monday, after the ad blitz.

"We didn't take any trades," said sales manager Steve Johnson. "They were all cash deals.

Johnson said Kool had 12 cars in stock on launch day and that the zone promised a wait of about 30 days on orders.

"Customers seemed to be adding a car to the family and they seemed to be regular Chevrolet

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breaking news

GM cuts luxury-car finance rate

DETROIT.—General Motors is offering 9.9-percent financing through July 1 on its front-drive Oldsmobile 98 Regency, Buick Electra and Park Avenue and Cadillac DeVille and Fleetwood. GM said sales of luxury cars tend to slow down during the summer, and the company wants to keep the C-car momentum going. GM has 8.8-percent financing on Chevrolet and GMC half-ton and three-quarter-ton pickups. Ford Motor Co. has 8.8-percent financing on F150 and F250 pickups, and Chrysler Corp. has that rate on Dodge Lancer and Chrysler LeBaron GTS models.

Cappy named AMC executive vice president

SOUTHFIELD, Mich.—Joseph Cappy has been elected executive vice president—operations for American Motors. He had been group vice president of sales and marketing since 1984 and now will be responsible for those activities plus International, Manufacturing and Supply. He joined AMC in 1982, coming from Lincoln-Mercury Division, where he was general marketing manager.

Gulfstream: A new path for Chrysler

By Michelle Krebs
Financial Editor

Chrysler Corp., which sold off its non-auto businesses as it teetered on the brink of bankruptcy, made its first major move toward diversification with its $637-million purchase of Gulfstream Aerospace Corp.

Chrysler announced last week it would pay $19 a share for the approximately 34 million shares of Gulfstream, a manufacturer of corporate aircraft. Gulfstream is based in Savannah, Ga.

The deal will be financed by $310 million in cash and $327 million in notes. Chrysler had accumulated $2.9 billion in cash and marketable securities at the end of this year's first quarter.

Chrysler previously had announced it had obtained a six-month option for 20 percent of Gulfstream's stock, or 6.7 million shares, for $127 million from Chairman Allen E. Paulson. Paulson holds 71 percent of Gulfstream's stock.

Under the acquisition agreement, Paulson will receive a combination of cash and notes valued at $19 a share. He will remain at Gulfstream's helm for five years.

Chrysler Chairman Lee A. Iacocca said the purchase of Gulfstream "is an important step in our long-range plan to diversify into high-tech industries like aerospace and electronics, fast-growing industries like financial services, and to continue to invest heavily in the automotive industry."

Iacocca called Gulfstream "a great American company" whose product sets the standard for the industry worldwide.

He noted that Gulfstream was particularly attractive since it had remained profitable and even experienced growth through the recent recession while others in the aircraft industry did not.

For that reason, analysts have viewed Gulfstream as a plum, ripe for a takeover by other aircraft companies. In addition, its stock has sold below $19 per share, the price at which it opened when the

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Chrysler passes 100,000 mark at Sterling Heights

Chrysler Corp.'s Sterling Heights (Mich.) assembly plant has produced its 100,000th passenger car, a silver 1985 Chrysler LeBaron GTS. In the milestone car are Durward W. Roller, plant manger, and new owners Susan and Chester Bonk, of Milan, Mich. The plant was acquired from Volkswagen of America in April, 1983.

2nd Austin Rover car set for North America

By Richard Feast
European Editor

LONDON.—The British Government's approval June 17 of BL's corporate plan—on which it had been sitting for six months—will provide Austin Rover with a second car line for the fledgling North American sales operation.

This second car, to be developed in collaboration with Honda of Japan like the forthcoming XX luxury model, is being referred to here as YY. The medium-range car will be launched "in the late 1980s," which would indicate a U.S. introduction date of around 1990, or three years after XX reaches North America.

The U.S. introduction of the Austin Rover Group's XX is scheduled for the 1987 model year (Automotive News, May 13).

Other key elements of the BL strategy include assembly by Austin Rover of other Honda models (possibly the Civic) for sale in Europe by Honda, and development of a new small engine to replace the venerable A-series which powers the Metro and some Maestro and Montego models.

After the announcement in the House of Commons by Trade and Industry Secretary Norman Tebbit, Austin Rover Chairman Harold J. Musgrove and Honda Motor Co. Chairman Noboru Okamura signed a statement of understanding.

The fourth element of that understanding contains a fair degree of Japanese inscrutability. It says, "Honda will study the feasibility of the possible establishment of an engine manufacturing plant in Swindon. The engines to be considered for production there would be supplied to ARG (Austin Rover Group) for installation in the Honda vehicles to be built by ARG and in the Rover 213."

The likelihood of Honda building engines at the recently acquired 330-acre site at Swindon has been raised before (Automotive News, Feb. 18), but has always been denied. But without using U.K.-built engines, it is difficult to see how Honda can achieve 70 percent local content for the models that ARG is to assemble on its behalf.

No volume has been put on this assembly operation, but the volume would have to be substantial to justify an engine plant at Swindon. At present, powertrains for the Honda Civic-sedan-based Rover 213 series are sourced from Japan.

At first glance, there would seem to be a duplication in effort between a U.K. Honda engine factory and the $325 million decision in the BL plan to replace the A-series engine: Both are four-cylinder engines of about 1.3-liter displacement.

One possibility is that Honda will concentrate on producing power units (for itself and ARG) in the 1.3-liter and 1.6-liter category, while ARG's new engine—known as the K-series—will be a smaller-displacement unit of 750 cc to 1 liter, possibly in three-cylinder form. Again, it would be used by both companies.

Such an arrangement would be a logical extension of the mutual design, development and production being undertaken for XX and

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Aerostar may adopt independent suspension

By Dan McCosh
Detroit Reporter

Ford Motor Co. is considering a fully independent rear suspension for its rear-drive Aerostar minivan, Automotive News has learned.

The move would solve one of the major disadvantages of Ford's existing rear-drive layout, compared with Chrysler's front-drive van: The high floor needed to clear a conventional solid rear axle.

The configuration Ford is studying would be a fully independent rear axle, featuring composite springs and a new type of limited-slip differential. Unlike the solid rear axle, which needs additional clearance under the load floor, independent suspension requires clearance only for the wheels—which means the floor could be lowered as much as six inches.

Improved ride, handling and traction also are cited as advantages of independent rear suspension, although the additional cost is rarely seen on commercial vehicles. But by offering some of the advantages associated with front-wheel drive, without its major disadvantage—fwd's poor load-carrying ability in truck applications—independent rear suspension is appealing to Ford's minivan development team.

The system Ford is considering is similar to the suspension on current Corvettes. It would be one of the most sophisticated rear suspensions ever considered for a rear-drive van.

The program parallels current design efforts to enhance the "car-like" qualities of minivans, as both domestic and foreign vans win more acceptance among former car and station wagon buyers.

Ford is alone among the domestic manufacturers without an active front-drive van program at the current time, although it is considering importing a Japanese-built front-drive van from Mazda in the 1987 time frame.

Japanese push import stockpile to 27-month high

By Kathleen Hamilton
Assistant Managing Editor

Japanese car makers continued pumping up their inventories last month, inflating the stockpile of all new imported cars at dealerships and ports to a 27-month high.

But the cars sold as fast as they were unloaded, and the June 1 days' supply fell back to 29 days—the same level it was two months ago.

There were 297,000 import cars in stock as June opened, the highest count since March 1, 1983, when there were 316,745. At the beginning of May, the count was 262,444. That was good for 34 days. On June 1, 1984, the count was 213,780, a 23-day supply.

Nearly all the increase since last month was due to extra Japanese cars allowed by relaxed quotas. The Japanese inventory stockpile was up about 30,000 units.

Import-truck inventories on June 1 stood at 92,815 units, the lowest level in nine months. The truck stockpile last dipped lower on Sept. 1, 1984, when there were only 75,352 units in stock. The month-ago stockpile was 90,286; year-ago, 73,652. Import-truck figures include Nissan's U.S.-built units.

The June 1 truck stockpile was good for 31 selling days, the lowest in four months. On May 1, there was a 32-day supply of trucks. On June 1, 1984, there was a 29-day supply.

Combining cars and trucks, the total import inventory on June 1 was 389,815 units, a 29-day supply. One month earlier there were 352,730 import vehicles in inventory, a 34-day supply. On June 1, 1984, the count was 287,432, a 24-day supply.

Nearly all the lines that increased their days-supply figures this month did so purposely; few of the increases were due to decreased sales rates. Most import-

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IMPORT STOCKS

	June 1, 1985	May 1, 1985	June 1, 1984
Chevrolet	80	88	107
Chrysler	75	59	59
Honda	7	9	13
Isuzu	82	71	67
Mazda	20	16	13
Mitsbishi	28	31	25
Nissan	28	37	18
Subaru	22	18	14
Toyota	9	15	10
JAPANESE MODELS	20	23	15
Audi	70	95	51
BMW	87	65	54
Mercedes-Benz	35	41	19
Porsche	56	56	21
Volkswagen	51	78	68
GERMAN MODELS	59	70	50
Alfa Romeo	26	39	89
Jaguar	23	22	17
Peugeot	85	71	46
Renault	261	192	232
Saab	50	42	52
Volvo	46	53	44
OTHER MODELS	46	55	52
TOTAL IMORTED CARS	29	34	23
Chrysler	46	40	102
Isuzu	62	58	59
Mazda	19	20	14
Mitsubishi	41	17	48
Nissan*	34	27	26
Toyota	23	33	18
TOTAL IMORTED TRUCKS	31	32	29
TOTAL IMPORTED VEHICLES	29	34	24

* Includes domestic-made trucks.

Metrix damage award thrown out by court

By Jake Kelderman
Washington Reporter

BALTIMORE.—A federal judge here has thrown out a $7-million jury award to Metrix Warehouse for damages it allegedly suffered at the hands of Mercedes-Benz of North America.

The damages stemmed from an allegedly illegal tie between the MB franchise and original-equipment parts sales.

Judge Edward S. Northrup said the jury had not adequately taken into account the legitimate purposes and needs of the auto company in deciding on the award. The award was three times the $2.3 million Metrix said it suffered in actual damages.

In ordering a new trial on the damages issue, however, Judge Northrup did not reverse the jury's more-important original finding that Mercedes-Benz did violate Section 1 of the Sherman Antitrust Act; that is, illegally tying its parts sales to new-car sales.

The independent parts warehouse had contended that by specifying only original-equipment Mercedes-Benz parts to its dealers, the company had significantly impinged on the warehouse's ability to compete.

Mercedes-Benz had held that the tying arrangement was necessary to preserve goodwill with its customers by protecting the quality of Mercedes-Benz automobiles.

The original jury decision, handed down April 18, was lauded by the aftermarket as a victory for consumers and a warning to the Japanese and other makers "whose parts policies tend to parallel those of Mercedes."

The aftermarket maintains its parts are the equivalent of original-equipment parts and should not be discriminated against by manufacturers.

Dale Cooter, attorney for Metrix Warehouse, said the decision by Judge Northrup would be appealed to the Fourth Circuit Court of Appeals.

A spokesman for MBNA said that while the company was pleased by the judge's decision regarding the jury's damage award, it plans to appeal the antitrust decision.

In addition to overturning the jury's damage award, Judge Northrup also overturned its holding on a related matter in which MBNA had counterclaimed that Metrix had illegaly induced dealer parts managers, through coupons redeemable for gifts from a catalog, to buy from it in violation of the Robinson-Patman Act.

The jury had held that no such violation had occured and MBNA had suffered no damages.

The Metrix Warehouse case against MBNA was filed in November, 1979.

But drop in retail loan rates will take time

Lower prime to cut floorplan cost

By Michele Krebs
Financial Editor

The reduction in the prime rate translates into an immediate lower rate for dealers on floorplan financing, but dealers shouldn't expect a sudden onslaught of showroom traffic because retail rates will take time to drop.

Major banks across the U.S. last week cut their prime lending rate one-half a percentage point to 9.5 percent. The prime is tied to other lending rates.

It was the first time since 1978 that the prime had fallen below 10 percent. It was the third cut this year, and it is expected to be followed by a drop of at least another one-half a percentage point.

The prime was 12.5 percent at this time last year and was as high as 20.5 percent in 1980 and 1981.

John Gilker, marketing manager for Ford Motor Credit Corp., said dealers will immediately feel a favorable impact from the lower prime in terms of floorplan financing.

G. Thomas Patton, executive vice president of General Motors Acceptance Corp., added that dealers will benefit from lower rates on other financing, including real estate and working capital loans, which are tied to the prime.

However, a drop in consumer loan rates including car loan rates may be slower in coming.

Dealers often complain that downward movements in car loan rates lag far behind a drop in the prime rate. The lag can be three to six months. But consumer rates rise quickly if the prime moves upward.

Neverthheless, lenders contend they cannot forecast interest rates over the life of the car loan, which averages 18 to 30 months.

They generally do not tie consumer loan rates to the prime rate; instead, they use longer-term measures such as the 18- to 30-month U.S. Treasury Bill rate. Consumer loan rates also are dependent upon other factors including marketplace competition.

Nevertheless, GMAC's Patton contended that the lower prime will put pressure on lenders to drop consumer rates.

Aside from dealer floorplanning, the auto makers' captive finance companies will benefit from a lower prime when forced to offer financing incentives on slower-selling models.

• The companies recently have offered 8.5 percent or 8.8 percent financing on some vehicles, though many of those programs have expired.

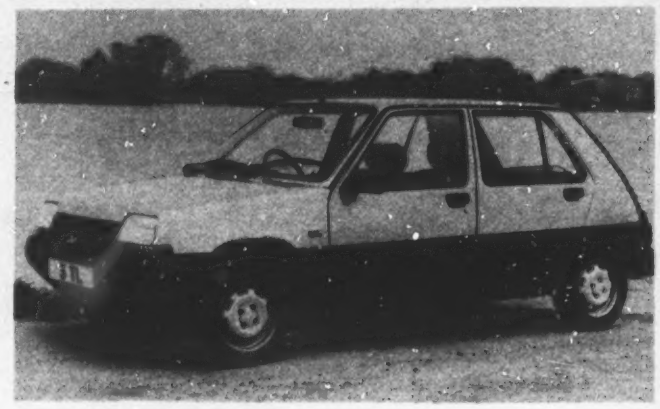
A lower prime rate makes it less expensive for the finance companies to offer the incentives.

The difference between the rate the captive finance companies offer, which is tied to a number of factors including the consumer loan rates, and their cost of funds, which is dependent upon the prime rate, has to be subsidized by manufacturing profits. When the prime drops, the gap is narrowed.

As for the general economy, analysts said the lower prime could push the dollar lower in relation to other currencies, and, in fact, the dollar tumbled when banks announced the lower prime rate. Auto manufacturers in particular have complained that high interest rates and the subsequent high dollar have given foreign car companies an unfair advantage in the marketplace.

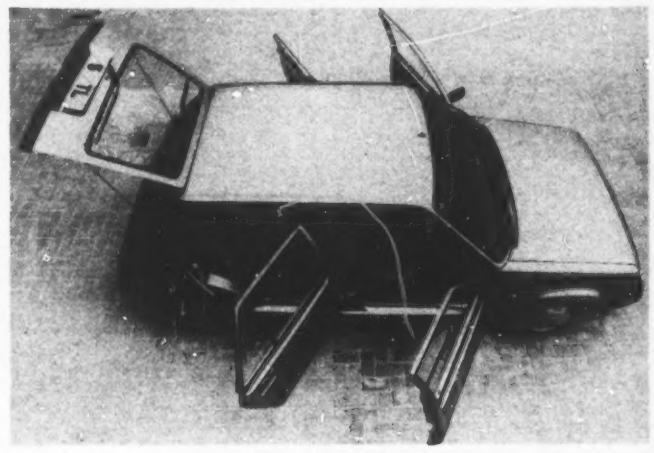
Other analysts say the prime-rate reduction reflects the general weakness in the economy. Economic activity in the traditional sectors of farming and manufacturing have been nearly stagnant for the past year.

Some, however, say the downward movement of the prime followed by other rate reductions could stimulate the economy by encouraging borrowing for consumer spending.



Renault's five-door 5

Five-door versions of the new generation Renault 5 have been introduced in France. The car has a longer (2.3 inches) wheelbase than the original three-door which made its debut last fall. The new car is expected to boost Renault sales, especially in southern European markets where five-doors sell well.



Nissan Z-car inquiry upgraded by NHTSA

By Jake Kelderman
Washington Reporter

WASHINGTON.—NHTSA has upgraded its investigation into an alleged sudden acceleration problem in 1980-1985 Nissan 280-ZX and 300-ZX sports cars following reports of some 60 incidents in which the condition occurred.

In moving the inquiry from "preliminary investigation status" to an "engineering analysis," the safety agency has indicated that the possibility of a safety-related defect exists.

In California, a Nissan spokesman said the company had completed its own investigation and had notified NHTSA that it knows of no defect in the product that could cause the alleged condition.

Nissan has sold more than 300,000 of its Z-series models since 1980.

In addition to upgrading the Nissan Z-car matter, NHTSA also has opened investigations into alleged unwanted acceleration in 1983-1984 Renault Alliances and Encores, alleged engine compartment fires in 1985 Audi 5000s and alleged front-seat-belt retractor problems in 1982-1983 Toyota Celicas and Tercels and 1983-1984 Chevrolet Camaros and Pontiac Firebirds.

At the same time, NHTSA dropped two investigations it had been conducting. They involved an alleged horn problem with 1982-1984 Buicks and a hatch and trunk-lid problem on Chevrolet and Pontiac X-cars and 1979-1982 General Motors large cars.

The safety agency said those were not "safety-related" defects. A spokesperson for the agency said that reports it has had of

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Tennessee land deal: A Saturn, Nova tie?

NASHVILLE.—A Nashville attorney reportedly is obtaining options on parcels of land in Tennessee for General Motors. Speculation is that GM will use the land for construction of its $5-billion Saturn plant or a second plant to produce the GM-Toyota Nova model.

According to newspapers here, Nashville lawyer Mclin P. Davis Jr. is negotiating options to buy more than 1,000 acres of Maury County farmland.

Davis' law firm handled a major part of the legal work involved in Nissan USA's acquisition of 782 acres for the plant in Smyrna, Tenn., not far from the land in which GM supposedly has an interest.

Davis would neither confirm nor deny the reports, saying that he could not discuss a client's business.

GM also refused to confirm or deny the reports.

A GM spokesman said that it will be at least several weeks if not several months before any announcement would be made regarding Saturn.

Adding to the speculation was a recent meeting in Memphis that brought together GM Chairman Roger B. Smith, Tennessee Gov. Lamar Alexander and former U.S. Senate Majority Leader Howard Baker Jr., of Tennessee.

Meanwhile, New United Motor Mfg., Inc., the joint venture between GM and Toyota, is producing its small-car, the Nova, only at the Fremont (Calif.) plant.

Since the car was introduced June 13, sales have exceeded the number of cars shipped. The plant isn't expected to be at full capacity of 240,000 vehicles per year until next spring. A second shift will be added by year-end and by March production is scheduled to be at 20,000 a month.

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60th year—No. 5080

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Fill 'er up

Peter G. Guptill, vice president—U.S. sales for American Motors, explains the company's new 10,000 Miles of Gas on Us program to the news media. Buyers of new Renaults from June 16-July 31 will receive checks for the equivalent of enough gas to drive the first 10,000 miles.

Renault to trim output, cut French workforce

By Jean-Jacques Renaux
Special Correspondent

PARIS.—Renault will cut its Car Division workforce in France by 21,000 by the end of 1986 and will also reduce its car production worldwide from 2 million units a year to some 1.6 million.

In addition, Renault will trim its investment programs from some 9 percent of sales last year to 6 percent this year.

Renault officials insist, however, that they will not pull out of American Motors.

Decisions to reduce the work force and production came out of an extraordinary board meeting held last week. Renault officialy confirmed the job-cutting, while the other, more significant items became known a day later.

Those complementary measures were circulated on a confidential basis to the board. They provide for the first time a clear indication of President Georges Besse's strategy for turning around the Renault Group, which last year posted a loss of $1.34 billion.

Renault's goal will be to lower its break-even point and refocus investments on the Car Division in France. Today, 75 percent of the company's investments are made in France, 14 percent in the rest of Europe and 11 percent in the rest of the world.

From now on, the distribution will be 85 percent in France, 10 percent in the rest of Europe and 5 percent in the rest of the world. Those investments will be concentrated on renewing the car lines and improving productivity and quality.

According to the new management, Renault's break-even point now is more than 2 million cars a year. Production capacity is about 2 million, and actual car production this year will be around 1.6 million or less.

Besse reportedly doesn't believe that the European market will pick up significantly in the near future, nor that Renault can increase its market share consistently. His goal will be to lower the break-even point to 1.2 million cars and sell 1.6 million with a decent profit margin.

This strategy is reminiscent of what was done successfully at Fiat from 1980 to 1984. It is known that this policy was suggested to former president Bernard Hanon in mid-1984 by Stephane Doblin, who participated in the Fiat turnaround before joining Renault early last year. It seems that Doblin and the Fiat Model have found a more receptive audience in Besse.

The "Besse Plan," as it is referred to in France, still leaves many questions: What will be the consequences for Renault's operations outside the country? Will the company close any plants, drop any model range?

The plan proposed by Besse defines the objectives, a company offical said. Now the new management will go on studying the ways and means, while trying to avoid any plant closures. It will probably take a few months before Besse can be more specific on those points.

Before the end of next year, the U.S. company will get a federalized version of the Renault 18 replacement, due to be launched in France by early 1986.

The model will be adapted to the U.S. market and assembled in Renault's Vilvorde plant in Belgium, where the aborted AMC 52

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recreation on wheels

Van conversion outlook continues strong

RV shipments soften in April

By Joseph Bohn
Truck & RV Editor

Wholesale shipments of RVs improved seasonally in April over March, but continued to trail year-ago levels.

The industry shipped 38,600 RVs in April, up from 34,400 the previous month. However, April's total lagged 12.3 percent behind 44,000 in April, 1984, according to the Recreation Vehicle Industry Assn.

Year-to-date, deliveries to retailers totaled 133,200, 9.5 percent below 1984's level for the fourth-month period.

Seasonally adjusted, they ran at an annual rate of more than 375,000.

Van conversions, previously one of the industry's strongest suits, dropped 9.4 percent in April to 15,500 from 17,100 a year earlier.

Year-to-date, conversion shipments totaled 57,300, off slightly from 57,500 in the four-month period last year, according to RVIA.

Manufacturers and converters, however, point out that retail sales of conversions continue to "perk along," as Don Cuzzocrea, president of Starcraft Co., Goshen, Ind., put it.

He said there is "a lot more competition" in the wholesale end of the business and that shipments, if not up to last year's record levels, are still very strong.

Starcraft's wholesale shipments are off about 7 percent this year, but are still expected to total a very strong 10,500.

Similarly, Rockwood, Inc., Millersburg, Ind., expects to wholesale about 1,800 units, off 11 percent from last year, according to Walt Gildner, vice president of sales.

Some converters, like Advanced Creations, Romulus, Mich., are still running flat-out, although they acknowledge the increased competition.

"Everybody's gotten into van conversions," said Robert Wolf, company president."The dealer who never sold them before has four to five on his lot. People who sold them before may now have 50 to 100."

Generally, some observers feel the industry overbuilt last year, but it is just a matter of time before it works off excess inventories.

Mike Erdman, Chevrolet's truck marketing manager, feels converters ran stronger on the "1984 stuff, and carried more inventory into 1935 than they normally would have" because vans became avaiilable to them in greater numbers after being previously tight.

And, to some extent, they gambled on overbuilding, with the idea that they could work themselves out of it.

Chevrolet recently met with RVIA industry officials.

Erman said, "There are no panic conditions. There's probably more inventory than the last two or three years" and "all the good feeling" for strong future sales.

If the truck market holds at 4.2 million to 4.3 million next year (it has been running at a 4.5 million annualized rate recently), van conversions will continue very strong and stable, Erdman said.

RVIA said "towable RV" shipments of 15,700 in April were off 10.3 percent from last year.

That includes travel trailer shipments of 10,800, off 12.0 percent; folding camping trailer shipments of 4,000, off 13.0 percent, and 900 truck camper shipments, equal to last year's number.

Year-to-date, the industry shipped 49,300 towable RVs, off 13.2 percent from last year.

That included 32,300 travel trailer shipments, off 16.3 percent; 14,500 folding camper trailer shipments, off 4.6 percent and 2,500 truck camper shipments, off 16.7 percent.

Motor home shipments of 7,400 were off 21.3 percent from April, 1984.

Conventional Type A motor home shipments of 3,600 were off 20.0 percent from a year ago. Van Camper Type B shipments of 600 were off 33.3 percent, and chopped van shipments of 3,200 were off 20.0 percent.

Year-to-date through April, the industry shipped 13,300 conventional motor homes, off 15.8 percent from last year; 2,100 van campers, off 22.2 percent, and 11,200 chopped vans, off 21.7 percent.

Coachmen to sell off distribution business

ELKHART, Ind.—Coachmen Industries, Inc., agreed to sell its RV and manufactured housing aftermarket parts distribution business to Coast R.V., Inc., San Jose, Calif.

The purchase price is $19 million and 550,000 Coast shares.

The transaction involves Coachmen's Coach-Lite Supply Co. and United Sales of Texas subsidiaries. Finalization is expected by June 30.

The operations accounted for 12 percent of Coachmen's sales and 6 percent of its earnings for the year ended Dec. 31, 1984.

Coachmen Chairman T.H. Corson said. "We are pleased to become part of the effort to help Coast in forming a nationwide aftermarket distribution company which will serve the dealers of the recreational vehicle and manufactured housing industries well."

He added that "from Coachmen's perspective, although our distribution system has always been an important part of our company, the sale to Coast realizes a substantial premium over book value for the business we have built over the years."

As part of the sale, too, Coachmen will receive a substantial equity position in Coast, allowing it to participate in "the benefits of the combination," Corson pointed out.

Thomas R. McGuire, Coast RV chairman, called the deal "the last major step in our plan to create a nationwide distribution company."

The combination of these companies should generate significant economies and result in even better operating margins for Coast, he added.

Coast R.V., Inc., is a wholesaler of RV parts and accessories with three regional distribution centers serving the Western U.S.

Coast recently announced its pending acquisition of Rogers Distributing, a Los Angeles-based distributor, which will become Coast's fourth regional distribution center.

Coachman Industries, Inc., is a major manufacturer of RVs with important interests in manufactured housing.

Garageable pop-up

International Vehicles Corp., Bristol, Ind., a producer of van campers, has begun offering this garageable version of its Horizon and Falcon coaches. Raised, the new top adds 30 inches of headroom to the coach; closed, it adds 4 inches to the standard van roof line. The pop-up option is as an alternative to its fiberglass top.

Durakon to supply Mazda pickup liners

LAPEER, Mich.—Durakon Industries, Inc., producer of pickup truckbed liners and other truck accessories, finalized a deal to install its liners in 45 percent of the Mazda pickups distributed through Mazda Motors of America (East), Jacksonville, Fla.

Durakon will install its Duraliner in 1985 model SE5 mid-price-range and LX luxury-price models, starting in June.

Durakon was founded in 1979. Its sales reached $27.9 million last year, and it has a worldwide distribution network.

Moving target

George Byers Sons, Inc., a Columbus (O.) dealership, uses rotary highway billboards to advertise its selection of customized vans. The billboards are moved every 60 days to catch drivers' eyes. The dealership sells Starcraft vans and has a rental fleet of 35 van units.

4-month registrations climb to alltime peak

Truck registrations continued at record levels during the first four months of 1985, generally aided by strong import sales.

Although all categories of light, medium and heavy-duty trucks showed increases for the period, medium-duties recorded the biggest percentage gain over year-ago levels.

Ford widened its lead over Chevrolet in total registrations and is poised to take over International Harvester's No. 1 spot in the heavy-duty segment.

Tables on Pages 32 and 50.

Mack had the strongest gain in market share in the heavy-duty field, though, and is nipping at GMC's heels for the No. 3 spot.

A record 1,479,920 trucks were registered in the January-April period, according to R.L. Polk & Co., up 18.5 percent from last year's previous high of 1,249,132.

Ford continued to increase its lead over No. 2 Chevrolet in total registrations with 407,868, up 12.1 percent from like 1984.

Chevrolet also recorded a nice 9.1 percent gain to 378,304 from 346,591 last year.

But both makes lost market share. Ford's share was off 1.57 percentage points and Chevrolet's was down 1.19 percentage points.

A total of 1,387,851 light-duty trucks were registered in the period, capturing a 93.8 percent share of total registrations. Light-duties were up 17.6 percent from last year's 1,179,757 tally.

Medium-duty Class 4-6 seg-

Please turn to Page 32, Col. 4

Winnebago trims motor home output

FOREST CITY, Ia.—Winnebago Industries trimmed motor home production, beginning June 17.

It began annual vacation shutdowns in some departments June 17 and in all Iowa manufacturing operations June 24.

In July, about 1,000 manufacturing people will be laid off for about three weeks.

By September, though, fewer than than 300 persons are expected to continue on layoff.

The adjustments are based on "uncertain motor home market conditions," lower than expected sales increases and 1985-model inventory control, said Winnebago President Ronald Haugen.

Production of front-drive motor homes, selling strongly, will continue this summer, along with selected standard models.

RVing in China

Nearly 200 senior citizens, such as (from left) Eleanore Cadwallader, Juanita MacKay and Vivian and Frank Sargent, of Michigan, will tour China in eight trailer caravans, beginning in September. GMC Suburbans, powered by 6.2-liter Detroit Diesel Allison engines, pulling Airstream trailers were selected for the foray into areas previously closed to Westerners.

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NEW TRUCK SALES BY MAKE AND GVW CLASS

DECEMBER 1984 VS. 1983•

This table was inadvertently omitted from earlier issues. We print it now for the benefit of readers who keep monthly records.

		Group 1 6,000 pounds and less	Group 2 6,001 10,000	Group 3 10,001- 14,000	Group 4 14,001- 16,000	Group 5 16,001- 19,500	Group 6 19,501- 26,000	Group 7 26,001- 33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Dec. '84	.....	.....	.....	.....	.....	.....	.....	90	90
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	135	135
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	1,260	1,260
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	992	992
CHEVROLET	Dec. '84	46,618	43,031	1,776	.....	23	462	957	55	92,922
	Dec. '83	53,707	43,165	2,856	.....	22	507	598	39	100,894
	Year to Date '84	552,603	486,258	33,370	.....	257	6,964	9,723	678	1,089,853
	Year to Date '83	491,968	377,945	21,212	.....	282	5,735	7,079	451	904,672
(Memo Units)ø	Dec. '84	33,497	14,656	.....	.....	.....	.....	.....	.....	48,153
	Dec. '83	37,095	15,562	.....	.....	.....	.....	.....	.....	52,657
	Year to Date '84	379,122	192,981	.....	.....	.....	.....	.....	.....	572,103
	Year to Date '83	330,583	151,345	.....	.....	.....	.....	.....	.....	481,928
DODGE	Dec. '84	25,958	12,504	.....	.....	.....	.....	.....	.....	38,462
	Dec. '83	17,361	11,041	.....	.....	.....	.....	.....	.....	28,402
	Year to Date '84	286,160	137,898	.....	.....	.....	.....	.....	.....	424,058
	Year to Date '832	153,088	100,412	.....	.....	.....	.....	.....	.....	253,500
(Memo Units)ø	Dec. '84	19,370	7,059	.....	.....	.....	.....	.....	.....	26,427
	Dec. '83	11,967	7,229	.....	.....	.....	.....	.....	.....	19,196
	Year to Date '84	208,746	84,509	.....	.....	.....	.....	.....	.....	293,255
	Year to Date '83	98,029	72,352	.....	.....	.....	.....	.....	.....	170,381
FORD	Dec. '84	28,039	68,729	.....	.....	.....	1,072	2,400	1,324	101,564
	Dec. '83	29,443	70,022	.....	.....	.....	1,016	1,788	792	103,061
	Year to Date '84	324,770	787,062	.....	.....	.....	12,298	25,551	12,320	1,162,001
	Year to Date '83	329,925	575,921	.....	.....	.....	10,467	18,714	7,541	942,568
(Memo Units)ø	Dec. '84	28,014	21,951	.....	.....	.....	.....	.....	.....	49,965
	Dec. '83	26,645	24,374	.....	.....	.....	.....	.....	.....	51,019
	Year to Date '84	320,877	253,162	.....	.....	.....	.....	.....	.....	574,039
	Year to Date '83	261,992	214,273	.....	.....	.....	.....	.....	.....	476,265
FREIGHTLINER	Dec. '84	.....	.....	.....	.....	.....	.....	.....	1,738	1,738
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	1,245	1,245
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	16,409	16,409
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	11,111	11,111
GMC	Dec. '84	11,003	11,400	1,006	.....	501	547	1,064	953	26,474
	Dec. '83	11,843	12,146	100	.....	136	555	1,067	882	26,729
	Year to Date '84	131,605	134,707	2,546	.....	4,108	6,615	13,071	12,544	305,196
	Year to Date '83	109,321	114,677	720	.....	634	6,255	9,079	7,284	
(Memo Units)ø	Dec. '84	7,283	3,637	.....	.....	.....	.....	.....	.....	247,970
	Dec. '83	7,417	4,144	.....	.....	.....	.....	.....	.....	10,920
	Year to Date '84	81,763	49,224	.....	.....	.....	.....	.....	.....	11,531
	Year to Date '83	65,957	45,876	.....	.....	.....	.....	.....	.....	130,987
INTERNATIONAL	Dec. '84	.....	.....	.....	.....	.....	1,873	1,248	2,540	111,833
	Dec. '83	.....	.....	.....	.....	.....	1,630	1,132	2,030	5,661
	Year to Date '84	.....	.....	.....	.....	.....	22,304	15,100	29,309	4,792
	Year to Date '83	.....	.....	.....	.....	.....	19,702	11,443	19,381	66,713
JEEP	Dec. '84	12,648	2,220	.....	.....	.....	.....	.....	.....	50,526
	Dec. '83	9,868	2,717	.....	.....	.....	.....	.....	.....	14,868
	Year to Date '84	126,169	21,871	.....	.....	.....	.....	.....	.....	12,585
	Year to Date '83	50,702	25,751	.....	.....	.....	.....	.....	.....	148,040
(Memo Units)ø	Dec. '84	12,648	1,964	.....	.....	.....	.....	.....	.....	76,453
	Dec. '83	9,868	2,320	.....	.....	.....	.....	.....	.....	14,612
	Year to Date '84	126,169	18,572	.....	.....	.....	.....	.....	.....	12,188
	Year to Date '83	50,702	21,770	.....	.....	.....	.....	.....	.....	144,741
KENWORTH	Dec. '84	.....	.....	.....	.....	.....	.....	.....	1,311	72,472
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	1,104	1,311
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	13,624	1,104
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	7,972	13,624
MACK	Dec. '84	.....	.....	.....	.....	.....	272	54	2,118	7,972
	Dec. '83	.....	.....	.....	.....	.....	178	33	1,345	2,444
	Year to Date '84	.....	.....	.....	.....	.....	3,415	719	21,483	1,556
	Year to Date '83	.....	.....	.....	.....	.....	2,119	901	12,018	25,617
MERCEDES-BENZ	Dec. '84	.....	.....	.....	.....	.....	150	79	.....	15,038
	Dec. '83	.....	.....	.....	.....	.....	184	119	.....	229
	Year to Date '84	.....	.....	.....	.....	.....	1,552	928	.....	303
	Year to Date '83	.....	.....	.....	.....	.....	1,921	967	.....	2,480
PETERBILT	Dec. '84	.....	.....	.....	.....	.....	.....	.....	1,431	2,888
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	975	1,431
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	13,107	975
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	8,026	13,107
PLYMOUTH	Dec. '84	7,826	5	.....	.....	.....	.....	.....	.....	8,026
	Dec. '83	2,744	58	.....	.....	.....	.....	.....	.....	7,831
	Year to Date '84	79,784	125	.....	.....	.....	.....	.....	.....	2,802
	Year to Date '83	6,797	3,390	.....	.....	.....	.....	.....	.....	79,909
VOLVO	Dec. '84	.....	.....	.....	.....	.....	.....	149	72	10,187
	Dec. '83	.....	.....	.....	.....	.....	.....	102	63	221
	Year to Date '84	.....	.....	.....	.....	.....	.....	1,350	603	165
	Year to Date '83	.....	.....	.....	.....	.....	.....	1,010	631	1,953
WESTERN STAR	Dec. '84	.....	.....	.....	.....	.....	.....	.....	97	1,641
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	43	97
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	713	43
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	322	713
WHITE	Dec. '84	.....	.....	.....	.....	.....	.....	.....	851	322
	Dec. '83	.....	.....	.....	.....	.....	.....	.....	976	851
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	6,871	976
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	3,242	6,871
MISCELLANEOUS•	Dec. '84	63,363	1,031	116	68	28	6	20	126	3,242
	Dec. '83	45,413	496	4	54	.....	.....	17	119	64,758
	Year to Date '84	677,603	9,066	405	712	57	92	232	1,221	46,103
	Year to Date '83	430,476	7,321	10	360	7	.....	233	1,041	689,388
TOTALS	Dec. '84	195,455	138,920	2,898	68	552	4,382	5,971	12,706	439,448
	Dec. '83	170,379	139,645	2,960	54	158	4,070	4,856	9,748	360,952
	Year to Date '84	2,178,694	1,576,987	36,321	712	4,422	53,240	66,674	130,142	331,870
	Year to Date '83	1,572,277	1,205,417	21,942	360	923	46,199	49,426	80,012	4,047,192

•—New York and Oklahoma registrations compiled from manufacturers' sales records.

ø—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. •—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

Old rivals now allies in downtown Detroit

Targeting the growing market in downtown Detroit is the new Rivertown Car Dealers Assn., consisting of, from left, Jim Tellier, general manager of Jefferson Chevrolet; Nathan Conyers, president of Riverside Ford and of the dealer group, and Dick Seymour, president of Dick Seymour Cadillac-Saab. The dealerships are located within four blocks of one another, a short distance from the Renaissance Center.

Three rival downtown deals form alliance in Detroit

DETROIT.— Three rival dealerships located within four blocks of one another in downtown Detroit have joined forces to target the growing affluent residential and commuter market.

Jim Tellier, general manager of Jefferson Chevrolet; Nathan Conyers, president of Riverside Ford, and Dick Seymour, president of Seymour Cadillac-Saab, have formed the Rivertown Car Dealers Assn., collectively representing $60 million in annual sales.

The dealerships are located a short distance from the Renaissance Center, Detroit's office-retail-hotel complex. They offer a full range of automobiles—from luxury and mid-sized cars to sports cars and small economy models.

Conyers, president of Rivertown Car Dealers, said, "The group was formed because we felt it was the most economical approach for reaching a diversified market accustomed to buying their cars in the suburbs.

"We believe our location, service, technology, experienceed staff, convenient hours and special perks—like free shuttle service to and from the office—will attract that segment of the market that passes by our showrooms every day," Conyers said.

Conyers said the new association is part of the trend encouraging people to shop downtown. The dealers plan to attract customers through a series of special promotions and community events.

"We don't intend to change our competitive spirit as a group. In fact, this may even make us more competitive," Conyers said.

"Together we offer people a more convenient source for buying a car and getting it serviced faster," Conyers said.

"Our dealerships are certainly not new to downtown Detroit, and we've all weathered the ups and downs of the auto industry. Our alliance reaffirms our commitment to the city of Detroit and the 225 people we employ."

The dealers view the redevelopment programs now underway in Rivertown—a section of the city where former factories and warehouses are being converted to office buildings and restaurants—as a good portent for future sales.

NAM names Greenwald

WASHINGTON.—Gerald Greenwald, vice chairman of Chrysler Corp., has been elected to the board of directors of the National Assn. of Manufacturers. NAM's more than 13,000 member firms employ nearly 85 percent of the country's industrial workforce.

PROFIT

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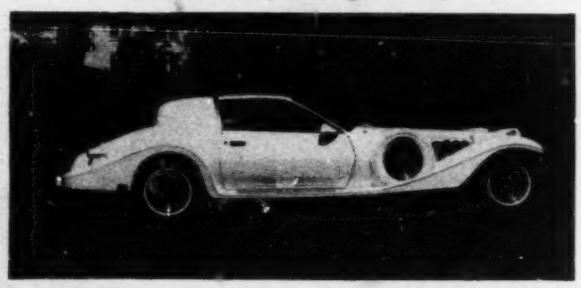

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Telephone: (305) 781-1660

Total is 935,508, up 11 pct. over 1984

April registrations a 6-year high

By Jenny L. King
Detroit Reporter

Registrations of new cars were up for the fourth consecutive month in April, gaining some 9,000 units over the March sum and up 145,000 units from February.

The import segment increased to 23.05 percent this April from 22.42 percent a year earlier but was down from 23.92 percent in March.

According to figures from R.L. Polk & Co., April new-car registrations reached 935,508, best for

Table on Page 36

the month since 1979, when the total was 955,807, and up 11.81 percent from 836,717 in April, 1984.

Domestics were up 10.90 percent year to year, rising to 719,906 from 649,163. April imported-car registrations numbered 215,602, an increase of 14.95 percent from 187,554 the same month a year earlier.

For the month, Chrysler Corp. made the most significant gain, up 2.38 percentage points to 11.57 percent from 9.19 percent. Ford Motor Co. was up 0.52 percentage points, imports were up 0.63 percentage points, while General Motors plunged 3.12 percentage points and American Motors was down 0.41 percentage points.

Chevrolet was back on top in April, following a drop into second place behind Ford in March. Registrations of new domestic Chevrolets were up in number over the preceding year but Chevrolet's share of the total market slipped 1.02 percentage points, to 15.33 percent from 16.35 last year.

Ford was second with 13.46 percent of the April total, up 0.33 percentage points from 13.13 percent in 1984

Third-place Oldsmobile dropped 1.27 percentage points and slipped in actual numbers to 94,789 from 95,362. Likewise, Buick was down in numbers and penetration but retained fourth place, as Pontiac attempted to close the gap and move up from fifth place.

Pontiac penetration was up 0.80 percentage points for the month, to 7.76 percent from 6.96 percent. Buick finished the month with 8.15 percent of the total market, down 1.12 percentage points from 9.27 percent in 1984.

The three Chrysler makes, Dodge, Plymouth and Chrysler, all earned larger shares year to year as did Mercury, Lincoln and Ford.

Miscellaneous domestics, only 14 in number in April, were too few to capture a visible piece of the market but are figured into the total. A year ago, 18 miscellaneous domestics were registered in April.

Excluding imports, the April market was divided as follows: GM with 57.14 percent, Ford with 26.19 percent, Chrysler with 15.03 percent and AMC with 1.64 percent.

The April, 1984, domestic market included GM at 60.70 percent, Ford at 25.32 percent, Chrysler at 11.85 percent and AMC at 2.13 percent.

U.S. intermediates represented the largest market class in April with 26.66 percent of the total. Imports were second with 23.05 percent, followed by compacts at 21.77 percent, subcompacts at 11.68 percent, standards at 9.36 percent and luxury cars at 7.46 percent.

A year earlier, intermediates had 27.95 percent, imports earned 22.42 percent, compacts were at 18.05 percent, subcompacts had 12.47 percent, standards had 10.85 percent and luxury models earned 8.26 percent.

New-car registrations in the first four months of 1985 versus 1984 were up 6.95 percent, to 3,424,125 from 3,201,586. This year's total was 30.83 percent ahead of the same period in 1983, when 2,617,277 cars were on the books.

Domestic registrations climbed 6.41 percent from 1984, to 2,581,386 from 2,425,902. They were up 38.58 percent from 1983's 1,862,708. Import registrations were up 8.64 percent from 1984, to 842,739 from 775,684. Their share of the four-month market was up 0.38 percentage dpoints, to 24.61 percent from 24.23 percent.

Chrysler Corp. swelled to 11.65 percent of the market from 9.19 percent last year, and Ford Motor Co. was up 1.11 percentage points, to 20.27 percent from 19.16 percent. AMC was off 0.51 percentage points to 1.39 percent from 1.90 percent, and GM plummeted to 42.08 percent from 45.52 percent.

Pontiac was the only GM make to increase its share of the market year to year, edging up to 6.95 percent from 6.74 percent. Oldsmobile had the steepest decline, dropping 1.42 percentage points in the four-month period.

Dodge boasted Chrysler's greatest advance, up 1.11 percentage points, and Ford's 0.69-percentage-point gain was the best at Ford Motor Co.

Excluding imports, GM products accounted for 55.82 percent of the year-to-date total, Ford had 26.89 percent, Chrysler had 15.45 percent and AMC had 1.84 percent.

A year earlier, GM had 60.08 percent, Ford had 25.28 percent, Chrysler had 12.13 percent and AMC had 2.51 percent.

Pennsylvania dealers report manager salaries for 1984

HARRISBURG, Pa.—A survey of 1984 salaries paid by Pennsylvania automobile dealers, conducted by the Pennsylvania Automotive Assn., showed that general managers in dealerships selling more than 400 vehicles a year received an average of $62,081, while those in smaller dealerships averaged $38,571.

In its survey, the PAA sent queries to 1,300 dealers, and 358—or 27.5 percent—replied.

The survey showed that dealers in the state sold an average of 535 vehicles in 1984, with sales per outlet averaging $8,812,703. Dealers employed an average of 32.4 persons during the year.

Retirement plans for full-time employes were reported by 58.4 percent of dealers responding, health insurance plans were offered by 98.6 percent and dental plans by 13.5 percent.

The survey showed the following salary breakdown by employe and unit-sales categories: Business manager, $28,402 (over 400 units), $18,970 (400 units and under); general sales manager, $49,277 and $29,863; new-vehicle sales manager, $43,396 and $29,458; used-vehicle sales manager, $38,678 and $29,409, and truck sales manager, $33,423 and $24,895.

Other salaries were: Lease and rental manager, $30,426 and $19,740; finance and insurance manager, $32,714 and $19,035; service manager, $27,912 and , $21,450; parts manager, $26,906 and $19,190, and body shop manager, $25,776 and $18,968.

The average clerical worker received $12,234 (over 400 units), $11,231 (400 units and under); the average mechanic, $19,172 and $15,904, and the average body shop worker, $19,175 and $15,358.

NEW-CAR MARKET SHARES IN U.S.

	APRIL					4 MONTHS				
	Regis., Apr. 1985	Percent Share of Market	Regis., Apr. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 4 Mos. 1985	Percent Share of Market	Regis., 4 Mos. 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	143,398	15.33	136,829	16.35	−1.02	500,060	14.60	505,661	15.79	−1.19
Ford	125,904	13.46	109,862	13.13	+0.33	463,128	13.52	410,758	12.83	+0.69
Oldsmobile	97,789	10.13	95,362	11.40	−1.27	334,465	9.76	357,878	11.18	−1.42
Buick	76,244	8.15	77,603	9.27	−1.12	277,189	8.10	281,963	8.81	−0.71
Pontiac	72,602	7.76	58,237	6.96	+0.80	237,985	6.95	215,897	6.74	+0.21
Mercury	49,048	5.24	43,063	5.15	+0.09	175,606	5.13	161,417	5.04	+0.09
Dodge	42,168	4.51	29,191	3.49	+1.02	156,543	4.57	110,739	3.46	+1.11
Plymouth	34,065	3.64	23,126	2.76	+0.88	128,919	3.77	90,426	2.82	+0.95
Chrysler	31,981	3.42	24,595	2.94	+0.48	113,406	3.31	93,069	2.91	+0.40
Cadillac	24,351	2.60	26,020	3.11	−0.51	91,274	2.67	96,097	3.00	−0.33
Lincoln	13,603	1.46	11,410	1.36	+0.10	55,372	1.62	41,100	1.29	+0.33
AMC	11,739	1.25	13,847	1.66	−0.41	47,322	1.39	60,819	1.90	−0.51
GENERAL MOTORS	411,384	43.97	394,051	47.09	−3.12	1,440,973	42.08	1,457,496	45.52	−3.44
FORD MOTOR CO.	188,555	20.16	164,335	19.64	+0.52	694,154	20.27	613,275	19.16	+1.11
CHRYSLER CORP.	108,214	11.57	76,912	9.19	+2.38	398,868	11.65	294,234	9.19	+2.46
AMC	11,739	1.25	13,847	1.66	−0.41	47,322	1.39	60,819	1.90	−0.51
IMPORTS	215,602	23.05	187,554	22.42	+0.63	842,739	24.61	775,684	24.23	+0.38
MISC. DOMESTIC	14	0.00	18	0.00	−0.00	69	0.00	78	0.00	−0.00
TOTAL	935,508		836,717			3,424,125		3,201,586		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

A checklist for dealers

Factors to consider in buying equipment

An auto dealer is considering modernizing operations by purchasing an expensive new piece of equipment to replace an old but still serviceable unit in the shop or office. What factors should be considered?

When is the appropriate time to replace present equipment? Although the conventional answer is when depreciation has been absorbed and useful life is nearing an end, drastic changes within the field may make replacement necessary at an earlier date.

There are many points worth considering. Here is a checklist:

Cost of Use: Is the proposed equipment change of sufficient scope to assure a reasonable reduction in cost of operation? If so, there is a strong probability that the change would be wise.

Resale Value: Is the value of present equipment sufficiently high on the resale market to provide a reasonable amount above the remaining depreciated and useful life? A favorable figure should be weighed as an asset in favor of change.

Availability of Funds: Are funds at hand to make the replacement without cutting deeply into capital, reserve, or operating budget, which might affect other programs of the business operation?

Forced Additional Changes: Can the replacement be made without extra modification or remodeling of other units now being used? The true cost of any replacement cannot be known without this consideration.

True Cost of New Unit: What is the actual dollar cost involved in making the replacement? This should include original cost, freight, local moving costs, hiring of outside skills to make the installation, additional or new costs involved in hookups, area preparation costs, etc.

Personnel Changes: Would new features of the unit require changes in personnel because of lack of background knowledge on the part of the present staff?

Remodeling Old Equipment: Is it possible to remodel present equipment to add the new features at a low enough cost? This may be the best step to take.

Employe Morale: Will the replacement lead to changes in work that can be handled and thus generate new business and develop employe work interest?

Safety Accessories: One should also determine whether accessory safety guards and other protection existing around and attached to the present shop equipment can be transferred successfully to the new unit.

Competitive Position: Will failure to make the replacement be a detriment to the competitive position in the immediate future?

Work Output Capability: Will the new unit increase work output and boost profit margins?

Technical Soundness: Are improvements or changes in the new unit based upon sound engineering principles and practical needs, or do they contain an element of fad or novelty?

Accessories: Will present accessories be usable on the new unit, or must they also be replaced? Even if this is necessary, the change may still be worthwhile.

Versatility of Equipment: Does the new unit have the same versatility as the present equipment, or have changes limited its use?

Delivery of Equipment: Is the new equipment available for immediate delivery, or will there be a long delay?

Service Improvement: Will using the new equipment permit improvements that would be too costly, or even impossible, to adopt with the present unit?

Obsolescence of Old Unit: Determine how much danger there is of the present unit becoming obsolete. Could this lead to a reduction in profits? When such possibilities exist, it is often advisable to make changes ahead of actual need.

Equipment Testing: Has the new equipment been properly field-tested to ascertain that claims being made for it are justified?

Repair Cost: Have maintenance and repair costs for present equipment been above normal during the past year? In most cases, this is a warning of continued high maintenance expenditures.

Equipment Parts: Have the parts of the proposed new equipment been checked? Are they readily available, and are they as durable and maintenance-free as those on the present unit?

Maintenance and Tools: Are there adequate repair and maintenance tools at hand to handle the new equipment, or will it be necessary to acquire new ones?

Interest Cost If Funds Are Borrowed: Picking the right time to assume obligations—such as when interest rates are favorable—is another argument for equipment replacement if borrowed funds are being used.

Is The Time Factor Best?: On larger units, there is usually a time lag between using the old and the new equipment. At certain times of the year, this would be either advantageous or disastrous.

Korean firm to receive Toyota diesel technology

TOKYO.—Toyota Motor Corp. and Dong A Motors Corp., of South Korea, have reached a basic agreement for Toyota to supply Dong A with technology for diesel-engine vans.

Dong A plans to start production of diesel vans in late 1986 or early 1987. Dong A also has agreements with Nissan Motor Co. for the production of buses.

Trucks reach registrations peak for four months

Continued from Page 16

ments accounted for 20,304 registrations, or 1.4 percent of the industry total. They were up 40.5 percent from last year's 14,456 tally.

Class 7-8 heavy-duty trucks accounted for 71,765 registrations, or 4.8 percent of the industry total in this year's period. They were up 30.7 percent from last year's 54,-919.

Within the light-duty segment, Class 1 registrations of 957,779 were up 43.5 percent from last year's 667,284.

Class 2's tally of 418,463 was off 19.5 percent from last year's 499,-900.

And Class 3's 11,609 was off 8.3 percent from 12,573 last year.

In the medium-duty segment, Class 4's 314 total was up 62.7 percent from 193 last year.

Class 5's 2,232 registrations more than tripled the 728 units registered last year. And Class 6's 17,758 showed a 31.2 percent gain over 13,535 last year.

Within the heavy-duty segment, Class 7 registrations of 25,777 gained 39.2 percent over the 18,-522 recorded in like 1984.

And Class 8's 45,988 registrations were up 26.4 percent over 36,397 last year.

UAW named bargaining rep

WITTMANN, Ariz.—The UAW will be the bargaining representative of drivers and mechanics at the Chrysler proving grounds near this small town.

MR. DEALER, WILL YOU SPEND 15 MINUTES OF YOUR VALUABLE TIME TO LEARN HOW TO ADD $40,000, $50,000, EVEN $100,000 TO YOUR BOTTOM LINE WITH NO CAPITAL INVESTMENT.

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QUALIFIED NEW CAR DEALERS ONLY

U.S. TRUCK REGISTRATIONS

FOUR MONTHS, 1985 VS. 1984★

Make	4 mos., 1985	Percent Share of '85 market	4 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Ford	407,868	27.56	363,854	29.13	−1.57
Chevrolet	378,304	25.56	346,591	27.75	−1.19
Dodge	173,999	11.76	128,808	10.31	+1.45
GMC	104,671	7.07	93,204	7.46	−0.39
Jeep	50,383	3.40	43,209	3.46	+0.06
Plymouth	33,512	2.26	24,288	1.95	+0.31
International	22,894	1.55	17,105	1.37	+0.18
Mack	10,318	0.70	6,342	0.51	+0.19
Freightliner	6,122	0.41	4,510	0.36	+0.05
Peterbilt	4,043	0.27	3,789	0.30	−0.03
Kenworth	3,877	0.26	4,587	0.37	−0.11
White	3,046	0.21	2,533	0.20	−0.01
Mercedes	1,525	0.10	643	0.05	+0.05
Volvo	753	0.05	551	0.04	+0.01
Autocar	483	0.04	373	0.03	+0.01
Western Star	387	0.03	149	0.01	+0.02
Miscellaneous☆☆	277,735	18.77	208,596	16.70	+2.07
TOTALS	1,479,920	100.00	1,249,132	100.00	—

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

FOUR MONTHS, 1985 VS. 1984★

Make	4 mos., 1985	Percent Share of '85 market	4 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
International	15,174	21.14	12,341	22.47	−1.33
Ford	14,893	20.75	10,562	19.23	+1.52
GMC	9,171	12.78	7,212	13.13	−0.35
Mack	8,917	12.43	5,321	9.69	+2.74
Freightliner	6,122	8.53	4,510	8.21	+0.32
Peterbilt	4,043	5.63	3,789	6.90	−1.27
Kenworth	3,877	5.40	4,587	8.35	−2.95
Chevrolet	3,507	4.89	2,485	4.53	+0.36
White	3,046	4.24	2,533	4.61	−0.37
Volvo	753	1.05	551	1.00	+0.05
Mercedes-Benz	603	0.84	202	0.37	+0.47
Autocar	483	0.67	373	0.68	+0.01
Western Star	387	0.55	149	0.27	+0.28
Miscellaneous	789	1.10	304	0.56	+0.54
TOTALS	71,765	100.00	54,919	100.00	—

★—Group 7 and 8 trucks only.

Yorkville Auto buys from fleets, sells to retailers

Helping dealers find used cars

By Jenny L. King
Detroit Reporter

He takes pride in being known as a "handshake dealer in non-handshaking times."

His Yorkville Auto Wholesalers operation was established three years ago to eliminate what he calls the confusion and inefficiencies often associated with the acquisition by dealers of good late-model used cars.

Yorkville Auto owner Richard Romanus is a used-car dealer who buys cars from East Coast fleets and sells them to new- and used-car lots around the country. His operation is based in New York Mills, N.Y.

He also retails a number of cars from three family-run lots in the mid-New York State area. His wholesale and retail ventures generate 200 to 300 sales per month and prompted Romanus to purchase his own transports and move into a larger facility earlier this year.

"There has always been confusion in the wholesale market," said Romanus. "It's hard for a dealership to find the cars it needs. You have to hire someone who then must cover a lot of ground.

"Papers often aren't in order when sales are made. I wanted to develop a uniform process for sellers and buyers."

Romanus has been cultivating his sources for several years. With vehicles ranging from fleet cars from Tupperware to personal rentals from agencies like Avis, Hertz and Budget in Boston, Philadelphia, New York City and Washington, the company keeps two buyers constantly on the road.

"I also have three mechanics working for me," said the 33-year-old entrepreneur. "One's in Pennsylvania, another in outstate New York and the third is here with us. Among them, they check every car we handle before we make a sale. We guarantee all engines, transmissions and frames."

Yorkville Auto has delivered cars to customers as far away as Texas, Minnesota, Illinois and California. Sixty percent are shipped direct from the company's sources, with the remaining 40 percent coming from headquarters in New York Mills.

To his surprise, Romanus said, the company has been hauling 70 percent of its sales with its own transports or through arrangements it makes with hauling companies.

Romanus comes by his auto interests and talents honestly: His father is a 45-year used-car-sales veteran and his brother has been in the business 20 years. Each runs a Yorkville Auto retail lot with Romanus operating the third one, adjacent to headquarters.

"At the end of last year, there were three of us here," he said from his office in New York Mills. "Today, we have a staff of 11 and I'm a long way from being finished."

Romanus advises customers of what's available by means of a monthly newsletter that lists cars coming out of fleet service. Beside dealers, he sells to businesses that include taxi companies and exporters.

The demand for late-model used cars is insatiable, he said. He hopes to increase his mailing list to include 1,000 names by the end of the summer, he added.

A new contract with two Thrifty Rent-A-Car companies provides Yorkville Auto with a customer now, a source in September. Romanus reported the sale of more than 200 former fleet cars to Thrifty with the understanding that he would buy them back at the end of summer at a cost minus depreciation.

"This will give me a feel for what will sell in the fall," he said.

Cars he retails have National Target warranties covering powertrain, towing expenses and rental costs in case of downtime for repairs.

Another new business idea he hopes to implement soon is a small rental operation that will provide insurance companies with replacement cars for customers whose vehicles have been totaled in accidents.

Petty named to head NHTSA public affairs

WASHINGTON.—Judy Petty, a former Arkansas state legislator, has been named director of NHTSA's office of public and consumer affairs. She has also been a newspaper columnist and a radio commentator.

Petty was chairman of the Arkansas Governor's Task Force on Drunk Driving and sponsor of the state's omnibus drunk-driving bill. She has also served on the board of directors of the National Assn. of Women Highway Safety Leaders.

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AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
APRIL, 1985 VERSUS APRIL, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	6,360	25,288	6,980	30,772
Encore FWD	4,394	17,040	5,250	22,571
Eagle 4WD	269	1,157	340	1,439
Eagle 4WD SW	715	3,837	1,277	6,037
TOTAL AMC	11,739	47,322	13,847	60,819
Chrysler Laser FWD	6,376	20,256	4,399	16,404
LeBaron GTS FWD	4,220	13,0550	0	0
LeBaron FWD	7,643	27,313	6,863	25,109
LeBaron SW FWD	658	2,456	819	3.278
E Class-NY FWD	4,862	19,187	6,416	26,526
NY Fifth Ave-Newpt	8,222	31,139	6,098	21,752
Imperial	0	0	0	0
Total	31,981	113,406	24,595	93,069
Plymouth Horizon FWD	9,073	37,744	6,476	25,695
Turismo FWD	6,035	22,671	3,896	13,870
Reliant FWD	9,915	38,235	7,962	33,436
Reliant SW FWD	4,010	11,615	3,279	13,091
Caravelle FWD	3,362	12,501	0	0
Gran Fury	1,670	6,153	1,513	4,334
Total	34,065	128,919	23,126	90,426
Dodge Omni FWD	7,883	31,294	5,502	21,203
Charger FWD	6,834	24,404	4,316	15,868
Daytona FWD	5,674	18,460	4,079	14,048
Aries FWD	8,161	31,185	5,995	25,281
Aries SW FWD	2,367	8,970	2,215	10,701
Lancer FWD	2,730	9,932	0	0
600'84/400'83 FWD	5,251	19,755	4,729	17,853
Diplomat	3,268	12,543	2,355	5,785
Mirada	0	0	0	0
Total	42,168	156,543	29,191	110,739
TOTAL CHRYSLER CORP.	108,214	398,868	76,912	294,234
Ford Escort FWD	20,792	89,944	21,703	83,696
Escort SW FWD	5,116	22,909	7,030	27,486
EXP FWD	2,488	11,034	2,257	7,502
Tempo FWD	34,821	118,461	21,040	82,874
LTD	14,394	50,598	12,610	44,928
LTD SW	4,155	14,694	4,966	18,049
LTD Crn. Victoria	12,701	44,066	12,631	41,097
LTD Crn. Victoria SW	2,369	8,665	2,872	10,035
Mustang	14,278	53,059	11,147	42,612
Thunderbird	14,790	49,698	13,606	52,479
Total	125,904	463,128	109 862	410,758
Lincoln Town Car	9,890	36,821	7,304	22,470
Mark VII	1,535	7,353	2,420	12,122
Continental	2,178	11,198	1,686	6,508
Total	13,603	55,372	11,410	41,100
Mercury Lynx FWD	4,649	18,850	4,187	16,943
Lynx SW FWD	963	4,183	1,137	4,583
LN7 FWD	0	0	0	0
Capri	1,428	5,363	1,473	6,695
Zephyr	0	0	0	0
Topaz FWD	10,282	32,489	5,889	24,671
Marquis	7,610	28,969	7,240	25,387
Marquis SW	901	3,210	1,143	4,309
Grand Marquis	11,186	39,932	10,846	37,572
Grand Marquis SW	1,056	4,136	1,310	4,820
Cougar	10,973	38,522	9,838	36,437
Total	49,048	175,654	43,063	161,417
Lincoln-Mercury Division Total	62,651	231,026	54,473	202,517
TOTAL FORD MOTOR CO.	188,555	694,154	164,335	613,275
Buick Skylark FWD	9,929	35,741	8,940	31,940
Skyhawk FWD	9,976	28,035	9,492	29,518
Skyhawk SW FWD	719	2,314	889	3,039
Somerset Regal FWD	8,462	27,203	0	0
Century FWD	14,729	56,263	15,913	53,787
Century SW FWD	2,067	8,288	2,726	8,543
Regal	7,874	32,877	15,318	62,762
Regal SW	0	0	0	0
LeSabre	11,050	42,992	11,783	45,790
Electra	0	0	5,246	22,657
Electra FWD	6,318	22,364	1,691	1,932
Buick SW	1,097	4,680	1,137	4,549
Riviera FWD	4,023	16,432	4,468	17,446
Total	76,244	277,189	77,603	281,963
Cadillac DeVille	202	1,342	10,468	39,866
DeVille FWD	7,593	28,078	1,199	1,402
Cimarron	2,621	6,336	1,428	5,926
Fleetwood & Chassis	3,653	14,656	3,941	15,659
Fleetwood FWD	2,639	10,854	505	595
Eldorado FWD	5,178	20,254	5,561	21,492
Seville FWD	2,465	9,754	2,918	11,157
Total	24,351	91,274	26,020	96,097
Chevrolet Nova	28	28	0	0
Chevrolet Chevette	9,087	42,129	15,811	61,971
Camaro	17,539	64,766	16,385	60,426
Cavalier FWD	39,503	114,726	23,718	82,919
Cavalier SW FWD	9,131	25,934	7,540	27,284
Citation FWD	6,427	24,343	9,323	35,365
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	20,841	76,962	19,333	74,846
Celebrity SW FWD	6,633	24,149	8,591	27,467
Monte Carlo	10,376	35,404	11,787	44,914
Impala	4,053	16,261	4,600	16,465
Caprice	11,458	45,148	12,449	46,689
Chevrolet SW	4,647	17,670	4,875	17,754
Corvette	3,675	12,540	2,714	9,561
Total	135,398	500,060	136,829	505,661
Oldsmobile Omega FWD	0	0	4,097	14,725
Firenza FWD	5,700	16,485	3,511	13,142
Firenza SW FWD	1,232	3,774	1,124	4,241
Calais FWD	10,348	34,456	0	0
Cutlass Ciera FWD	25,215	84,736	18,480	67,140
Cutlass Ciera SW FWD	3,672	13,040	4,036	11,943
Cutlass Supreme-Calais	18,361	67,810	31,128	118,158
Cutlass SW	0	0	0	0
Delta 88	16,138	60,995	20,891	72,751
98	0	0	4,716	30,841
98 FWD	9,162	34,680	1,486	1,945
Oldsmobile SW	1,940	6,818	2,727	10,154
Toronado FWD	3,021	11,671	3,166	12,838
Total	94,789	334,465	95,362	357,878
Pontiac 1000	1,692	7,263	2,239	8,763
Firebird	9,508	31,371	8,421	31,202
Sunbird FWD	11,902	34,783	9,028	31,917
Sunbird SW FWD	838	2,745	956	3,809
Grand Am FWD	10,267	33,098	0	0
Phoenix FWD	0	0	1,083	4,360
Bonneville	4,350	16,737	5,809	23,109
Bonneville SW	0	0	0	0
6000 FWD	11,348	39,374	8,924	32,394
6000 SW FWD	1,138	4,340	1,625	5,954
Grand Prix	4,757	17,921	6,448	24,360
Parisienne	3,774	15,501	3,209	11,509
Pontiac SW	1,196	4,503	1,393	4,767
Fiero	11,832	30,349	9,102	33,753
Total	72,602	237,985	58,237	215,897
TOTAL GM CORP.	411,384	1,440,973	394,051	1,457,496
Miscellaneous Domestic	14	69	18	78
Domestic Station Wagon Total	56,620	202,930	63,667	231,893
Domestic Grand Total	719,906	2,581,385	649,163	2,425,902
Import Total	215,602	842,739	187,554	775,684
Grand Total All Registrations	935,508	3,424,125	836,717	3,201,586

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

factories list auction dates

American Motors

June 25—Arena Auto Auction, Chicago; D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N.C.

June 26—Columbus Fair Auto Auction, Obetz, O., and Central States Auto Auction, Mason City, Ia.

June 27—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Used Car Sales
Auction Averages

June to date	$5,281
Month ago	$5,204
Year ago	$5,571

Chrysler Corp.

June 25—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

June 26—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

June 27—Fredericksburg Auto Auction, Fredericksburg, Va., and Clanton's Auto Auction, Darlington, S.C.

June 28—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

June 26—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

June 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

June 26—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

June 27—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

June 28—Nashville Auto Auction (special event sale), Nashville.

Model Breakdown
Auction Averages

	JUNE 1985	MAY 1985	APR. 1985
1985	$11,249	$11,515	$11,744
1984	$8,069	$8,553	$8,522
1983	$6,280	$6,474	$6,464
1982	$5,610	$5,381	$5,228
1981	$4,547	$4,399	$3,323
1980	$3,437	$3,266	$3,511
1979	$2,960	$2,706	$2,622
1978	$2,063	$2,039	$1,938
Overall Average	$5,281	$5,203	$4,928

Marketing & Media

Continued from Page 17

The group and ad agency Solemene & Associates developed the new theme to replace the old "Ford, a Texas Tradition" slogan. About 160 dealers in Northern and Panhandle Texas will use the theme.

Personnel stuff

The Automotive Information Council (AIC) has appointed **Charles F. Charpie** president and director of communications. Charpie is a veteran automotive publicist, with more than 30 years' experience.

McCann-Erikson has made several personnel moves of note.

Helen Seligman has been promoted to associate media director with planning responsibilities on the Buick and General Motors Overseas Distribution Corp. accounts. Seligman had been senior media planner.

Charles Van Becelaere is now assistant media planner. He had been a media buyer.

Deborah Fadool is now assistant media planner for Buick and Kelsey-Hayes. Fadool had been a media buyer.

Andrea Vaughn has been promoted from media estimator to media buyer on GMODC.

Susan Vircik is now a senior media estimator on the Buick account.

BBDO-Detroit has promoted **Bill Oswald** to group management supervisor for the Dodge car and truck accounts, as well as the production/traffic operations group.

Harry Grusche succeeds Oswald as management supervisor on Dodge car advertising.

Belts for school buses

ST. LOUIS.—The Wentzville (Mo.) School District has ordered seven 65-passenger buses with factory-installed seat belts at a total cost of $203,515.

FLORIDA

THE FLORIDA AUTO AUCTION OF ORLANDO INVITES YOU TO BE OUR GUEST

TUESDAY, JULY 2nd, 10:00 A.M.

A SPECIAL CONSIGNMENT of FLORIDA DAILY RENTAL VEHICLES

W/"TRANSPORTATION ASSISTANCE"
OVER 800 — 1985 MODELS
ALL DEALERS ARE WELCOME

From $50.00 to $250.00 will be paid on each purchase from this special group on sale day. Payments are based on the distance between the buying dealer and the auction. Only purchases from this special consignment will receive bonus.

200 UNITS BUDGET R.A.C. FLORIDA 200 UNITS

1985 Loaded, Low Mileage, 100% Reconditioned

'85 Ford Mustang Convertible
'85 Cougar w/V-Top
'84 Ford XLT. 9 pass., loaded
'85 Mer. Grand Marquis sdn.
'85 Chevette, Cavalier, & Caprice Classic sdn.
'85 Cadillac Fleet & SDV both (fwd & rwd)
'85 Cutlass Supreme w/buckets
'85 Toyota Camrey, Corolla, Celica, and Vans (Mark III)
'85 Pont. Bonneville
'85 LeSabre Limited (some collectors)
'85 Buick Park Ave.
'85 Ninety-Eight req.
'85 Trans Am, loaded
'85 Camaro
'85 Regal Ltd. w/buckets
'85 Voyager SE
'85 Caravan LE

200 UNITS VALUE 200 UNITS

Most are 1985 — Some are 1984

* Tempo G.L.
* Ford L.T.D.
* Chev. Cavalier
* Thunderbird
* Escort

35 UNITS NATIONAL 35 UNITS

* 1984 Olds Ciera
* 1985 Olds Cutlass, Buick, Regal, and Chev. Cavalier

100 UNITS PRECISION 100 UNITS

All 1985 Chrysler Products

* Caravan SE
* Fifth Avenue
* 600 Convertible
* LeBaron Convert.
* Voyager LE

150 UNITS ABRAHAM CHEVY 150 UNITS

* 1984 Cavalier
* 1985 Cavalier CS
* 1985 Camaro
* 1985 Celebrity
* 1985 Citation
* 1985 Chevette
* 1985 Skylark

150 UNITS MILLER MOTORS 150 UNITS

1985 Pontiac Gran Am (4 & 6 Cyl. LE)
1985 Olds Cutlass Calis Supreme
1985 Pontiac 6000 Wagons (Loaded)
1985 Cadillac Fleet. & Sed. (fwd)
1985 Trans Am, Grand Prix, Regal, Cutlass Supreme, Camaro Z-28 w/T-Tops

100 UNITS HERTZ 100 UNITS

* Thunderbirds
* Lynx
* Mustang
* Escorts
* LTD
* Cougar
* Firebirds
* 6000
* Sunbirds
* Horizon
* Tourisimo
* Camaro

100 UNITS BUDGET OF MIAMI 100 UNITS

* '85 Cadillac Coupe (fwd)
* '85 Park Ave.
* '85 Ninety-Eight Regency
* '85 Fireo
* '85 Cutlass Sup.
* '85 Regal

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classified want ads

CARS WANTED

WANTED. Top dollar paid any year stretch limousines, used Mercedes-Benz's. Call Jack, 213-839-9417.

MIDWEST BUYER will buy all makes 1980 and up police cars. Call Joe Vaught at 913-290-3032, 780-5815, anytime. Dealer and bank references furnished.

ISUZU IMPULSES & HONDAS WANTED
Town & Country Honda
Call Jay or Ed
703-494-5116

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-962-9001.

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky. 502-781-3391. No grey market cars.

WANTED
DODGE VANS
Top Dollar Paid
With NVDR Cards
Call Bob Dovner
SILVER CITY DODGE
Raynham, Mass.
617-822-7161

MIDWEST BUYER will buy all makes 1980 and up police cars. Call Joe Vaught at 913-290-3032, 780-5815, anytime. Dealer and bank references furnished.

WANTED- Used Limousine- Cadillac or Oldsmobile only. Stretch model. Full size. Must have side bar. Contact John Patchett at Dick Haskins Olds-GMC 315-458-3630.

WANTED
TOP DOLLAR PAID
ANY YEAR STRETCH LIMOUSINES
USED MERCEDES BENZ
& ROLLS ROYCES
Call: Jack, **213-839-9417**

CARS WANTED

NEW TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
Call DENIS DAGGER
SOUTH SHORE TOYOTA
AMITYVILLE, NEW YORK
516-789-2700

WANTED. Top dollar paid any year stretch limousines, used Mercedes-Benz's. Call Jack, 213-839-9417.

NEEDED
1985 SUBARUS
Budget Rent-A-Car
Cal Hartline
215-345-4661

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-962-9501.

WANTED: NICE, low mileage BMW, Mercedes, Porsche, Volvo, etc. with no damage history. Call Terry Simpson, The Autostore, Bowling Green, Kentucky 502-781-3391. No grey market cars.

WANTED
ALL USED POLICE CARS
Large Taxi Fleet
Will Pay Top Dollar
Call Lou at:
516-354-6613

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Automotive News

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Phone orders also taken — Call MARIE HINGST, 313-446-6065

NEW TRUCK SALES BY MAKE AND GVW CLASS

APRIL 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	Apr. '85	.....	.....	.....	.....	.....	.....	.....	145	145
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	137	137
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	483	483
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	373	373
CHEVROLET	Apr. '85	57,680	40,604	2,398	.....	14	358	913	30	101,977
	Apr. '84	46,527	40,984	3,247	.....	27	362	632	47	91,826
	Year to Date '85	208,283	156,126	8,556	.....	70	1,762	3,383	124	378,304
	Year to Date '84	174,643	155,705	12,132	.....	79	1,547	2,342	143	346,591
(Memo Units)#	Apr. '85	43,764	15,702	.....	.....	.....	.....	.....	.....	59,466
	Apr. '84	31,926	16,056	.....	.....	.....	.....	.....	.....	47,982
	Year to Date '85	157,457	58,484	.....	.....	.....	.....	.....	.....	215,971
	Year to Date '84	119,061	61,935	.....	.....	.....	.....	.....	.....	180,996
DODGE	Apr. '85	32,320	14,546	.....	.....	.....	.....	.....	.....	46,866
	Apr. '84	23,608	11,431	.....	.....	.....	.....	.....	.....	35,039
	Year to Date '85	119,529	54,470	.....	.....	.....	.....	.....	.....	173,999
	Year to Date '84	85,498	43,310	.....	.....	.....	.....	.....	.....	128,808
(Memo Units)#	Apr. '85	24,232	7,574	.....	.....	.....	.....	.....	.....	31,806
	Apr. '84	17,268	7,181	.....	.....	.....	.....	.....	.....	24,447
	Year to Date '85	87,889	28,395	.....	.....	.....	.....	.....	.....	116,284
	Year to Date '84	59,446	26,909	.....	.....	.....	.....	.....	.....	86,355
FORD	Apr. '85	60,375	43,397	.....	.....	.....	914	3,532	1,378	109,596
	Apr. '84	27,541	67,038	.....	.....	.....	894	2,224	955	98,652
	Year to Date '85	232,151	156,615	.....	.....	.....	4,209	10,511	4,382	407,868
	Year to Date '84	100,825	248,385	.....	.....	.....	4,082	7,295	3,267	363,854
(Memo Units)#	Apr. '85	40,933	14,531	.....	.....	.....	.....	.....	.....	55,464
	Apr. '84	27,175	21,632	.....	.....	.....	.....	.....	.....	48,807
	Year to Date '85	161,818	51,455	.....	.....	.....	.....	.....	.....	213,273
	Year to Date '84	97,532	82,291	.....	.....	.....	.....	.....	.....	179,823
FREIGHTLINER	Apr. '85	.....	.....	.....	.....	.....	.....	.....	1,965	1,965
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	1,489	1,489
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,122	6,122
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,510	4,510
GMC	Apr. '85	13,740	11,185	192	.....	580	372	1,467	1,137	28,673
	Apr. '84	10,877	11,413	113	.....	167	394	1,073	923	24,960
	Year to Date '85	47,986	41,621	2,111	.....	2,077	1,705	5,213	3,958	104,671
	Year to Date '84	40,424	42,862	389	.....	649	1,668	3,950	3,262	
										93,204
(Memo Units)#	Apr. '85	10,141	3,996	.....	.....	.....	.....	.....	.....	14,137
	Apr. '84	6,697	4,318	.....	.....	.....	.....	.....	.....	11,015
	Year to Date '85	34,498	14,338	.....	.....	.....	.....	.....	.....	48,836
	Year to Date '84	24,859	15,393	.....	.....	.....	.....	.....	.....	40,252
INTERNATIONAL	Apr. '85	.....	.....	.....	.....	.....	2,593	1,438	2,877	6,908
	Apr. '84	.....	.....	.....	.....	.....	1,417	1,168	2,537	5,122
	Year to Date '85	.....	.....	.....	.....	.....	7,720	5,118	10,056	22,894
	Year to Date '84	.....	.....	.....	.....	.....	4,764	4,174	8,167	17,105
JEEP	Apr. '85	10,788	1,217	.....	.....	.....	.....	.....	.....	12,005
	Apr. '84	9,581	1,605	.....	.....	.....	.....	.....	.....	11,186
	Year to Date '85	44,246	6,137	.....	.....	.....	.....	.....	.....	50,383
	Year to Date '84	35,837	7,372	.....	.....	.....	.....	.....	.....	43,209
(Memo Units)#	Apr. '85	10,788	1,065	.....	.....	.....	.....	.....	.....	11,853
	Apr. '84	9,581	1,286	.....	.....	.....	.....	.....	.....	10,867
	Year to Date '85	44,246	5,439	.....	.....	.....	.....	.....	.....	49,685
	Year to Date '84	35,837	6,122	.....	.....	.....	.....	.....	.....	41,959
KENWORTH	Apr. '85	.....	.....	.....	.....	.....	.....	.....	1,260	1,260
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	1,115	1,115
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	3,877	3,877
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,587	4,587
MACK	Apr. '85	.....	.....	.....	.....	.....	378	78	2,580	3,036
	Apr. '84	.....	.....	.....	.....	.....	363	44	1,425	1,832
	Year to Date '85	.....	.....	.....	.....	.....	1,401	371	8,546	10,318
	Year to Date '84	.....	.....	.....	.....	.....	1,021	126	5,195	6,342
MERCEDES-BENZ	Apr. '85	.....	.....	.....	.....	.....	209	145	.....	354
	Apr. '84	.....	.....	.....	.....	.....	116	54	.....	170
	Year to Date '85	.....	.....	.....	.....	.....	992	603	.....	1,525
	Year to Date '84	.....	.....	.....	.....	.....	441	202	.....	643
PETERBILT	Apr. '85	.....	.....	.....	.....	.....	.....	.....	1,133	1,133
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	984	984
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,043	4,043
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,789	3,789
PLYMOUTH	Apr. '85	9,521	.....	.....	.....	.....	.....	.....	.....	9,521
	Apr. '84	7,269	18	.....	.....	.....	.....	.....	.....	7,287
	Year to Date '85	33,512	.....	.....	.....	.....	.....	.....	.....	33,512
	Year to Date '84	24,211	77	.....	.....	.....	.....	.....	.....	24,288
VOLVO	Apr. '85	.....	.....	.....	.....	.....	.....	120	76	196
	Apr. '84	.....	.....	.....	.....	.....	.....	107	37	144
	Year to Date '85	.....	.....	.....	.....	.....	.....	458	295	753
	Year to Date '84	.....	.....	.....	.....	.....	.....	405	146	551
WESTERN STAR	Apr. '85	.....	.....	.....	.....	.....	.....	.....	103	103
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	37	37
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	387	387
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	149	149
WHITE	Apr. '85	.....	.....	.....	.....	.....	.....	.....	776	776
	Apr. '84	.....	.....	.....	.....	.....	.....	.....	407	407
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	3,046	3,046
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,533	2,533
MISCELLANEOUS◦	Apr. '85	71,477	944	295	83	35	12	33	157	73,036
	Apr. '84	54,380	709	21	42	.....	9	10	106	55,277
	Year to Date '85	272,072	3,494	942	314	85	39	120	869	277,735
	Year to Date '84	205,846	2,189	52	193	.....	12	28	276	208,596
TOTALS	Apr. '85	255,881	111,893	2,885	83	629	4,836	7,726	13,617	397,550
	Apr. '84	179,783	133,198	3,381	42	194	3,555	5,312	10,199	335,664
	Year to Date '85	957,779	418,463	11,609	314	2,232	17,758	25,777	45,993	1,479,920
	Year to Date '84	667,284	499,900	12,573	193	728	13,535	18,522	36,397	1,249,132

*—Manufacturers' sales records used for compiling Oklahoma in 1985 and New Yorkand Oklahoma in 1984.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks; Ford, Econoline and Bronco; GMC, Vandura and Jimmy. ◦—Miscellaneous includes imports, FWD, narrchdoors, Oshkosh, etc. —Compiled from R. L. Polk & Co. data

Inventory climbs to 297,000 cars, a 27-month high

Japanese boost import stockpile

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ers clearly were stockpiling in anticipation of better sales to come.

By country of origin, the car inventory was split this way on June 1: Japan, 53.79 percent; Germany, 33.32 percent, and other European countries, 12.89 percent.

One month ago the split was Japan, 49.22 percent; German, 36.77 percent, and other Europeans, 14.01 percent.

There was a 20-day supply of Japanese cars on June 1. That's still uncomfortably low, and lower than last month's 23-day supply when Japanese cars were selling more slowly because there were fewer to sell.

The German June 1 days-supply figure was 59 days, well within the ideal range, compared with 70 days, also a comfortable import figure, on May 1. Stocks of other European makes were similarly well situated on June 1 and May 1: 46 and 55 days, respectively.

Chevrolet's Isuzu-built Spectrum, which had been overstocked and selling slowly, raised its sales rate last month, trimming its inventory from 103 days on May 1 to 85 days. The hot-selling Chevy Sprint, built by Suzuki, was selling faster, but Chevy stockpiled them even faster; Sprint's days-supply level rose from 41 to 66.

Chrysler Corp.'s largest-volume Mitsubishi-built cars saw big jumps in days-supply levels, but those, too, were due to stockpiling; their sales rates rose last month.

Plymouth Colt's days-supply figure rose from 48 days to 80; Dodge Colt's, from 48 to 76. On the other hand, Chrysler inventories of Conquests stayed steady while sales rose, trimming days' supplies of the Plymouth Conquest from 123 days to 77 and of the Dodge Conquest from 128 days to 78.

Audi trimmed its days-supply figure mostly by increasing its sales. BMW's jump from 65 days to 87 days was due to an increase in shipments; sales rose during the month. Merkur, the new German-assembled Ford Motor Co. car, remained overstocked as sales held steady. German Volkswagens took a big sales jump, trimming the days-supply figure from 78 to 51.

Alfa Romeo's decreased days-supply figure can be attributed to a slight sales increase. Peugeot increased its sales and increased its shipments even more, raising its days' supply from 71 to 85.

Renault was one of the few importers to increase its days-supply number by decreasing its selling rate: Not good, since its stockpile rose from an already bloated 192 days to 262. Those numbers apply only to its imported models.

The only big change among truck stocks was a big jump by Mitsubishi from 17 days to a more-normal 41. Sales were down during the month, but that was probably because there weren't enough trucks to sell when the supply fell to 17 days.

Japanese cars and their June 1 days' supplies: Honda imports, 7; Toyota, 9; Mazda, 20; Subaru, 22; Nissan, 28; Mitsubishi 28; Chrysler, 75; Chevrolet, 80, and Isuzu, 82.

The Chrysler captive imports included Dodge Vista, 66; Plymouth Vista, 72; Dodge Colt, 76; Plymouth Conquest, 77; Dodge Conquest, 78, and Plymouth Colt, 80. As noted, the Chevrolet captives were Sprint, 66, and Spectrum, 85.

German models and their days' supplies: Mercedes-Benz, 35; VW imports, 51; Porsche, 56; Audi, 70; BMW, 87, and Merkur, 128.

Models from other countries: Jaguar, 23; Alfa Romeo, 26; Volvo, 46; Saab, 50; Peugeot, 85, and Renault, 261.

Truck makers and their days-supplies were: Mazda, 19; Toyota, 23; Nissan, 34; Mitsubishi, 41; Chrysler, 46, and Isuzu, 62.

NHTSA upgrades investigation of Nissan Z-cars

Continued from Page 3

trunk lids falling on people were few and generally involved "minor injury" such as a bumped head, bruises and minor cuts. The spokesperson said that people usually have forewarning as to when the lid is going to fall.

In the matter of horns allegedly not working, particularly in cold weather, NHTSA said it knew of no accidents stemming from that alleged defect and that the horns would work in cold weather provided they were pushed hard enough.

The Center for Auto Safety blasted that reasoning. It asked, "How badly do people have to get hurt to convince NHTSA that an acknowledged defect is safety-related?"

The CAS continued, "The recall laws do not distinguish between disabling and lesser injuries. Clearly, a 50-pound lid suddenly falling on your head represents a threat to anyone's safety, particularly senior citizens who own most of the cars in question."

A GM spokesman said the company had produced approximately 4.3 million large cars and about 2 million X-cars that might have been afflicted with the alleged problems. He added that the company agreed with the NHTSA assessment.

GM sent service bulletins to its dealers concerning both the horn and lid and hatch problems in 1984.

Cadillac for nine passengers

This front-wheel-drive Cadillac six-door, nine-passenger limousine comes from American Custom Coachworks, Ltd., with a suggested retail price of $34,900. The firm is in Beverly Hills, Calif.

Chevrolet Nova a winner; intro excellent, dealers say

Continued from Page 1

buyers," Johnson said.

E.A. Bush, Bush Chevrolet, Tiffin, O., said his dealership already had written two sold orders with imports as tradeins.

"We took two Volkswagens (Rabbits) in trade," Bush said. "I'm very happy with the way things are going. We've had a definite increase in floor traffic."

In the depressed steel country around Lowell, Ind., there was less action.

"It's looks favorable, and I'm sure it will take off," said Dean Henry of Snell Chevrolet.

"But we haven't had the turnout we'd expected."

Henry said his dealership had only one Nova in stock and had written only one sold order. "Once the word gets around, things will pick up," he said.

Nick Stanulis, sales manager for Weber Chevrolet, St. Louis, said Nova accounted for one-third of the dealership's sales on the introductory weekend and that prices were in the $9,000-plus range.

In the prime import market of Ann Arbor, a near-Detroit city that is home of the University of Michigan, Rampy Chevrolet sold five of the eight cars it had in stock within the first few days.

"I feel very good about the Nova," said dealer Jeff Rampanelli.

Rampanelli, who also sells Nissan, said his Saturday showroom traffic was outstanding.

"This is a very strong import market and we're going to do very well with the Nova," he said.

The whole question of how well the Nova will fare against Japanese makes remains unanswered, although dealers already are forming opinions.

Gregg Foster, sales manager at Bob McEnerney Chevrolet, Sedalia, Mo., said he is going to pitch the car head-to-head against the imports.

"There's no doubt about it, we're going to get some of Toyota's business," Foster said. "The fact that this car is part Chevrolet and part Toyota will be very important."

Another dealer in Sedalia had a little different opinion, however. General Sales Manager Bob Pressler, of Town & Country Motors, which sells Toyota among other makes, disagreed.

"I don't think it's going to affect the Toyota business," Pressler said. "This is a rural community and it could take a year or so for the Nova to be established. So far, they haven't hurt me."

While that question remains unanswered, it was clear that Chevrolet dealers expect big things from Nova, including some of the perceived benefits of imported makes.

"We're looking for profits," said John Wells, general manager at Payton Wells Chevrolet, Indianapolis.

"This is the best little car Chevy's had in some time," he said. "We deserve full sticker, just like the imports."

Daihatsu to offer minicar in U.S. market in 1987

Continued from Page 1

inches long and 61.0 inches wide. It is offered in Japan in both two-door and four-door hatchback versions. Like the Suzuki Sprint sold in the U.S., it is powered by a three-cylinder engine. Gasoline versions of the 993-cc engine range from 55 HP to a turbocharged 80-HP unit. Three-cylinder diesels are rated at 38 HP and, with turbo, 50 HP.

The Italian minicar Innocenti has been powered by Daihatsu's three-cylinder engines for several years. Innocentis have been sold in Canada for about a year, but the engines do not meet U.S. emission standards.

Daihatsu did not indicate which power plant or body style would be brought to the U.S.

Charade is an inch shorter than the Chevy/Suzuki Sprint, which also is powered by a 1.0-liter engine. Sprint has proved a runaway sales success—limited severely by quotas—on the West Coast and is scheduled to be introduced in the rest of the U.S. this year.

Comparing Charade to Chevrolet Chevette, the Daihatsu comes in about 21 inches shorter and about 600 pounds lighter.

Daihatsu sells a Cuore hatchback series 13 inches shorter than Charade. The cars are powered by two-cylinder engines. Above Charade are the Charmant sedans with four-cylinder engines and an overall length of 164 inches—about the same as Chevette.

Daihatsu sold 412,139 vehicles in 1984, an increase of 12.4 percent over 1983. Its export sales rose 6.6 percent to 140,633 units last year.

In effort to reduce break-even point

Renault to trim output, workforce

Continued from Page 3

Project car was to be made. Investment has been completed in Vilvorde to allow the plant to make a car model larger than the R9-R11, the Alliance-Encore's European sisters.

Regarding AMC-Renault's model lineup in the U.S., the French company is to kill the Fuego coupe this month.

Besse also plans to restructure the company's dealer network in France. This network consists of more than 600 main dealerships and some 10,000 service and selling points, many of them very small. The market in France is about 1.7 million cars, of which Renault holds a 31 percent share. For two years, many dealers have been in trouble.

Renault also will restructure its supplier network to seek cost and quality improvements and will buy components abroad when it will provide any advantage. Inventories will be cut as will all "unnecessary" spending.

The French state-owned company will cut the Car Division's workforce in France to 77,000 by the end of 1986, down 21,00 or 21 percent from the level at the end of 1984. The plan involves 12,000 departures this year and 9,000 next year.

All the redundancies should be of the "soft" kind, including early retirements at 55, voluntary return to their native countries for immigrant workers and other voluntary departures linked with paid retraining programs and financial incentives.

The plan is essentially similar to that proposed by Hanon last October, except that Hanon did not specify the total number of departures he wanted and his proposals were more sympathetic to the workers. At that time, the unions refused the idea.

This time, most of them accepted the Besse plan as long as it doesn't involve any firings.

It is not known how many of the jobs to be cut are white-collar, but it is known that the reduction percentage to be achieved among the "indirect work force" will be higher than among the shop-floor personnel.

During the board meeting, Renault announced some structural changes in its organization.

Taking a big quality problem into account, Besse created a new job of "general inspector for quality" and gave it to Pierre Tiberghien. A chief of R&D a few years ago, Tiberghien had been appointed to head the Car Division by Hanon at the end of 1982. Two years later, Hanon replaced him with Pierre Semerena.

Two months later, Hanon himself was dismissed by the French Administration in favor of Besse, who recently took the reins of the Car Division from Semerena.

Management of the North American market will be incorporated in the general marketing department, under the direction of Jean Phelupt. The North American territory was previously a special operation, under the management of Michel Leclere-Bessonnet.

That organization dated back to the days when Renault was in the early stages of its negotiations with AMC. Now that AMC handles the whole North American car business for Renault, the separate structure is no longer needed.

Automotive Industries undergoes shakeup

DETROIT.—Chilton Co.'s Automotive Industries magazine has a new editor and will move its editorial offices to Detroit from Pennsylvania, the company said.

John McElroy, previously Detroit editor, has been named editor-in-chief, replacing Ira G. Black, who has left the company. McElroy said the editorial staff will gradually be moved from Chilton headquarters in Radnor, Pa., to Detroit. The publication already has sales representation in Detroit.

Chilton is owned by American Broadcasting Cos. Inc., which in turn was recently acquired by Capital Cities Communications.

Poling named to board

NEW YORK.—The Committee for Economic Development, a national organization of business and academic leaders, has elected Harold A. (Red) Poling, Ford Motor Co. president, to its board of trustees.

With more Saturday overtime

Week's build rebounds to 171,436

By Louise Kertesz
Detroit Reporter

Domestic makers estimated production of 171,436 cars last week, 4.39 percent more than the previous week's 164,228 and 8.61 percent more than the year-ago week's 157,850.

So far this year, 4,235,521 cars have been assembled, 3.20 percent more than the 4,104,201 finished last year at this point.

Last week's estimated production was shared as follows: General Motors, 57.52 percent; Ford Motor Co., 19.16 percent; Chrysler Corp., 18.78 percent; Honda of America Mfg. Co., 1.84 percent; Volkswagen of America, 1.10 percent; New United Motor Mfg. Co., 0.85 percent, and Nissan Motor Mfg. Co., U.S.A., 0.75 percent.

American Motors' Kenosha facility is closed this week (June 24) for the second of two weeks' vacation. It will also be closed the week of July 1, with the four working days that week tagged for inventory adjustment. It is scheduled to reopen July 8.

GM scheduled two overtime shifts Saturday (June 22) at the following plants: Pontiac (G-Line); Detroit; Arlington, Tex.; Fairfax, Kans.; Lakewood, O.; Janesville, Wis.; Leeds, Mo., and Lordstown, O.

Chrysler slated its Belvidere (Ill.), St. Louis (Nos. 1 and 2) and Jefferson (Detroit) plants for two overtime shifts Saturday.

This week, the Belvidere and St. Louis plants are scheduled to operate two nine-hour daily shifts, and the Jefferson plant is slated for two 8½-hour daily shifts.

Ford has scheduled daily overtime this week at its plants in Lorain, O.; Dearborn; Edison, N.J.; Wayne, Mich.; Wixom, Mich., and Kansas City.

New Jersey dealers to ask state to ban 2-tier pricing

By John A. Russell
New York Staff Writer

TRENTON, N.J.—The New Jersey Automobile Dealers Assn. voted last week to seek state legislation on fleet subsidies, including a prohibition against two-tier pricing.

The board of trustees of the association, by a vote of 49 to 0, made the move in reaction to the NADA position that it would drop its fight against two-tier pricing and seek a compromise on this issue in Congress. NADA directors voted to pursue federal legislation that also would prohibit state actions on this issue.

Charles Walton, president of the New Jersey association, said the NJADA board "voted to seek Oklahoma-type legislation in the state."

Oklahoma legislation caused a furor in that state two years ago, and General Motors' successfully lobbied to kill the bill. It would have required that dealers be sold cars at prices no higher than those given any other party in any state.

This legislation would have barred manufacturers from offering their cars to fleets for less than dealer costs.

Walton said the NJADA trustees were reacting to the NADA board's proposed six-point "platform for negoiations" with federal legislators.

Walton said his association hopes other state dealer groups take the same position and move for state legislation. The NJADA will act as a clearinghouse for information as well as coordinate the effort, he said.

The NJADA believes the fleet subsidy should be reckoned with on the federal level, he said. it made its move for state legislation out of "fear and concern" on the preemption issue, he said.

"They (trustees) don't feel we can sit and wait on NADA," Walton said.

NADA Executive Vice President Frank McCarthy has stated previously that the issue of preemption must be embodied in any federal legislation.

According to Walton, NJADA would have sought Oklahoma-style legislation in this state one or two months ago, but it was waiting for NADA to reach a conclusion.

Four more states enact seat-belt laws

DETROIT.—Governors of four more states have signed seat-belt-use laws—Oklahoma, Nebraska, Hawaii and Texas, bringing to 12 the number of states that have such laws.

The others are New York, New Jersey, Illinois, Michigan, New Mexico, Missouri, Indiana and North Carolina.

Truck production climbs 1.62 pct.; 75,960 assembled

U.S. manufacturers planned to build 75,960 trucks last week, 1.62 percent more than the previous week's 74,751 and 13.65 percent more than the year-ago week's 66,834.

Year-to-date, 1,712,460 trucks have been completed, 10.18 percent more than the 1,554,283 assembled last year at this time.

Ford Motor Co.'s Norfolk plant is down this week (June 24) to improve its paint and assembly facilities.

Ford's Twin Cities plant is also down this week, to retool for the launch of the 1986-model F-Series. The plant is also retooling to produce the 1986 Ford Ranger, which has never been built at the plant before.

The two plants will be down a total of three weeks, since all Ford plants will be closed for vacation the first two weeks of July.

Ford has scheduled daily overtime this week at its plants in Wayne, Mich.; Kansas City; Lorain, O., and Louisville.

General Motors scheduled two overtime shifts Saturday (June 22) at its Flint (No. 2) and Pontiac (No. 2) plants.

Chrysler Corp. has scheduled two nine-hour daily shifts this week at its Warren (Mich.) plant.

Gaining on '84, Canadian cars top 500,000

Year-to-date Canadian car production passed the 500,000 mark Monday, June 17, 12 days behind 1984.

With the makers continuing to schedule weekly builds at the highest levels in over two years, the production lag behind 1984 has now dropped below 8 percent, from a peak of 15.21 percent during the week ended April 13.

So far this year, 523,316 cars have been assembled, 7.70 percent behind the 566,983 completed last year at this point.

The manufacturers targeted assembly of 26,230 cars last week, 4.70 percent more than the previous week's 25,052. Last week's estimate topped the 25,809 total for the week ended June 8, which was the best weekly production since the week ended May 14, 1983, when 27,994 cars were built.

Last week's scheduled production was about the same as (up 0.75 percent) the year-ago week's 26,034.

Volvo's Halifax (N.S.) plant lost production of about 200 cars during the week ended June 15, due to a parts shortage.

Truck makers expected to build 19,793 units last week, 3.82 percent more than the previous week's 19,065 and 4.99 percent more than the year-ago week's 18,853.

Year-to-date, 446,079 trucks have been assembled, 6.68 percent more than the 418,156 completed last year at this time.

U.S. CAR PRODUCTION

	Week Ended June 22, 1985	Week Ended June 23, 1984	Week Ended June 15, 1985	June to Date	Jan. 1 to June 23, 1984	Jan. 1 to June 22, 1985
AMERICAN MOTORS	0	0	3,326	7,089	95,648	54,142
Renault Total	0	0	3,326	7,089	95,648	54,142
Alliance	0	0	2,056	4,276	51,180	33,039
Encore	0	0	1,270	2,813	44,468	21,103
CHRYSLER CORP.	32,200	28,221	29,744	94,302	662,781	693,147
Plymouth Total	9,000	7,254	7,956	25,623	193,933	200,521
Horizon	3,700	3,698	3,189	10,181	79,868	73,567
Reliant	4,000	2,753	3,465	11,118	99,235	89,780
Caravelle	1,000	255	960	3,194	4,762	27,589
Gran Fury	300	548	342	1,130	10,068	9,575
Chrysler Total	11,000	10,292	10,096	32,210	222,653	229,554
LeBaron	2,500	3,285	2,145	6,923	67,255	54,563
LeBaron GTS	2,800	0	2,720	8,201	0	50,588
Laser	1,400	1,910	1,428	4,440	40,402	28,531
New Yorker/E-Class	1,900	2,484	1,590	5,349	56,916	37,582
Fifth Avenue	2,400	2,613	2,213	7,297	58,080	58,290
Dodge Total	12,200	10,675	11,692	36,469	246,195	253,072
Omni	3,500	3,469	2,987	9,415	75,632	73,580
Aries	2,800	2,756	3,137	9,441	78,809	72,781
Daytona	1,400	1,245	1,201	4,121	30,190	25,668
Dodge 600	1,600	2,104	1,495	4,893	42,768	36,537
Lancer	1,800	0	1,856	5,380	0	36,395
Diplomat	1,100	1,101	1,016	3,219	18,796	18,111
FORD MOTOR	32,854	37,828	33,382	98,764	890,001	862,101
Ford Division	21,011	23,676	20,841	63,028	580,102	572,544
Escort	7,630	6,884	7,403	22,449	179,793	161,806
Mustang	3,763	3,284	3,698	11,484	68,256	91,226
LTD	2,881	4,590	2,997	8,767	111,571	114,829
Thunderbird	2,716	2,564	2,733	8,297	80,901	98,992
Crown Victoria	0	1,628	0	0	38,694	7,122
EXP	0	1,107	0	0	16,784	3,838
Tempo	4,021	3,619	4,010	12,031	84,103	94,731
L-M Division	11,843	14,152	12,541	35,736	309,899	289,557
Mercury Total	8,315	9,999	9,008	25,114	223,627	207,865
Lynx	1,615	1,394	1,645	4,902	34,265	36,804
Capri	740	175	703	1,567	9,149	8,633
Marquis	1,449	2,659	2,113	5,147	57,676	57,729
Cougar	3,382	3,114	3,408	10,081	52,851	70,944
Grand Marquis	0	1,976	0	0	48,343	4,733
Topaz	1,129	681	1,139	3,417	21,343	29,022
Lincoln Total	3,528	4,153	3,533	10,622	86,272	81,692
Continental	489	1,093	499	1,475	18,988	14,016
Lincoln	2,645	2,596	2,651	7,968	50,761	58,643
Mark VI/VII	394	464	383	1,179	16,523	9,033
GENERAL MOTORS	98,622	88,975	89,972	289,190	2,336,714	2,478,914
Buick Total	21,456	20,237	18,187	59,503	508,212	499,514
Skylark	0	2,288	0	0	49,528	40,953
Skyhawk	2,804	3,081	2,970	8,019	79,861	56,147
Somerset Regal	1,460	8	437	3,650	0	59,615
Century	5,967	4,741	5,630	17,645	111,911	129,106
Regal	3,860	3,814	2,746	9,939	111,660	61,560
LeSabre/Electra(rwd)	3,156	3,541	2,799	8,951	109,422	70,547
Riviera	1,552	863	1,566	4,664	26,150	33,472
Electra(fwd)	2,637	1,881	2,039	6,635	19,680	48,114
Cadillac Total	7,071	6,715	6,879	21,684	166,235	183,939
Cimarron	638	310	546	1,836	9,008	14,466
Seville	685	757	693	2,065	20,891	19,677
Eldorado	1,340	1,700	1,360	4,042	39,756	36,920
Cadillac (rwd)	505	1,954	431	2,101	75,763	26,877
DeVille (fwd)	3,903	1,994	3,849	11,640	20,817	85,999
Chevrolet Total	34,466	30,647	31,051	99,718	798,582	854,264
Chevette	3,638	2,503	2,954	10,010	100,889	80,473
Cavalier	11,275	9,776	9,792	32,120	207,226	247,189
Celebrity	5,659	6,514	5,617	16,968	150,041	142,126
Camaro	5,005	5,748	5,160	15,131	131,928	117,576
Citation	0	2,172	0	0	55,156	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,536	1,549	2,187	7,190	61,733	75,143
Chevrolet	5,353	1,775	4,338	15,292	58,979	141,000
Corvette	1,000	610	1,003	3,007	16,284	22,060
Oldsmobile Total	23,312	20,674	21,094	66,910	585,999	615,397
Omega	0	915	0	0	25,868	0
Firenza	1,335	1,285	1,127	3,517	38,643	34,566
Cutlass Supreme	6,629	3,376	5,326	18,350	150,575	115,957
Cutlass Ciera	6,584	5,632	6,946	20,406	141,106	183,697
88/98 (rwd)	5,703	6,652	4,844	15,648	184,128	118,408
Olds 98 (fwd)	2,398	1,737	2,178	6,759	21,877	69,310
Calais	0	0	0	2,228	0	73,034
Toronado	663	1,077	673	2,002	23,702	20,415
Pontiac Total	12,317	10,702	12,761	39,365	277,686	325,800
Acadian**	0	308	264	434	8,774	6,796
2000 Sunbird	2,360	3,418	2,880	6,578	75,214	66,015
1000	461	773	808	2,041	20,532	15,146
Firebird	2,393	3,079	2,532	7,589	56,919	61,322
Phoenix	0	884	0	0	12,405	0
6000	1,500	0	1,342	4,350	0	23,036
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,709	417	1,696	5,686	14,244	35,810
Fiero	2,490	1,823	2,697	7,864	59,865	57,007
Grand Am	1,404	0	542	4,823	0	60,668
HONDA	3,150	2,826	3,057	9,236	63,626	78,832
NISSAN	1,280	0	1,214	3,648	0	8,497
NUMMI (Nova)*	1,450	0	1,250	3,750	0	10,450
VOLKSWAGEN	1,880	0	2,283	6,482	55,431	49,438
Total Cars, U.S.	171,436	157,850	164,228	512,451	4,104,201	4,235,521
Total Cars, Canada	26,230	26,034	25,052	77,091	566,983	523,316
N. American Cars	197,666	183,884	189,280	589,542	4,671,184	4,758,837
N. American Trucks	95,753	85,687	93,816	285,821	1,972,439	2,158,539
North American Cars and Trucks	293,419	269,571	283,096	875,363	6,643,623	6,917,376

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended June 22, 1985	Week Ended June 23, 1984	Week Ended June 15, 1985	June to Date	Jan. 1 to June 23, 1984	Jan. 1 to June 22, 1985
AMERICAN MOTORS	410	610	0	820	12,240	5,502
FORD MOTOR	11,386	10,696	11,325	34,106	223,796	251,705
GENERAL MOTORS	14,209	14,504	13,703	41,708	325,521	260,934
VOLVO	225	225	24	457	5,426	5,175
Total Cars, Canada	26,230	26,034	25,052	77,091	566,983	523,316

TRUCK PRODUCTION IN U.S.☆

	Week Ended June 22, 1985	Week Ended June 23, 1984	Week Ended June 15, 1985	June to Date	Jan. 1 to June 23, 1984	Jan. 1 to June 22, 1985
CHEVROLET	24,677	21,730	25,485	77,706	485,766	584,208
DODGE	4,400	4,370	4,613	14,491	102,391	105,352
FORD	27,776	25,682	26,042	79,876	602,016	607,599
GMC	8,808	6,157	8,359	25,226	159,052	180,667
INTERNATIONAL	1,660	1,754	1,654	4,955	37,712	40,048
JEEP	4,350	3,979	4,319	12,912	93,573	98,681
NISSAN	2,500	2,112	2,490	7,264	47,093	50,414
AM GENERAL	50	50	50	150	1,280	1,210
MISCELLANEOUS	1,739	1,000	1,739	5,217	25,400	44,281
Total Trucks, U.S.	75,960	66,834	74,751	227,797	1,554,283	1,712,460

CANADIAN TRUCK PRODUCTION

	Week Ended June 22, 1985	Week Ended June 23, 1984	Week Ended June 15, 1985	June to Date	Jan. 1 to June 23, 1984	Jan. 1 to June 22, 1985
CHRYSLER	8,760	8,432	9,008	26,693	181,448	207,422
FORD	3,648	3,372	3,654	10,974	81,080	86,892
GENERAL MOTORS	7,120	6,834	6,133	19,554	151,963	145,702
INTERNATIONAL	265	215	270	803	3,665	6,063
Total Trucks, Canada	19,793	18,853	19,065	58,024	418,156	446,079
N. American Trucks	95,753	85,687	93,816	285,821	1,972,439	2,158,539

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

July 1, 1985

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T-bird of future

D.E.S.

Rounded wedge for 1987

Best spy shot yet of the 1987-model Ford Thunderbird reveals a pronounced wedge shape compared with the more rounded lines of current models. Today's platform will continue to be used for the restyled 'Bird.

Makers get CAFE break as EPA alters test rules

By Jake Kelderman
Washington Reporter

WASHINGTON.—EPA announced its long-awaited CAFE adjustment numbers last week and, to the surprise of many, the agency was generous beyond expectations.

What had been expected was a reluctant giveback of one-tenth or two-tenths of a mile per gallon for fuel-economy losses incurred because of changes the agency made in its fuel-economy test procedures over the years. Instead, the grant turned out to be four-tenths to eight-tenths of a mile per gallon per manufacturer per year.

There also was relief for some makers from penalties they were facing for failing to meet CAFE standards for 1985.

For General Motors and Ford Motor Co., the CAFE recovery for model years 1980 through 1984 was a substantial 2.7 MPG for each, leaving both makers with positive CAFE credit balances going into the 1985 model year.

GM and Ford will save an estimated $400 million combined in fines they otherwise would have had to pay.

Utilizing the three-year carryback provision of the CAFE law, GM now enters the 1985 model year with a 0.9-MPG CAFE credit. Previously, it was looking at a negative 1.8-MPG figure and hoping for improvements in its CAFE over the next three years to offset that deficit.

Ford goes into the 1985 model year with a credit of 3.5 MPG instead of a credit of 0.8 MPG, according to EPA numbers.

Each tenth of a MPG is worth $5 per vehicle times the maker's total passenger-car production for the model year. If a maker misses the CAFE, it is assessed a penalty of that amount. If it exceeds the CAFE standard, it builds up a credit to use in future years in which it may miss the standard.

• EPA had been under a court order to look into the extent, if any, of fuel-economy losses created by changes it has made in its test procedures since 1979.

GM and Ford and some of the import companies have been lobbying Congress and NHTSA this year to lower the CAFE standard for 1986 and future years from 27.5 MPG to 26 MPG on the grounds that consumer demand for large cars has limited their ability to meet CAFE requirements and that, as a consequence, they would be subject to millions of dollars in fines.

The EPA adjustments largely negate the fines some companies were subject to.

For example, Volvo moved from being 0.2 MPG under the 26-MPG CAFE standard for 1983 to being 0.5 MPG over the standard, and Saab jumped from being 0.1 MPG under to 0.6 MPG over the standard.

For 1984, Volvo went from 0.6 MPG under the 27-MPG standard to being equal to it, and Saab went from 1.7 MPG under it to just 1 MPG under it.

For a company like Volvo, one-tenth of a MPG CAFE credit is estimated to be worth $10 million because of the product mix changes it permits.

Over the years, EPA has made seven changes in its fuel-economy test procedures, revising methods which it decided had a negative effect on fuel economy. The changes involved distance measurement, inertia weight categories, dynamometer controllers, laboratory humidity, exhaust gas samplers, test fuel properties and energy-efficient oils.

Of the seven, inertia weight, fuel properties and slippery oils have been the biggest factors, EPA

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NUMMI Novas headed for Toyota dealers?

By Francis J. Gawronski and Matt DeLorenzo
Automotive News Staff

Toyota Motor Corp. may be getting ready to assemble cars in the U.S. for sale through its own dealer network in a roundabout way: By using excess production capacity at the Toyota-General Motors joint-venture plant in Fremont, Calif.

According to Nihon Keiza, a Japanese business publication, the Toyota-branded vehicles will be based on the Corolla model and assembled by New United Motor Mfg., Inc. (NUMMI), starting this autumn with an annual production of 50,000 units.

The newspaper pointed out that the FTC consent agreement signed by General Motors and Toyota limited NUMMI's annual production to 250,000 units. Toyota agreed to supply GM with 200,000 of the Corolla-based Chevrolet Novas from NUMMI. The extra capacity will be used to build cars for Toyota's U.S. dealers, according to the report.

While there are indications the numbers may be wrong, the gist of the reported plan may have some validity, according to sources.

Toyota's decision to launch U.S. production for its dealers is said to have been prompted by the extension of voluntary quotas.

Toyota Motor Corp. in Japan would neither confirm nor deny the report.

In the U.S., Toyota Motor Sales, U.S.A., said it could neither con-

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breaking news

Isuzu to set up California tech center

TOKYO.—Isuzu Motors, Ltd., announced it will establish a technical center in Los Angeles to design and develop cars and trucks. Isuzu Technical Center of America, capitalized at $300,000, will handle design planning, vehicle testing and research. The facility is scheduled to be completed by the end of 1987.

Mazda U.S. plant to make parts

TOKYO.—Mazda Motor Corp. reportedly will produce at its assembly plant in Flat Rock, Mich., certain components for the new car that will be built there beginning in the fall of 1987. Although the company would not confirm the report nor reveal the exact number and kind of parts to be built in the U.S., it is believed that Mazda Motor Mfg. U.S.A. Corp. is planning to make about 20 percent of the components for the car in order to reduce transportation costs from Japan.

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4x4 is first; cars due for '88 model year

Suzuki to begin U.S. sales Nov. 1

By Matt DeLorenzo
Los Angeles Reporter

BREA, Calif.—Suzuki will begin selling its 4x4 sport/utility vehicles Nov. 1 in California and Florida through 36 dealers, company officials told Automotive News last week.

The entry of the SJ413, which is sold as the Samurai in Canada, will lay the groundwork for the addition of Suzuki's car line in the 1988 model year, according to Doug Mazza, national marketing manager for Suzuki of America Motor Corp.

Distribution of these vehicles will be handled by Suzuki of America Motor Corp., which was incorporated on June 12. President of the new firm is T. Arai. Mazza, who came to Suzuki six weeks ago from Mitisubishi, is joined by Bill Charles, national service manager and formerly with Honda, and T. Ohwata, national service director.

The fledgling organization has two regional managers—John Dorsey, who will cover California, and Dave Haynes, who will be based at Suzuki's Miami regional headquarters.

Mazza projected sales of 6,800 units from November to next March. The SJ413, which has yet to be named for the U.S., will carry a base price between $5,000 and $6,000.

The 4x4 vehicles will be imported under a Category II allotment given Suzuki. Category II is separate from automobiles under the Voluntary Restraint Agreement. Mazza said some vehicles will be brought in under Category II and some will be imported in a truck configuration.

• California is a logical choice for Suzuki, since it is the headquarters of its motorcycle company.

One reason why Florida was chosen is that some of the vehicles have been imported to that area from Puerto Rico. Mazza said those imports have stopped, but "the owners require the support of the distributor and the factory." As a result, 14 dealers will be signed in Florida and one in Atlanta.

"With those two markets, we feel we can be in 20.7 percent of

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GM may buy engines from Renault Mexico

By Jean-Jacques Renaux
Special Correspondent

PARIS.—Renault confirmed that it is negotiating with General Motors about supplying GM's U.S. group with engines from Renault's new plant in Mexico.

Renault last week also signed a letter of intent with Allied Corp. that would give the U.S. company full ownership of Renix, a joint-venture company that produces automotive electronic systems. Renix was formed by Renault and Bendix, now part of Allied, in 1978.

Renault also announced it will restructure its agricultural equipment unit in France to make it a better candidate for sale. Those moves are part of the strategy to stem losses, announced early last month by Georges Besse, Renault's new chief.

Renault spent $400 million to set up its Gomex Palacio engine plant in Mexico, near the U.S. border. The plant belongs to Rimex, a fully owned subsidiary of the French group. It was designed and tooled to produce the same engines as Renault makes in Cleon, France: A modern four-cylinder iron block with displacement of 1.6 to 2.0 liters.

Maximum capacity will be around 1,300 units a day for the plant that started production at the end of last year.

Initially, Renault intended to supply those engines to American Motors and to export part of production to Europe. But now that both AMC in the U.S. and Renault in France are confronted with substantial sales declines, the Mexican project faces a substantial overcapacity problem, to such an extent that Renault is said to have considered closing the plant altogether.

According to the French company, GM and Renault have

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Avanti files for Chapter 11; firm plans move to Detroit

By Edward Lapham
Marketing Editor

Avanti Motor Corp. last week took the first giant step in a reorganization plan that could ultimately total $10 million and relocate the company's manufacturing and assembly operations in Detroit.

As the first step in the plan, Avanti filed for protection from its creditors under Chapter 11 of the U.S. Bankruptcy Code.

The petition was filed in South Bend, and the company was granted debtor-in-possession status, which means it will manage its own affairs during the reorganization.

Avanti's attorney, Robert Weiss, of the Detroit firm Honigman Miller Schwartz & Cohn, said the car maker "will continue to build and sell cars" during the reorganization.

"This will give us some breathing room to put the whole plan together," said Avanti owner Stephen H. Blake.

Although there are several elements to the plan, which includes participation by the City of Detroit and the State of Michigan, it is fairly simple.

According to Blake, the main elements are:

1. A new equity capital infusion of $1.5 million to $2.0 million by an investor group that includes some of the current minority shareholders.

2. City and state working capital and capital asset loans totaling $5 million to $6 million, which would include the purchase price of a Detroit factory.

Blake is most interested in an idle Massey-Ferguson tractor plant on the city's west side, but the $2.6 million asking price may be too steep. A $1.5 million Burroughs plant already "has been ruled out," Blake said.

The city's portion of the loans is likely to be raised by an industrial revenue bond issue and federal Urban Development Action Grants.

3. A $2 million line of revolving credit, with perhaps an initial draw-down of $1 million.

Blake said he already has a "letter of interest" from a Detroit bank, but declined to disclose the name of the bank.

However, Automotive News has learned that NDB Business Finance Corp.is the interested institution.

NDBBFC is the "high-risk, high-return" subsidiary of NBD Bancorp, also corporate parent of the National Bank of Detroit.

Both the new equity investment and bank line of assest-based credit are contingent on the city and state portions.

"I need about 90 days to finish putting this thing together," Blake said. "But I'm confident we can do it because the city and state people have been very, very helpful."

Blake said he hopes to accomplish the move to Detroit this autumn. He said total downtime for the change would probably be 90 to 120 days.

The move to Detroit will be more than just a physical change, Blake said. The Avanti II coupe, lineal descendant of the old Studebaker model and still essentially hand-made except for the General Motors powertrain, will be discontinued before the move.

"The final 10 or 20 models built in South Bend will be special editions," Blake said.

The company will continue to build the convertible and plans to introduce new models. A shorter, wider coupe and a roadster are under development, Blake said.

"We're still going to have a hand-built car," he said, "But some automation is not out of the question."

Currently, there are 24 cars in the assembly process—10 convertibles and 14 coupes.

Current employement at the plant is "about 50," Blake said, compared with a high of 140 in 1984. About half of the current employes are expected to move to Detroit.

Initial employment at the Detroit plant is expected to be 100 for a first full-year output of about 250 vehicles. If and when output reaches 400 to 500 units "in a couple of years," employment could reach 200.

"About half" of Avanti's 25 dealers are among the identifiable 568 unsecured creditors, Blake said. "The other half are debtors."

General Motors, which is owed about $250,000, is the largest unsecured trade creditor.

"The people at GM have been unbelievably cooperative and helpful," Blake said.

First Source Bank, Avanti's South Bend lender, is listed as an as-yet uncontested secured creditor.

When Blake and his investor group bought the company, the

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Ground-effects MR-2

Fiber Designs, Brea, Calif., has developed bolt-on aero-looking components for Toyota's MR-2. Marketed under the Kaminari name, the skirts are offered unpainted, black or color-matched at the factory.

Regulations vary by engine size

European emissions standards set

By Jean-Jacques Renaux
Special Correspondent

LUXEMBOURG.—At the end of a 20-hour meeting here, the European Economic Community's 10 Ministers for the Environment agreed upon stricter car exhaust emission standards to be implemented throughout the EEC.

Germany, which called for the most severe standard regarding oxides of nitrogen (NOx), compromised slightly, allowing more flexibility in the technical solutions to be used by the industry.

For medium-sized cars with engine displacement between 1.4 and 2 liters, there will be no specific NOx standard. Instead there will be a global hydrocarbon (HC) plus NOx standard amounting to some 3.1 grams per mile, measured in the European test procedure.

But the U.S. certification, according to U.S. 1983 exhaust emission standards, will reportedly be accepted in Europe, at least until the end of 1987.

The new European standards will be implemented under a timetable that begins in October, 1988, but Germany is allowed to prompt the market with tax incentives, starting immediately.

The agreement involves three categories for gasoline-engine cars, with the following exhaust emission standards:

1. For cars with engine displacement of more than 2 liters: Carbon monoxide (CO), 25 grams per test (9.9 gpm); hydrocarbons 6.5 grams (2.6 gpm), and NOx, 3.5 grams (1.4 gpm).

2. For cars with engine displacement of between 1.4 and 2 liters: CO, 30 grams (11.9 gpm); HC NOx, 8 grams (3.1 gpm); no separate NOx standard.

3. For cars with engines smaller than than 1.4 liters: CO, 45 grams (17.9 gpm; HC . NOx, 15 grams (gpm), and NOx alone, 6 grams (2.4 gpm).

According to early estimates from the industry, those standards might call for the three-way catalytic converter for engines above 1.7-liter displacement.

The agreement ended months of uncertainty for the industry, chiefly in Germany where some 450,000 car purchases were postponed in the wake of the new regulation and tax incentives, according to the Manufacturers Assn.

Yet the Luxembourg agreement can hardly be described as pleasing for many European states and for many car manufacturers.

Tension built up among governmental and industry circles during the last three weeks as many parties disapproved of the proposals made by the European Commission in charge of the matter.

The row focused mainly on the NOx emission level. The commission's proposals were considered too lax by the German environmentalists, while the U.K. and France, supported by the industry, led the opposition.

The commission's assignment was to produce some standards that would be in line with those implemented in the U.S. in terms of their end effect on the environment, while hopefully allowing the manufacturers to comply by means other than the three-way catalytic converter.

That goal had been approved by the ministers three months ago in the hope that the catalyst could be avoided for cars with an engine displacement smaller than 2 liters.

There was previously no NOx emission control in Europe, but tests indicate that current European cars emit between 3 and 12 grams NOx (1.3 to 4.6 gpm) almost irrespective of engine displacement.

The industry argued that a higher NOx emission standard (i.e. 5 grams per test or 2 gpm) could be achieved without a catalytic converter, and that such a standard could prove more effective in the end, taking into account the high failure rate of catalytic converters rate quoted by the EPA in the U.S.

Such a standard could also open the door for lean-burn-engine development, a technique regarded as potentially more reliable and less expensive.

Chrysler to purchase Hutton's credit firm

Chrysler Corp. and E. F.Hutton Group, Inc., last week announced an agreement in principle for Chrysler Financial Corp. to acquire the common stock of E. F. Hutton Credit Corp. in a deal that could amount to $147 million.

Chrysler said it would pay $125 million initially. Depending on final resolution of certain tax credits held by the parent company but relating to the credit business, Chrysler could pay an additional $22 million.

E.F. Hutton Credit Corp., headquartered in Greenwich, Conn., is a diversified equipment finance company engaged in commercial lending and leasing nationally. Gross finance receivables and operating leases amounted to $1 billion as of March 31, 1985. It has 28 offices throughout the U.S.

The purchase is Chrysler's second move in the financial services area in recent months. At its annual meeting in May, Chrysler announced a joint venture between Chrysler Financial and General Electric Credit Corp. to make equity investments in machinery, equipment and real estate.

E. F. Hutton Group acquired the credit company from International Paper Co. in 1981, when the credit firm's portfolio amounted to $583 million. Its portfolio has doubled in four years.

E. F. Hutton executives said they decided to sell the credit business because its growth has exceeded expectations, and the parent company was not able to fully use its tax benefits.

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60th year—No. 5081

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Bosch shortages force VWoA to close plant

By Louise Kertesz
Detroit Reporter

Volkswagen of America's Westmoreland (Pa.) plant is closed this week and next because of a shortage of Bosch fuel-injection-system components. The plant is scheduled to resume production July 15, according to a VWoA spokesman.

The shortage, which had been building for several months, is due to a change in emissions standards in Germany that caused an unexpected demand for components used by VWoA, the spokesman said. "It's a question of robbing Peter to pay Paul," he said.

Automotive News contacted European auto makers using Bosch components and learned that they were as yet unaffected by the supply problem.

Volvo and Saab-Scania, whose plants are on summer vacation, reported no problem.

A spokesman for Saab-Scania of America said that Saab and VWoA, though both supplied by Bosch, don't share any common parts and that Saab engineers were unaware of any supply problem.

An Audi spokesman in the U.S. said that the shortage should have no effect on that company.

A BMW spokesman in Europe said the company was aware of the shortage but expected no problems.

Daimler-Benz, whichhad also heard of the supply problem, said it wasn't affected.

Joseph V. Borruso, vice president-automotive sales and engineering for Robert Bosch Corp., said that the shortage involves "a tooling capacity problem unique to Volkswagen," and that it is the company's German operation that requires more of the components in question.

The problem "absolutely does not involve" any other U.S. auto maker, Borruso said.

Though some European makers use similar Bosch mixture control units, the tooling is different from that used by Volkswagen and thus the shortage would not affect them, he said.

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Mid-June market down 7.45 pct.

Incentives hangover trims sales

By Jenny L. King
Detroit Reporter

Payback time arrived June 11-20 as the domestic auto makers reported a post-incentives sales decline of 7.45 percent.

That, anyway, is one explanation for missing last year's mark for the same period by 19,000 units. The overdue lien resulted from expanded sales of lower-interest-rate models offered the public in May.

Early-June sales continued at a brisk pace, staying 15.96 percent ahead of the same period of 1984. But the June 11-20 total of 240,489 was down 7.45 percent from 259,844 a year earlier.

Compared with the first 10 days of the month, though, there was favorable news: The mid-June total was up 11.05 percent from the 216,565 reported for June 1-10.

Year-to-date sales of 4,094,787 were up 3.27 percent from 3,965,306 in 1984.

When things don't work out well, it's a comfort to have someone to blame, and General Motors was the most obvious scapegoat in mid-June. GM was down 12.64 percent from its year-ago number. Its loss of almost 20,000 cars (to 134,014 from 153,412) was too substantial a drop for the remaining makers to prop up.

Ford Motor Co. sales were up 1.62 percent for the period, to 64,333 from 63,306 last year. Chrysler Corp. reported a decline of 1.62 percent, down to 31,915 from 32,442.

American Motors reported estimated sales of 2,650 new cars, down 42.70 percent from 4,625 year ago. Honda was up 28.92 percent, to 4,667 from 3,620, while Volkswagen slipped 11.44 percent, to 2,160 from 2,439. Estimated sales of Nissan Sentras were 750 for their first mid-June in the domestic market.

GM's share of the domestic market tumbled to 55.73 percent from 59.04 percent one year earlier. Ford expanded to 26.75 percent from 24.36 percent. Chrysler earned 13.27 percent, up from 12.49 percent.

Honda claimed 1.94 percent, up from 1.39 percent. AMC dropped to 1.10 percent from 1.78 percent, as VW slipped to 0.90 percent from 0.94 percent, and Nissan had 0.31 percent this year.

Only four domestic makes had mid-month sales increases. Chrysler was up 17.62 percent from 1984, Ford climbed 5.72 percent, Oldsmobile was up 5.32 percent and Honda grew by 28.92 percent.

On the other hand, Plymouth was down 19.71 percent, Dodge was down 3.73 percent, Mercury was off 6.03 percent and Lincoln slipped 4.59 percent. Buick plunged 35.76 percent, Cadillac dropped 18.83 percent, Chevrolet was down 14.76 percent and Pontiac slipped 9.63 percent—although its total of 19,502 was greater than Buick's 17,033 for the period.

AMC sales were down an estimated 17.65 percent, Renault dropped 45.24 percent and VW was down 11.44 percent.

The most recent daily selling rate of 26,721 was down 7.45 percent from 28,872 for mid-June, 1984. There were nine days in the period both years.

DOMESTIC SALES

	June 11-20, 1985	June 11-20, 1984
Renault Alliance-Encore	2,300†	4,200†
AMC	350†	425†
AMERICAN MOTORS	2,650†	4,625†
Chrysler	12,138	10,320
Plymouth	7,827	9,749
Dodge	11,950	12,413
CHRYSLER CORP.	31,915	32,442
Ford	42,926	40,602
Mercury	16,586	17,651
Lincoln	4,821	5,053
FORD MOTOR CO.	64,333	63,306
Buick	17,033	26,513
Cadillac	8,348	10,284
Chevrolet	46,527	54,581
Oldsmobile	42,604	40,453
Pontiac	19,502	21,581
GENERAL MOTORS	134,014	153,412
VOLKSWAGEN	2,160	2,439
HONDA	4,667	3,620
NISSAN	750†	0
U.S. INDUSTRY TOTAL	240,489	259,844

†—Estimate

Estimated 10-month total for 1984 under BBB program

FTC order costs GM $30 million

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A Better Business Bureau mediation-arbitration program for owners of General Motors vehicles resulted in an estimated $30 million in payments to 100,000 consumers in the first 10 months of 1984, FTC data indicates. The program will run until 1991.

FTC Chairman James C. Miller III estimated the GM payout based on preliminary FTC data showing that 9,529 consumers received $3.3 million during the first 10 months of the nationwide program. Consumers covered by the preliminary numbers were from Atlanta, Cleveland, Dallas, Milwaukee and Salt Lake City.

The agency believes an additional 90,000 consumers received awards in 1984, but has not yet processed the national figures.

Miller said, "The data shows we are successful in getting money directly into the hands of consumers in a short period of time."

Miller pointed out that the FTC numbers do not include settlements made by GM outside the mediation-arbitration process, nor do they include payments made for repairs other than those covered by the agency's consent decree. That means GM potentially paid out far more than $30 million last year, Miller said.

The FTC's 1983 consent order required GM to set up the arbitration-mediation program in cooperation with the National Council of Better Business Bureaus.

The order followed FTC allegations in 1980 that GM failed to notify consumers about serious problems with the THM-200 transmission, camshafts in 305-CID V-8 gasoline engines and fuel injectors and injector pumps in 350-CID diesel engines.

A GM spokesman termed the initial workings of the consent-decree arrangement "fair and effective" and said, "We agree with the FTC conclusion that the GM/BBB program is successful."

In Milwaukee, 3,561 persons completed the program and total cash awards of $1,356,000 were made.

Figures for the other cities were: 3,939 persons and $1,348,000 in Cleveland; 1,125 persons and $301,000 in Dallas; 799 persons and $307,000 in Atlanta, and 105 persons and $32,000 in Salt Lake City.

Miller said the larger number of cases in the Cleveland area could be attributed in part to publicity the program received in that city. The agency's regional office there was the first to file suit on behalf of GM vehicle owners.

The mean payment was $358 for consumers in the five cities who requested cash and received awards of some or no cash. The agency estimated 83 percent of the arbitrated and mediated cases

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FTC's report on GM matter draws brickbats

By John A. Russell
New York Staff Writer

NEW YORK.—The FTC painted a rosy picture last week in revealing statistics on the arbitration and mediation program involving General Motors and the Better Business Bureau, but that feeling was not universal.

A number of consumer groups and at least one state attorney general's office slammed the program, generally calling it a "cop-out" by the FTC.

According to those groups, complaints about the system, established a little over a year and a half ago, mention long delays before the arbitration proceeding and decision is completed as well as misinformation given to consumers by the BBB local offices.

Further complicating the problems is a class-action settlement reached late last year in Federal District Court here involving GM's diesel engine. Under the provisions of that settlement, owners of GM diesel-powered cars had to inform the court that they specifically wanted to "opt out" of the decision.

A number, estimated at approximately 50,000 out of a possible 400,000, did apply for the exclusion. Yet, according to several sources, the BBB, as the agent for

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Milestone for AMC

American Motors built its 500,000th Renault Alliance at the Kenosha plant on June 14, which also marked the start of the model changeover. John Pendrick, Kenosha plant operations manager, drives the final 1985 Alliance off the line while a quality inspector gives his seal of approval.

factories list auction dates

American Motors

July 2—Aptco Auto Auction, Taylor, Mich.

July 3—Southern Auto Auction, Warehouse Point, Conn.; Evansville Auto Auction, Evansville, Ind.; Mid-States Auto Auction, South Bend.

July 5—Floyd Haughe Auto Auction, Bridgeton, Mo.

July9—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

July 10—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.

July 11—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.; Northway Exchange, Clifton Park, N.Y.

July 12—Floyd Haughe Auto Auction, Bridgeton, Mo.

July 16— Aptco Auto Auction, Taylor, Mich.

July 17—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn.

July 18—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton Park, N.Y.

July 23—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

July 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.

July 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.; Northway Exchange, Clifton Park, N.Y.

July 26—Floyd Haughe Auto Auction, Bridgeton, Mo.

July 30—Aptco Auto Auction, Taylor, Mich.

July 31—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend.

Chrysler Corp.

July 2—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago, and NuCarPrep System, Santa Fe Springs, Calif.

July 3—Columbus Fair Auto Auction, Obetz, O.

July 9—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

July 10—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

July 11—Northway Exchange (mini), Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

July 12—Concord Auto Auction, Boston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 9—Harrisonburg Auto Auction, Harrisonburg, Va.

July 10—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

July 11—Nashville Auto Auction, Nashville.

July 17—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

July 18—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas.

July 24—Lakeland Auto Auction, Lakeland, Fla., and Brahser's Southern California Auto Auction, Fontana, Calif.

July 25—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

July 31—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Aug. 1—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

July 9—Dallas Auto Auction, Dallas.

July 10—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

July 11—Aptco Auto Auction, Detroit, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 16—Florida Auto Auction of Orlando, Orlando, and Denver Auto Auction, Englewood, Colo.

July 17—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

July 18—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

July 23—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

July 24—Clanton's Auto Auction, Darlington, S.C., and Omaha Auto Auction, Omaha.

July 25—Indianapolis Auto Auction, Indianapolis.

July 31—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Used Car Sales
Auction Averages

June 1985	$5,296
Month ago	$5,203
Year ago	$5,436

Model Breakdown
Auction Averages

	JUNE 1985	MAY 1985	APR. 1985
1985	$11,181	$11,515	$11,744
1984	$8,061	$8,553	$8,522
1983	$6,306	$6,474	$6,464
1982	$5,544	$5,381	$5,228
1981	$4,536	$4,399	$3,323
1980	$3,528	$3,266	$3,511
1979	$2,953	$2,706	$2,622
1978	$2,114	$2,039	$1,938
Overall Average	$5,296	$5,203	$4,928

used-car auction directory

TEXAS

Fort Worth Auto Auction. 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

WASHINGTON

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GM Holden's new RB Gemini

The front-drive RB Gemini notchback replaces the original rear-drive model. The new RB is a product of Isuzu in Japan—with Chevrolet and Holden design input—and is assembled in Australia with some local components. The four-cylinder car went on sale recently in the U.S. as the Chevrolet Spectrum.

Holden Gemini replaced with front-drive RB model

MELBOURNE, Australia.—General Motors-Holden's, Ltd., has announced a front-wheel-drive replacement for its rear-drive Holden Gemini, a model the company has offered for more than 10 years.

The RB Gemini is a four-door notchback with a smaller, more powerful engine: A four-cylinder, in-line, OHC, 1.5-liter mounted transversely.

Engineering features include transistorized ignition and an electric cooling fan. Five-speed gearbox is standard, with an optional 3-speed automatic. Equipment levels have been significantly improved.

The Japanese-designed car has several European styling touches.

To demonstrate the Gemini's traditional selling features—reliability and economy—GMH staged a notable endurance test for the light car.

A new Gemini was taken straight from the assembly line and driven continuously for 80 days and nights. Eighty drivers, from GMH test drivers to gardeners, security officers and canteen staff, drove the car a total of 127,000 miles.

Cruising at speeds of up to 75 MPH at GM's Lang Lang proving ground in Victoria, the Gemini stopped only for gas, driver changes, three minor repairs and specified routine services.

GMH said this test was the equivalent of 13 years of regular driving.

The overall average speed was 67 MPH and the fuel consumption an average 38 MPG. No oil was added.

Like the previous Gemini, the RB is a product of Isuzu in Japan but is assembled in Australia with some local components.

It differs from the first Gemini because Chevrolet in the U.S. and Holden in Australia had sizeable input in its design and testing.

Before going on sale in the U.S. as the Chevrolet Spectrum, 120 prototypes of the car were built and tested in the temperature extremes of Australia's summer and Canada's winter.

Gemini will be offered in two trim levels, with a third low-priced model for government and fleet buyers.

The base SLX will sell for about $9,495; the more upscale (but mechanically identical) SLE for $10,409.

GMH Managing Director C.S. Chapman said that with the Astra, Barina Camira and RB Gemini, the company's strategic approach to the increasingly diverse four-cylinder market is complete.

"I believe these cars will find their major appeal with women, who form 61 percent of buyers in this category," Chapman said.

Chapman said GMH intends to be the country's top-seller to women and is confident of regaining the No. 2 spot in the market behind Ford. (GMH dropped to third place behind Toyota last year.)

1,628 vehicles auctioned at 28th anniversary sale

FREDERICKSBURG, Va.—The Fredericksburg Auto Auction attracted a large vehicle consignment with a 28th anniversary NASCAR racing theme sale, The Fredericksburg 500.

There were 1,628 vehicles auctioned in one day. Robert E. Edwards, general manager, said it was one of the firm's strongest anniversary sales.

"We couldn't have asked for more," he said, referring to the large consignment, good sales percentage, strong dealer attendance and promotional excitement.

The sale featured lively bidding on a race car once driven by Bobby Allison.

All registered dealers in attendance were invited to a free barbecue lunch.

Fredericksburg Auto Auction is one of 16 operated in the U.S. and Canada by Manheim Auctions, Inc., Atlanta.

Milwaukee auction recon to meet fleet customer needs

CALEDONIA, Wis.— Construction is under way on a new reconditioning center at Metro Milwaukee Auto Auction.

The center is scheduled to be completed Sept. 1 and will be the 20-year-old auction's first such on-site facility.

Saab recalls 22,700 cars

ORANGE, Conn.—Saab-Scania of America is recalling about 22,700 cars in two separate actions.

The cars involved are about 11,100 1985 Saab 900 Turbos and about 11,600 early-production 1984 Saab 900, 900S and Turbo models.

The 1985 Turbos will be checked for an incorrectly installed fuel hose. The 1984 models will be checked for an improperly mounted electrical cable which may rub against metal, damaging the insulation. Both conditions could lead to a fire, Saab said.

Plant closings continue: AMC, Ford, Nissan, VWoA this week

Pre-vacation build: 174,220 cars

By Louise Kertesz
Detroit Reporter

U.S. manufacturers scheduled assembly of 174,220 cars last week as two more auto makers prepared to close their plants for vacation.

That total was down a bit (0.87 percent) from the previous week's 175,757, but was 10.54 percent more than the year-ago week's 157,603.

The total auto build so far this year is 4,414,062 cars, 3.62 percent ahead of the 4,259,973 completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 60.53 percent; Ford Motor Co., 18.92 percent; Chrysler Corp., 16.07 percent; Honda of America Mfg. Co., 1.81 percent; Volkswagen of America, 1.08 percent; New United Motor Mfg. Co., 0.86 percent, and Nissan Motor Mfg. Co., U.S.A., 0.73 percent.

American Motors' Kenosha plant is idle for inventory adjustment this week (July 1) after being closed for vacation for two weeks. It is scheduled to resume production July 8.

All assembly plants will be closed Thursday (July 4) for Independence Day.

All plants but Chrysler's will also be closed Friday (July 5).

Honda's Marysville (O.) plant also will be closed next Monday (July 8).

Volkswagen of America's Westmoreland (Pa.) plant is down this week for two weeks because of a shortage of Bosch fuel-injection system components. The plant is scheduled to resume production July 15.

All Ford plants are closed this week for the first of two weeks' vacation. Changeover will proceed at some of those plants.

The Ford facilities are scheduled to reopen July 15.

Nissan's Smyrna (Tenn.) plant is also closed this week for the first of two weeks' vacation, with production scheduled to resume July 15.

GM plants working two overtime shifts Saturday (June 29) were: Fairfax, Kans.; Doraville, Ga.; Lakewood, Ga.; Detroit; Janesville, Wis., and Lordstown, O.

Chrysler scheduled two nine-hour daily shifts this week at its plants in Belvidere, Ill., and St. Louis (Nos. 1 and 2).

Chrysler's Jefferson (Detroit) plant is slated for two 8½-hour daily shifts this week.

Truck production under 70,000 for first week in 13

With vacations and changeovers in effect at several assembly plants, truck production fell below 70,000 last week for the first full work week since the end of March.

Last week's scheduled output of 66,128 trucks was down 9.47 percent from the previous week's 73,047 but a bit ahead of (0.68 percent) the year-ago week's 65,679.

So far this year, 1,775,675 trucks have been assembled, 9.54 percent more than the 1,621,081 completed last year at this point.

In observance of Independence Day, all plants will be closed Thursday (July 4); General Motors plants will also be closed on Friday (July 5).

International Harvester Co.'s Springfield (O.) plant closed for vacation Thursday (June 27). It is scheduled to resume production July 15.

All Ford Motor Co. plants are closed this week (July 1) for the first of two weeks' vacation; changeover work will continue at some plants.

Nissan Motor Mfg. Co.'s Smyrna (Tenn.) plant also is shut down this week for the first of two weeks' vacation.

GM's plants in Pontiac (Nos. 2 and 5) were scheduled to work two overtime shifts Saturday (June 29).

Early retirement program set up by Sealed Power

MUSKEGON, Mich.—Sealed Power Corp, manufacturer and distributor of automotive parts and components, has instituted a voluntary early-retirement program for certain members of its salaried workforce.

The company said the program could affect up to 150 men and women during the period from June to December of this year, or about 6 percent of the company's salaried payroll. The move is designed to result in "important future economies for the company."

A spokesman said the early retirements will be spread throughout the company's 35 divisions rather than concentrated in a single area. He said the early retirements will be available to a wide classification of employes, including engineers, accountants, clerks and a "a couple of foremen."

The early retirement program will result in added costs for the company during 1985, but will assist in the long-term goal of reducing expenses.

Sealed Power has declined to specify the amount of the extra costs that will be absorbed this year, since the early retirement is voluntary. However, the spokesman predicted about half the eligible employes will accept early retirement.

The company employs about 7,500 salaried and hourly workers. Sealed Power produces piston rings, sealing rings, cylinder sleeves, transmission rings and other automotive components; specialized service tools, and instruments and products.

Counting both original equipment and replacement markets, about 80 percent of Sealed Power's business is auto-related, according to the company spokesman. In 1984, the company reported earnings of $41.3 million on sales of $500 million.

Canadian output cut by holidays and vacations

Vehicle production in Canada slowed last week because of plant closings related to holidays, vacations and model changeovers.

There was no Saturday overtime (June 29) during the Canada Day weekend; General Motors' St. Therese assembly plant was closed for the Quebec national holiday last Monday (June 24), and American Motors' Brampton (Ont.) plant shut down last week for vacation and changeover. AMC's plant is scheduled to resume production August 5.

All assembly plants are closed today (July 1) in observance of Canada Day.

Last week's estimated production of 24,586 cars was down 4.66 percent from the previous week's 25,789. The prior week's total—though some 440 units short of target—was still the best output of any week since the week ended May 14, 1983, when 27,994 cars were assembled.

Last week's production was 8.27 percent better than the year-ago week's 22,708.

So far this year, 547,461 cars have been assembled, 6.98 percent fewer than the 588,550 completed last year at this point.

Manufacturers planned assembly of 17,126 trucks last week, 10.47 percent fewer than the previous week's 19,128, but 6.58 percent more than the year-ago week's 16,069.

Year-to-date, 462,540 trucks have been built, 6.47 percent more than the 434,445 assembled last year at this time.

International Harvester Co.'s Chatham (Ont.) plant is closed this week for the first of two-weeks' vacation. It is scheduled to resume production July 15.

CANADIAN CAR PRODUCTION

	Week Ended June 29, 1985	Week Ended June 30, 1984	Week Ended June 22, 1985	June Est.	Jan. 1 to June 30, 1984	Jan. 1 to June 29, 1985
AMERICAN MOTORS	0	0	401	811	12,250	5,493
FORD MOTOR	11,386	10,518	11,386	45,492	232,261	263,091
GENERAL MOTORS	12,975	11,965	13,801	54,275	338,364	273,501
VOLVO	225	225	201	658	5,675	5,376
Total Cars, Canada	24,586	22,708	25,789	101,236	588,550	547,461

TRUCK PRODUCTION IN U.S.☆

	Week Ended June 29, 1985	Week Ended June 30, 1984	Week Ended June 22, 1985	June Est.	Jan. 1 to June 30, 1984	Jan. 1 to June 29, 1985
CHEVROLET	22,815	21,276	23,149	98,993	507,759	605,495
DODGE	4,600	3,973	4,557	19,248	106,661	110,109
FORD	21,036	25,169	26,590	99,726	627,496	627,449
GMC	8,002	6,874	8,361	32,781	165,639	188,222
INTERNATIONAL	996	1,280	1,657	5,948	39,139	41,041
JEEP	4,350	3,883	4,511	17,423	97,552	103,192
NISSAN	2,540	2,174	2,433	9,737	49,105	52,887
AM GENERAL	50	50	50	200	1,330	1,260
MISCELLANEOUS	1,739	1,000	1,739	6,956	26,400	46,020
Total Trucks, U.S.	66,128	65,679	73,047	291,012	1,621,081	1,775,675

CANADIAN TRUCK PRODUCTION

	Week Ended June 29, 1985	Week Ended June 30, 1984	Week Ended June 22, 1985	June Est.	Jan. 1 to June 30, 1984	Jan. 1 to June 29, 1985
CHRYSLER	7,448	6,942	9,000	34,381	188,528	215,110
FORD	3,648	3,390	3,613	14,587	83,772	90,505
GENERAL MOTORS	5,760	5,534	6,245	24,439	158,229	150,587
INTERNATIONAL	270	203	270	1,078	3,916	6,338
Total Trucks, Canada	17,126	16,069	19,128	74,485	434,445	462,540
N. American Trucks	83,254	81,748	92,175	365,497	2,055,526	2,238,215

o—Now incudes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended June 29, 1985	Week Ended June 30, 1984	Week Ended June 22, 1985	June Est.	Jan. 1 to June 30, 1984	Jan. 1 to June 29, 1985
AMERICAN MOTORS	0	0	0	7,089	95,648	54,142
Renault Total	0	0	0	7,089	95,648	54,142
Alliance	0	0	0	4,276	51,180	33,039
Encore	0	0	0	2,813	44,468	21,103
CHRYSLER CORP.	28,000	27,756	33,133	123,235	688,602	722,080
Plymouth Total	7,700	7,978	9,276	33,599	200,887	208,497
Horizon	3,000	3,049	3,655	13,136	82,966	76,522
Reliant	3,400	4,156	3,969	14,487	102,388	93,149
Caravelle	1,000	148	1,201	4,395	4,917	28,800
Gran Fury	300	625	451	1,581	10,616	10,026
Chrysler Total	9,200	10,045	10,998	41,408	232,345	238,752
LeBaron	2,000	3,193	2,221	8,644	70,340	56,284
LeBaron GTS	2,600	0	2,757	10,758	0	53,145
Laser	1,300	1,744	1,538	5,878	41,812	29,969
New Yorker/E-Class	1,500	2,448	1,958	6,907	59,200	39,140
Fifth Avenue	1,800	2,660	2,524	9,221	60,993	60,214
Dodge Total	11,100	9,733	12,859	48,228	255,370	274,831
Omni	3,000	2,905	3,647	12,562	78,401	76,727
Aries	3,100	2,709	3,137	12,878	80,965	76,218
Daytona	1,100	1,230	1,471	5,292	31,235	26,839
Dodge 600	1,500	1,892	1,750	6,543	44,872	38,187
Lancer	1,600	0	1,762	6,942	0	37,957
Diplomat	800	997	1,092	4,011	19,897	18,903
FORD MOTOR	32,968	36,271	32,834	131,712	926,473	895,049
Ford Division	21,535	21,917	20,993	84,545	602,873	594,061
Escort	7,511	6,473	7,626	29,956	186,557	169,313
Mustang	3,786	3,053	3,747	15,254	71,361	94,996
LTD	2,791	3,957	2,922	11,599	115,727	117,661
Thunderbird	3,286	2,493	2,718	11,585	83,414	102,280
Crown Victoria	0	1,717	0	0	40,387	7,122
EXP	0	1,078	0	0	17,884	3,838
Tempo	4,161	3,146	3,980	16,151	87,543	98,851
L-M Division	11,433	14,354	11,841	47,167	323,600	300,988
Mercury Total	7,885	10,750	8,323	33,007	233,755	215,758
Lynx	1,744	1,673	1,604	6,635	35,776	38,537
Capri	748	279	740	2,315	9,382	9,381
Marquis	1,489	2,748	1,408	6,595	60,273	59,177
Cougar	2,865	3,014	3,404	12,968	55,867	73,831
Grand Marquis	0	1,882	0	0	50,254	4,733
Topaz	1,039	1,154	1,167	4,494	22,203	30,099
Lincoln Total	3,548	3,604	3,518	14,160	89,845	85,230
Continental	503	953	481	1,970	19,932	14,511
Lincoln	2,659	2,235	2,637	10,619	52,987	61,294
Mark VI/VII	386	416	400	1,571	16,926	9,425
GENERAL MOTORS	105,442	90,576	101,755	397,755	2,427,367	2,587,489
Buick Total	22,482	21,060	21,335	81,864	529,513	521,875
Skylark	0	2,084	0	0	51,716	40,953
Skyhawk	2,340	3,139	2,715	10,270	82,872	58,398
Somerset Regal	2,230	66	1,495	5,915	183	61,880
Century	5,992	4,189	6,174	23,824	116,254	135,285
Regal	3,407	4,613	3,487	12,973	116,284	64,594
LeSabre/Electra(rwd)	3,156	4,600	3,172	12,123	113,609	73,719
Riviera	1,533	834	1,545	6,190	27,033	34,998
Electra(fwd)	3,824	1,535	2,747	10,569	21,562	52,048
Cadillac Total	7,055	6,126	6,971	28,639	172,906	190,894
Cimarron	638	249	597	2,433	9,270	15,063
Seville	682	734	683	2,745	21,648	20,357
Eldorado	1,327	1,627	1,330	5,359	41,460	38,237
Cadillac (rwd)	505	1,936	489	2,590	77,717	27,366
DeVille (fwd)	3,903	1,580	3,872	15,512	22,811	89,871
Chevrolet Total	32,835	29,292	32,973	131,060	827,740	885,606
Chevette	3,637	2,583	3,532	13,541	103,347	84,004
Cavalier	11,030	8,898	10,730	42,605	215,978	257,674
Celebrity	5,658	5,689	5,645	22,612	155,929	147,770
Camaro	5,005	5,025	5,038	20,169	137,111	122,614
Citation	0	2,393	0	0	57,428	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,152	1,847	2,300	9,106	63,567	77,059
Chevrolet	4,353	2,244	4,777	19,069	61,140	144,777
Corvette	1,000	613	951	3,958	16,894	23,011
Oldsmobile Total	27,260	23,238	25,459	98,317	608,714	644,804
Omega	0	896	0	0	26,783	0
Firenza	1,110	1,213	1,445	4,737	39,943	35,786
Cutlass Supreme	6,172	4,075	6,052	23,945	154,662	121,562
Cutlass Ciera	8,994	6,320	7,736	30,552	147,522	193,843
88/98 (rwd)	5,529	7,421	5,346	20,820	191,416	123,580
Olds 98 (fwd)	2,791	2,283	2,432	9,584	23,614	72,135
Calais	2,004	0	1,789	6,021	0	76,827
Toronado	660	1,030	659	2,658	24,774	21,071
Pontiac Total	15,810	10,860	15,017	57,875	288,494	344,310
Acadian**	0	192	319	753	9,282	7,115
2000 Sunbird	3,348	3,430	3,173	10,739	78,638	70,176
1000	769	773	892	3,241	21,430	16,346
Firebird	2,615	2,681	2,627	10,438	59,693	64,171
Phoenix	0	878	0	0	13,289	0
6000	2,947	0	1,573	7,370	0	26,056
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,980	542	1,979	7,936	14,741	38,060
Fiero	2,640	2,364	2,670	10,684	61,688	59,827
Grand Am	1,511	0	1,784	6,714	0	62,559
HONDA	3,150	3,000	3,118	12,354	66,452	81,950
NISSAN	1,280	0	1,313	4,961	0	9,810
NUMMI (Nova)*	1,500	0	1,450	5,250	0	11,950
VOLKSWAGEN	1,880	0	2,154	8,636	55,431	51,592
Total Cars, U.S.	174,220	157,603	175,757	690,992	4,259,973	4,414,062
Total Cars, Canada	24,586	22,708	25,789	101,236	588,550	547,461
N. American Cars	198,806	180,311	201,546	792,228	4,848,523	4,961,523
N. American Trucks	83,254	81,748	92,175	365,497	2,055,526	2,238,215
North American Cars and Trucks	282,060	262,059	293,721	1,157,725	6,904,049	7,199,738

*—Revised estimate
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

July 8, 1985

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VW Group takes lead in Europe

By Richard Feast
European Editor

LONDON.—The Volkswagen Group has taken a narrow lead in the Western European new-car market.

It was market leader in April and May, giving it a five-month share of 12.8 percent, compared with Fiat Auto's 12.7 percent in second place.

These unofficial early returns show that Volkswagen and Fiat have built up a significant (in Europe) lead of more than one percentage point over the Continent's remaining four volume manufacturers.

At the end of May, the remaining order was: Ford and General Motors (Opel and Vauxhall), 11.7 percent each; the Peugeot Group (including Citroen and Talbot), 11.6 percent, and Renault, 10.8 percent.

The Fiat Group had led the tight race until the end of April. Ford won last year by a slim margin over Fiat and is now level with GM, which was fifth in 1984.

Total new-car demand in the first five months was down 3.4 percent, at just over 4,773,000, compared with the year-earlier period.

The share of Japanese makes

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Sorry, it's not for sale

A different kind of Cimarron

This Cimarron concept was developed by Cadillac design studios at the request of the Automotive Products Group of PPG Industries and will be used as a VIP courtesy car during the CART/PPG National Indy Car World Series of Racing events. It has two windshields, front and rear TV and two-way radios with headsets. Wheelbase is 106.2 inches. The engine is a specially built front transverse-mounted 2.8-liter V-6.

Big 3 economists see strong year, but '86 is cloudy

By Michelle Krebs
Financial Editor

Economists for the Big Three auto makers look for 1985 to continue being a good year; but watch out for 1986, they say.

The industry this year remains on track for approximately 15 million car-and-truck sales. It would mark only the second time the industry has hit the 15-million mark.

Early in 1985, General Motors had predicted a 15-million-unit year, with 10.7 million passenger car sales and 4.3 million truck sales.

"We're still within 100,000 and, if anything, it may be higher than we are forecasting," said David C. Munro, GM's general director of macro economics. "Truck sales might well be up to 4.4 million units.

"We're broadly confident of the story line we had in mind for the economy six months ago," he added.

Chrysler Corp. and Ford Motor Co. had been conservative in their estimates earlier in the year, but they were optimistic that the numbers might be higher than their predictions.

Chrysler Economist Donald P. Hilty recently upgraded his forecast of motor-vehicle sales to 15.4 million units from 14.5 million. He estimated 10.9 million car sales and 4.5 million truck sales for the year.

Hilty watches 10 economic indicators and assigns the colors of traffic signals to them. In his most recent forecast, he has no indicators bearing red lights and only half with yellows, rendering a more optimistic outlook than six months ago.

Ford Economist John V. Deaver also upgraded his forecast for vehicle sales and now looks for 14.9 million units—10.6 million to 10.7 million car sales and 4.3 million truck sales. His upgrade came on the heels of a better-than-expected first half.

The economy generally has shaped up the way the auto makers' economists saw it in January, and they see nothing on the short-term horizon to upset the trend.

"There's nothing surprising in the market ahead," said GM's Munro. "We expect it to be a strong and level market. Unlike the rising growth of 1983 and 1984, 1985 is more a plateau year.

"There's nothing on the scene that disturbs us," he added.

The three economists see U.S. economic growth, as measured by the Gross National Product, holding at the approximately 3 percent rate, or just under, that they had

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Imports up more than domestics

Sales rise 2 pct. for first half

By Jenny L. King
Detroit Reporter

First-half new-car sales in the U.S. mirrored exactly the sales pattern developing month by month this calendar year: Domestics were up only slightly from 1984 levels and imports hinted at a renewed sales surge following the easing of restrictions on the Japanese makes at the end of March.

First-half domestic sales totaled 4,314,667 this year, up from 1.61 percent from 4,246,343 in 1984 and highest for the half since 1979 when 4,446,176 new cars were delivered.

There were sales increases in four of the first six months this year, whereas each comparable month was up in 1984 when sales were rebounding energetically from a four-year slump.

Imports were up 6.93 percent in the first half, to 1,316,959 from 1,231,655. The total included record sales for BMW, Mercedes-Benz, Jaguar, Saab and Volvo.

Total industry sales for the first six months were up 2.80 percent, to 5,631,626 from 5,477,998.

Imports claimed 23.39 percent of the first-half market this year, up from 22.47 percent in 1984.

Their number increased 6.93 percent, while domestic sales were up 1.61 percent January through June. And on the wings of record sales, imports advanced to 26.87 percent of the month's market from 23.52 percent a year earlier.

The Japanese share of the import total inched to 76.81 percent this year from 75.87 percent the first half of 1984.

June domestic sales, crippled by a 21.78-percent third-period decline, were down 6.97 percent, to 676,675 from 727,370. Imports wiped out their former June record of 235,282 set in 1983 with a new high of 248,659. That total was up 10.59 percent from 224,844 a year earlier.

The grand total in June was off 2.82 percent, to 925,334 from 952,214.

Six-months results were impressive for Chrysler Corp., Ford Motor Co. and Honda, all increasing sales compared with the same half of 1984. Chrysler was up 17.66 percent, to 603,818 domestic units from 513,174, or plus 90,000 new cars. Ford climbed 7.20 percent, to 1,081,872 from 1,009,186, and Honda domestic sales were up 26.47 percent, to 83,051 from 65,670.

General Motors reported first-half domestic sales of 2,436,247,

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breaking news

Ford eyes plastic body sheets for Taurus

DEARBORN.—Sources in the chemicals trade say Ford Motor Co. may be using plastic exterior panels on Taurus and Sable as early as the 1988 model year. The company does not use any exterior plastic sheet now. General Motors, of course, has the molded fiberglass Chevrolet Corvette and plastic-skinned Pontiac Fiero. Intro of Taurus/Sable, new as 1986 lines, has been delayed until mid-November.

Ford to build $200-million engine plant in U.K.

LONDON.—The announcement that Ford of Europe is to put $200 million into a new engine facility at Dagenham, England, is confirmation that an earlier plan to import the

See BREAKING NEWS, Page 8, Col. 1

Prices spiral upward as underwriters' shakeout continues

New dealer insurance market: Higher fees, fewer choices

By Richard Johnson
Detroit Reporter

Automobile dealers seeking property and casualty insurance have seen the market turn upside down during the past year, with premium rates skyrocketing, deductibles spiraling upward and availability of insurance becoming uncertain.

This is the first in a series of reports which will examine the state of the insurance market for dealers. Forthcoming stories will address steps dealers can take to control insurance expenses and discuss alternatives to conventional carrier coverage.

A general insurance industry shakeout is playing particular havoc with dealerships and other high-loss-exposure operations. According to some insurance business observers, the result will be a move toward self-insurance and other specialized insurance programs.

First of a Series

Several major companies have either substantially tightened the reins on dealer business or cut dealers out altogether. Some carriers are no longer writing policies for retailers of expensive imports.

Other insurance companies have gone broke, leaving dozens of auto dealers unprotected. When Ideal Mutual Insurance Co. was declared insolvent and ordered liquidated by the New York Insurance Department earlier this year, approximately 1,000 dealers were reportedly dumped onto the market.

"Last year was the worst ever in the history of the property and casualty business," said Shelly Barquist, vice president—marketing for Motors Insurance Corp., General Motors Acceptance Corp.'s insurance subsidiary. "There was a loss of $20 billion by companies at the underwriting level, most in the commercial end."

The industry turbulence follows years of rampant discounting among carriers, during which insurance professionals say premiums were held down artificially. Even with major price hikes in recent months, rates have not yet found their natural levels, according to several industry spokesmen.

Meanwhile, the investment returns that had been underwriting the underwriters dried up when interest rates plummeted. And with insurance profitability ebbing, investor funds into the industry have slowed, leaving insurers with less capacity.

"The industry is falling apart for auto dealers," said Roger Heckman, vice president, marketing and underwriting at Dealer Cover, Torrance, Calif. "The problem right now in dealer insurance is similar to the medical malpractice problem of the early 1970s. Since September, 1984, one pro-

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Concessions could pave way for new Kenosha plant

Thinner AMC contract goes to vote

By Marjorie Sorge
Labor Editor

Some 7,000 of the 7,600 UAW-represented workers at American Motors' Wisconsin plants will vote this week on a three-year contract that grants the company concessions, saves the plants from closure and may pave the way for construction of a new assembly facility.

If the contract is ratified, it could be the first step toward building a new assembly plant in Kenosha.

The 7,000 Kenosha workers will vote Friday (June 12).

The contract also covers 600 workers at AMC's stamping operation in Milwaukee, members of Local 75. The Milwaukee workers voted last Saturday (July 6).

State and city officials have been waiting to see if the union and the company could reach a more competitive agreement before taking steps to plan for AMC's future in Wisconsin.

It now is possible that state and city governments may help provide a new assembly plant in Kenosha to replace the aging, multi-storied lakefront facility and may become involved in training programs and other state and city-aided programs. The age and the numerous stories in the plant make it difficult to create a cost-efficient operation in the future.

"The ball is in their court now," said Rudy Kuzel, president of Kenosha Local 72, indicating that the union has done what it can with the new agreement.

Kenosha Mayor John Bilotti has indicated that AMC would be welcome to land in an industrial park for a new plant.

Wisconsin Gov. Anthony S. Earl is also expecting to talk with AMC officials after the contract is ratified. Richard Calmes, AMC labor relations vice president, has told the governor he will meet with

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Yabba-Dabba-Doo and Yogi, too

Fred Flintstone and Yogi Bear welcome visitors to the newly named Chrysler Grand Music Hall at the Great America Amusement Park in Santa Clara, Calif. Chrysler is sponsoring the Music Hall production of The Best of Broadway, featuring 30 singers and dancers. As part of the promotion, Chrysler-Plymouth and Dodge vehicles are on display throughout the park.

Fire probe requested on Chrysler K-cars

By Jake Kelderman
Washington Reporter

WASHINGTON.—Are Chrysler-built K-cars and other of its models fitted with carbureted engines prone to catching fire? The Center for Auto Safety, with reports of more than 500 occurrences in hand, thinks so and has asked NHTSA to open a formal defect investigation into the alleged problem.

The center also thinks the safety agency should order a recall of 2.5 million 1981-1984 K-cars (Aries/Reliant) and Omni/Horizon models for the alleged defect.

The latest request from the center follows six prior requests to NHTSA, made in 1983-1984, to look into the alleged problem. All those requests were denied although in November, 1984, the safety agency did open a "preliminary evaluation" of the alleged problem in K-cars with 2.2 or 2.6-liter engines.

In January of this year and twice in 1984, Chrysler recalled a total of approximately 500,000 cars with its 2.2-liter and 2.6-liter engines for fire-related defects.

Chrysler cited leaking gaskets, fuel-line cracking and bad hose clamps as possible causes, but it maintains in regard to the safety center's petition that it "is not aware of any pattern or any repetitive design/manufacturing potential defect that causes continuing concern for engine compartment fires on the subject vehicles."

Previously, NHTSA closed an investigation into alleged fire hazards in 1981 K-cars after no common cause among the alleged fires was identified.

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Must stay in U.S., French maker says

Renault approves loans to AMC

By Jean-Jacques Renaux
Special Correspondent

PARIS.—Renault chief Georges Besse expects Aerican Motors to report a loss this year and in 1986, too, but said Renault intends to support its U.S. affiliate financially.

The decision was approved by Renault's board during a June 25 meeting. Proceedings were revealed by the Communist union CGT a few days later. Besse confirmed the report last week during an informal meeting with the press, the first since he took Renault's reins six months ago.

Renault did not confirm the figure quoted by the union, but it did confirm it will help AMC with loans through 1987. The union said the new loans would total $175 million.

AMC will have heavy costs through 1987 as it expands its product lineup. In the 1987 model year it will import a new compact sedan from France, and in the 1988 model year, it will launch a Canadian-made intermediate.

Renault noted AMC's current losses are small compared with most of the Renault group's other activities. It said it has to stay in the U.S.

If Renault considered a retreat from the U.S., as rumors had suggested, it seems it has now made up its mind to stay, and has the approval of the French government, Renault's sole shareholder.

In Europe, Renault hopes to improve its market performance by next year with the replacement for the 18 model. A company spokesman said Renault hopes to improve it market share by about one percentage point, raising it to 11.8 percent.

Renault based its three-year recovery strategy on lower market shares, however: 11 percent in Europe and 31 percent in France. Using these conservative figures, Renault will attempt to lower its production capacity and its breakeven point.

Renault intends to improve its productivity by some 30 percent to average 14 cars per worker per year, compared with the current average of 10.9.

The objective is to get productivity better than its competitors, according to a company official. It probably will achieve these increases in unspectacular ways, managers said. They avoided comments on suggestions that Renault would have to close any plants.

Besse was in Japan two months ago, visiting Toyota and Nissan. There is no plan for cooperation with the Japanese on components or car manufacturing, Renault said.

Currently some 25 percent of Renault's sales are in inventories, from suppliers to dealers. This compares with 13 to 14 percent at Fiat and a high of 7 percent in Japan, Renault said.

The company wants to get a spectacular improvement first in its inventories of finished cars. Adopting just-in-time in-process inventory systems will take several years, however.

Autumn decision due on U.S. Toyota plant

TOKYO.—Toyota Motor Corp. will build a plant in the U.S. by the middle of 1988, according to a report published here by a financial newspaper.

A Toyota source said a decision to build a new plant, which would cost some $800 million, could be announced here in autumn when Toyota meets with its U.S. dealers. If the decision is not reached by that time, the source indicated, it may be some time before the company is ready to make an announcement.

The dealers' visit will coincide with the Tokyo Motor Show, Oct. 30-Nov. 11.

Honda's recent decision to build engines in the U.S. reportedly has spurred Toyota management into accelerating the decision-making process on a U.S. plant.

Initial annual production would be 200,000 cars, based on the Mark II model and featuring engine displacements of 2.0 and 2.6 liters, the report said.

It added that in a second phase, production would include newly developed cars with engine displacements of 3.0 to 4.0 liters.

However, a Toyota spokesman labeled "completely ungrounded" the story in Nihon Keizai Shimbun. He said Toyota has received complaints from its dealers in the U.S. about the shortage of cars and said that the company "must do something to solve the problem."

He said Toyota is studying the situation, and he acknowledged that one solution would be for the company to construct a plant in the U.S. However, he emphasized that "the study has not yet progressed to that point."

The report by Nihon Keizai Shimbun said the Toyota facility would be located in the Midwest.

The second-phase cars to be developed and produced by Toyota are expected to enter into head-on competition with Chrysler Corp., Ford Motor Co. and General Motors.

The move is said to be designed to fend off U.S. criticism of Japan's huge trade surpluses. Toyota currently produces small cars in California in a joint venture with GM, with the entire supply going to GM. There have been reports that the California plant, in addition to building for GM, will begin to supply Toyota dealers with cars this fall at a rate of 50,000 units per year.

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60th year—No. 5082

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Early sellout expected for NADA show space

WASHINGTON.—NADA will have more exhibit space at next February's convention in New Orleans than it had last January in San Francisco, "but we still expect to sell out before September," according to Frank England, convention committee chairman.

The 1986 NADA convention is scheduled for Feb. 1-4 at the New Orleans Convention Center.

Contracts have been mailed to firms that exhibited at the San Francisco convention. This week, forms will be mailed to all other companies that have expressed an interest in exhibiting at the New Orleans meeting.

A year ago, all available exhibit space was sold out within a few weeks after the initial mailing. A waiting list was developed, and it grew to more than 130 firms.

The NADA exposition offers a full range of products and services needed by auto dealers.

In addition to auto manufacturers, exhibitors include companies that sell computers, financial and business management systems, van conversions, diagnostic test equipment, warranties and insurance, aftermarket products and frame-straightening, brake and alignment equipment.

England said the 820,000-square-foot New Orleans Convention Center will accommodate all of the convention's exhibits, workshops and general sessions in a single building. The Convention Center opened in January, 1985, after a year's service as the principal building for the 1984 World's Fair,

"Our convention has grown so

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Luxury plus utility

Broadway AMC-Jeep-Renault, Inc., Littleton, Colo., will exclusively sell this first line of custom-built, four-wheel-drive Grand Wagoneer limousines. DaBryan Coach Builders, Springfield, Mo., is building the vehicles. Interior appointments include dark tinted windows, stereo system, TV, bar, ice compartment with built-in drainage, automatic window and solid partition between the driver's section and the rear compartment.

Record number of vehicles built in Spain

But only one maker—Ford—showed a profit in 1984

By Richard Feast
European Editor

Spain assembled a record number of passenger cars last year—almost 1.2 million, which ranks it No. 6 in the world and fourth in Europe. It amounted to a volume increase of more than 3 percent.

At the same time, its exports went up nearly 12 percent to 715,600. That meant the country exported 61 percent of all the cars it made. It is the sort of level one associates with exporters like Japan and West Germany.

On the face of it, then, it was a good year for the Spanish industry. However executives at the recent Barcelona auto show did not see it that way. Of the country's six manufacturers, only one—Ford—is profitable. The market never seems to live up to the cautious optimism expressed for it. Last year was typical; growth of about 5 percent was forecast, but demand contracted by that amount.

Overriding all problems is the one which affects so much of the rest of Europe—over-capacity. In Spain's record year, it still had something like 35 percent more car-making ability than the world could absorb. Five years ago, Renault built 110,000 more cars than it did last year. Ten years ago Seat's output was 100,000 more than it was in 1984. In total, it is estimated that Spain's factories could turn out 1.6 million cars a year.

"The fact of the matter is that the European market is declining," comments Dr. Horst W. Herke, chairman and managing director of GM-Espana. "And a great percentage of sales are subject to some sort of promotion."

His counterpart at Ford-Espana, Managing Director Patrick P. Byrne, agrees. Exports to the rest of Europe are the key, "because domestic business is not that interesting at present."

Last year total Spanish registrations amounted to 493,900, of which all but 8.7 percent were domestically produced. This year the figure may go up to about 510,000, though in the late '70s the total was in excess of 600,000. "Everybody has got their industry forecasts for Spain wrong, and certainly we're not expecting as much growth as we originally were," explains Byrne.

The industry believes it is well prepared for Spain's entry into the European Economic Community, in January next year. It is already a strong exporter, as companies like Renault, Peugeot group, Ford and GM-Opel take advantage of the comparatively low labor costs in Spain. Seat, the other domestic manufacturer, is expected shortly to reveal closer links with the Volkswagen group, for which it already assembles some cars in Spain.

On the other hand, the 36.7 percent tariffs imposed on imports will be only gradually reduced over an eight-year period. It will give better access for expensive car makers like Daimler-Benz, BMW and Volvo. Importantly, it will eventually enable Fiat, the only major European now without a manufacturing presence in Spain, to price its products more competitively.

The government's "White Book"—a concept rather than a printed document—embraces the idea of Spain as builder of Europe's small cars. It has to keep a close watch on how the industry develops, because its health affects up to 12 percent of Spanish wages.

It identifies low labor costs in the country. Seat puts them as much as 50 percent below those of its VW partner. Others, like Ford and GM, believe 30 percent is more realistic. But given that labor costs account for a quarter of the ex-factory price, the savings possible are too hard to ignore, especially when building price-sensitive small cars.

At the same time, Spain's demand is largely for small cars; its best sellers last year were Renault 11, Renault 9, Opel Corsa, Peugeot 205, Ford Fiesta, Renault 5, and so on. In addition to the local market requirement, neighboring countries like France and Italy have similar buying patterns. Exports are therefore easier than they are to, for example, Sweden or Austria.

Renault and Peugeot's Citroen and Talbot factories are fully integrated within the parent groups' European supply system. A French buyer of a Renault 5 or Peugeot 205 could unwittingly be getting a Spanish-built car. However, Renault's French problems mean it is sourcing more of its European requirements from France rather than from Spain. It explains the substantial drop in Spanish Renault output last year.

When GM went into Spain at the beginning of this decade, it was followig the Ford principle established a few years earlier. It is about to take a step further towards the Ford pattern.

Ford's Valencia factory was built to supply most of Europe's needs with the small Fiesta. Only later did it add Escort and Orion, and then mainly to provide a broader model offering for its Spanish dealers. Similarly, GM's Zaragoza unit is the sole source of the Opel Corsa/Vauxhall Nova in Europe. Now the company has a plan to add the Kadett/Astra line next year—because, according to marketing director Eddy van Loo, it can see no growth in its Spanish market share with a limited model range based on Corsa.

Seat, too, is assembling small cars for Europe—VW Polos and Classics. They are sold through the European VW dealer network. There seems little doubt that Seat would like to do the entire job for VW, but employment considerations in Wolfsburg make it a sensitive issue. Under its old agreement with Fiat Auto, Seat is still assembling Pandas that will be retailed by Fiat.

Thus the importance of Spain as Europe's small-car producer is already evident. It is likely to grow more so—and not just through existing manufacturers.

Nissan, which now controls 85 percent of Motor Iberica, and Suzuki, whose four-wheel-drives are manufactured by Santana, may over the longer term become European passenger car producers. Nissan has now abandoned the stance that Motor Iberica is simply to assemble Patrol 4x4s and Vanette commercial vehicles; the prospect of car assembly is now being more openly discussed. And at Santana (49 percent owned by Britain's Land Rover) the aim is 85 percent local content for the Suzuki by the end of the year. It would make the fashionable SJ, now going into production, an attractive export proposition.

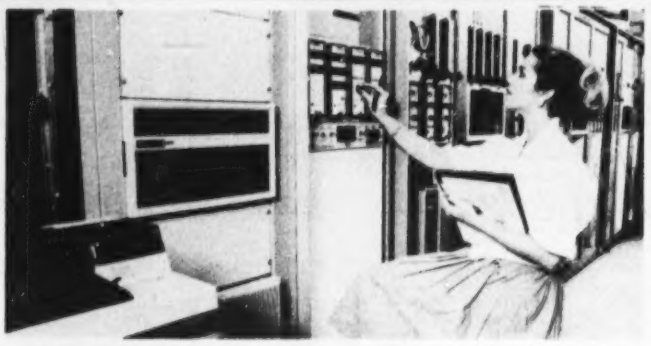
On the domestic market front, the underlying optimism about growth remains. Spain, points out a GM official, is a country of 37 million people and annual car sales of about half a million. It has one of the lowest car densities in Europe, and, unlike countries like Holland or the UK, it has the physical size to accommodate more vehicles. The proportion of young people is high, suggesting that car buying is set to increase over the years. The imminent membership in the EEC is expected to be a further sales stimulus, as previously unseen makes and models create interest in personal transport.

On the other hand, unemployment remains high and purchasing power is slipping. Business confidence remains low. The country's infrastructure requires more development. There is uncertainty over how consumers will react in the final months of this year, as the country adopts value-added tax on goods, as required by the EEC.

The industry is campaigning hard for lower taxes on cars, fuel and highway tolls. It would also like to see the adoption of an annual safety check similar to those existing in other European countries. The proportion of clunkers on the road is perhaps higher than anywhere in Europe. The annual test could dispatch one million to the scrap yards, and give the new car market some oxygen.

CAR PRODUCTION IN SPAIN

Company	1984	1983	1982	1981	1980
Ford	262,099	221,912	222,026	248,045	260,005
GM	259,971	246,340	21,812	0	0
Peugeot SA	184,713	166,315	147,550	133,405	150,592
Citroen	98,506	112,221	94,498	74,495	84,836
Talbot	86,207	54,094	53,052	58,909	65,052
Renault	214,786	283,172	296,107	269,029	324,680
Seat	255,971	223,887	240,005	204,847	293,536
Total	1,176,893	1,141,581	927,500	855,325	1,028,813



A worker checks data at the vehicle emissions test laboratory at GM's new European technical center in Luxembourg.

GM dedicates tech center

Strategically located in Luxembourg

By Richard Feast
European Editor

General Motors' technical center in Luxembourg—officially dedicated May 30—is part of a bid to win more European customers for the corporation's automotive component divisions. Today, those European customers number "at least six" outside the GM fold.

"We do not have a guaranteed customer within GM," says a GM manager. "Our objective is to sell to other car makers."

The simple location of the GM facility is an indication of its international approach. Luxembourg is neutral territory, and thus removed from Adam Opel in West Germany, Vauxhall Motors and Bedford in the U.K. But it is geographically near to them, and to Europe's other vehicle makers.

The center is the development, testing and applications laboratory of the Automotive Systems Engineering Group (ASEG). This is supported by GM's Electrical Components Division under vice president Edward P. Czapor, who was on hand for the formal ceremonies at the end of May. The event was also attended by Prince Henri and Princess Teresa of Luxembourg.

Divisions involved in ASEG are AC Spark Plug, Delco Electronics, Delco Products, Delco Remy and Rochester Products. GM says the center's mission is to serve as a single source for vehicle systems for European makers. This embraces engine management, emission controls, transmission management, ignition, fuel injection, ride control, instrumentation and climate control.

The center is staffed by 54 people from eight countries under manager Klaus J. Ness. At present the personnel are under U.S. management control, but over the next three years Europeans will gradually take their place.

The center covers nearly 65,000 square feet. It is located in the community of Bascharage, about nine miles from the city of Luxembourg. Among its facilities are emission testing equipment, engine and chassis dynamometers, engineering garage, fuel analysis lab, support computers, component test stands and electronics lab.

Czapor estimates that between 15 and 20 percent of the Electrical Components Group's annual sales ($11.4 billion last year) are with outside companies. It includes $17 million worth of business with Japanese companies—and not just Isuzu and Suzuki. "If we can sell to Japan we can sell all over the world," comments Czapor.

Talk at the opening concentrated on the developments which are being worked on for inclusion in future products. Among them are multiplex wiring (a first application on the Cadillac Allante), TV screen to call up controls (1986 Buick Riviera), aircraft-style head-up display (expected in two years) and cassette-less in-car entertainment in which the music is stored on super-chips (due in the 1990s).

Excalibur returns to European market

First showroom established on the beach at Monte Carlo

By Richard Johnson
Detroit Reporter

After several years' absence, Excalibur Automobile Corp., Milwaukee, is establishing a new beachhead in Europe—on the beach at Monte Carlo, to be exact.

Excalibur Motor Car Distributors, a distributorship founded by Neil Van Luven, was due to open a showroom in Monte Carlo in late June, according to William Stevens, executive vice president of the neoclassic-car maker.

Stevens said Van Luven, in association with others, will also set up showrooms in London and Geneva before spring.

Excalibur once had sales centers in Rome and Monte Carlo but has been out of Europe for five years. Excalibur has a distributorship in Tokyo, where the company sells about half a dozen cars a year, Stevens said.

The new European distributor will market high-performance versions of the Phaeton and Roadster models sold in the U.S.

Stevens said the European Excaliburs will be powered by a 350-CID, 300-HP engine. Engine and some chassis modifications will be made in the U.S. Prices for the European models have not been set.

He said the company is projecting 20 sales a year out of the Monte Carlo showroom. Within "a couple of years," sales should reach 36 cars annually from the European distribution points, he said.

The distributor will have rights to the Middle East market. Stevens said it is easier to sell to wealthy Middle-Easterners in Europe than on their home turf.

"When they are traveling in Monte Carlo or London, they are in a buying mood," he said. "They have a whole different state of mind. It is the same as Florida dealers who do well with buyers on vacation from the East and Midwest."

Sales operations at the new distributorship are headed by Dan Brush, who directed Excalibur's West Coast sales for eight years.

Excalibur has been promoted in Europe via the Professional Golfers Assn. The neoclassics are being given as prizes in hole-in-one contests on the European tour. Stevens said six have already been awarded.

Nissan's list

Mexico is second

MEXICO CITY.—Mexico has proved to be the second-best country (after the U.S.) outside Japan for Nissan, according to Soichi Amemiya, who was director of Nissan de Mexico for nine years.

Nissan's investment in Mexico is about $400 million, and Nissan de Mexico now produces 72,000 cars annually, with 7,000 for export, he said.

Amemiya said the company will not use robots to assemble automobiles in Mexico in the near future, since there is a qualified, cheap labor force available. Amemiya recently assumed planning duties in Japan.

Automotive World News

Registrations overseas

UNITED KINGDOM
Cars

	5 mos., 1985	5 mos., 1984
Alfa Romeo	1,371	1,980
BL	148,523	145,001
BMW	15,612	12,223
Daihatsu	1,933	2,444
Fiat Auto	24,950	21,647
Ford	207,965	226,505
FSO	2,563	1,907
GM-Vauxhall	140,678	142,341
Honda	7,163	7,252
Hyundai	2,076	1,346
Jaguar	3,624	3,426
Lada	5,737	6,684
Lotus	265	233
Mazda	6,524	7,415
Mercedes-Benz	8,442	7,389
Mitsubishi	5,577	4,391
Nissan	40,323	38,770
Panther	33	101
Peugeot SA	45,271	45,102
Citroen	11,133	12,794
Peugeot/Talbot	34,138	32,308
Reliant	225	55
Renault	32,734	26,886
Rolls-Royce	319	274
Saab	3,670	4,059
Skoda	3,760	4,933
Subaru	1,234	1,107
Suzuki	1,787	1,474
Toyota	14,469	12,386
VW-Audi Group	49,433	45,138
Audi	9,603	9,426
Volkswagen	39,830	35,712
Volvo	26,295	26,925
Zastava	3,207	2,323
Others	2,165	2,429
Total	807,928	804,146

SWEDEN
Cars

	5 mos., 1985	5 mos., 1984
Alfa Romeo	550	477
BMW	1,870	1,932
Daihatsu	535	401
Fiat Auto	2,909	2,751
Ford	13,514	11,052
GM-Opel	12,753	9,990
Honda	1,789	1,532
Lada	654	628
Mazda	4,910	4,357
Mercedes-Benz	3,972	2,487
Mitsubishi	1,088	636
Nissan	3,628	2,747
Peugeot SA	3,360	3,347
Citroen	1,497	1,582
Peugeot/Talbot	1,863	1,765
Porsche	163	145
Renault	797	961
Saab	12,712	13,272
Skoda	169	139
Subaru	694	293
Suzuki	294	1
Toyota	4,744	3,733
VW-Audi Group	13,558	11,866
Audi	4,956	2,883
Volkswagen	8,602	8,983
Volvo	30,574	27,355
Others	28	14
Total	115,265	100,116

WEST GERMANY
Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	3,048	4,652
Austin Rover	2,569	2,990
Bertone	149	317
BMW	47,305	66,525
Daihatsu	2,461	2,371
Fiat Auto	37,963	41,577
Ford	80,084	107,227
GM-Opel	132,366	166,961
Honda	11,325	14,726
Isuzu	1,383	932
Jaguar	825	565
Lada	2,901	3,417
Madza	25,269	24,845
Mitsubishi	14,763	15,285
Mercedes-Benz	96,711	93,311
Nissan	20,344	22,000
Peugeot SA	36,195	38,748
Citroen	13,693	15,245
Peugeot/Talbot	22,502	23,503
Pininfarina	407	201
Porsche	4,441	5,056
Renault	30,774	34,875
Saab	1,054	1,469
Seat	1,259	1,578
Skoda	714	825
Subaru	3,679	2,299
Suzuki	6,576	5,099
Toyota	20,434	17,950
VW-Audi Group	238,879	262,606
Audi	49,905	57,352
Volkswagen	188,974	205,256
Volvo	4,701	5,913
Others	684	492
Total	829,263	945,314

AUSTRIA
Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	883	1,023
BMW	2,805	3,620
Daihatsu	239	281
Fiat Auto	4,952	6,308
Ford	8,212	8,551
GM-Opel	12,598	11,296
Honda	1,581	1,652
Lada	521	493
Mazda	7,902	7,935
Mercedes-Benz	3,234	2,532
Mitsubishi	1,861	1,370
Nissan	4,469	3,867
Peugeot SA	5,792	5,923
Citroen	2,695	2,582
Peugeot/Talbot	3,097	3,341
Porsche	162	232
Renault	4,316	4,174
Saab	102	167
Seat	304	382
Skoda	374	259
Subaru	1,237	746
Suzuki	511	384
Toyota	3,812	3,674
VW-Audi Group	17,007	15,241
Audi	3,907	2,980
Volkswagen	13,100	12,261
Volvo	1,237	1,363
Others	167	130
Total	84,278	81,603

DENMARK
Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	42	132
Austin Rover	123	203
BMW	1,125	1,096
Dacia	281	369
Daihatsu	694	607
Fiat Auto	2,865	2,988
Ford	8,630	8,037
FSO	708	311
GM-Opel	9,705	8,036
Honda	589	503
Lada	1,442	1,530
Mazda	4,631	5,094
Mercedes-Benz	364	307
Mitsubishi	916	452
Nissan	2,398	2,607
Peugeot SA	3,134	3,573
Citroen	2,068	2,304
Peugeot/Talbot	1,066	1,269
Renault	463	227
Saab	620	701
Skoda	1,482	3,537
Subaru	15	37
Suzuki	171	11
Toyota	6,600	5,431
Trabant	14	35
VW-Audi Group	3,943	3,719
Audi	263	272
Volkswagen	3,680	3,447
Volvo	2,249	2,179
Wartburg	486	436
Zastava	595	221
Others	16	18
Total	54,271	52,544

JAPAN
Cars

	3 mos., 1985	3 mos., 1984
Daihatsu	28,775	30,158
Fuji	22,550	24,242
Honda	64,691	60,826
Isuzu	8,438	11,306
Mazda	52,130	56,195
Mitsubishi	49,986	55,283
Nissan	241,394	244,032
Suzuki	21,268	21,165
Toyota	370,549	346,787
Imports (all)	11,727	9,054
Total	871,508	859,048

Vans, trucks, buses

Daihatsu	88,954	75,149
Fuji	61,745	57,486
Hino	11,778	12,484
Honda	34,484	35,558
Isuzu	30,555	31,571
Mazda	38,511	39,448
Mitsubishi	96,856	83,535
Nissan	78,449	79,107
Nissan Diesel	6,057	6,578
Suzuki	102,941	95,114
Toyota	93,067	92,499
Imports (all)	34	40
Total	646,431	608,569
Total vehicles	1,514,939	1,467,617

SWITZERLAND
Cars

	3 mos., 1985	3 mos., 1984
Alfa Romeo	1,620	1,786
AMC	38	52
Austin Rover	594	628
Bertone	29	52
BMW	2,608	3,704
Daihatsu	295	246
Ferrari	41	47
Fiat Auto	5,165	5,859
Ford	4,723	4,441
GM-Opel	8,776	10,719
Honda	1,879	2,001
Isuzu	110	175
Jaguar	102	111
Maserati	38	104
Mazda	1,912	2,281
Mercedes-Benz	1,631	1,940
Mitsubishi	1,914	2,257
Nissan	1,933	2,183
Peugeot SA	5,224	6,274
Citroen	2,003	3,000
Peugeot/Talbot	3,221	3,274
Pininfarina	30	53
Porsche	318	455
Puch	33	30
Renault	3,994	3,908
Rolls-Royce	16	16
Saab	256	328
Seat	167	0
Skoda	29	37
Subaru	3,093	1,715
Sizuki	860	964
Toyota	3,412	4,942
VW-Audi Group	10,760	10,596
Audi	4,022	2,739
Volkswagen	6,738	7,857
Volvo	1,101	1,574
Others	48	40
Total	62,749	69,518

NORWAY
Cars

	3 mos., 1985	3 mos., 1984
BMW	861	591
Fiat Auto	1,292	1,314
Ford	5,346	3,851
GM-Opel	4,669	2,821
Honda	843	741
Lada	550	598
Mazda	3,124	3,112
Mercedes-Benz	408	412
Mitsubishi	1,146	884
Nissan	1,499	1,371
Peugeot SA	1,900	1,599
Citroen	620	523
Peugeot/Talbot	1,280	1,076
Saab	678	697
Toyota	3,631	2,074
VW-Audi Group	4,304	2,676
Volvo	2,687	2,135
Others	1,166	724
Total	34,104	25,600

Production overseas

JAPAN
Cars

	3 mos., 1985	3 mos., 1984
Daihatsu	39,937	41,089
Fuji	57,458	65,089
Honda	222,986	215,443
Isuzu	39,897	19,486
Mazda	199,658	190,507
Mitsubishi	129,812	122,352
Nissan	467,315	479,680
Suzuki	52,047	36,794
Toyota	629,673	597,448
Total	1,838,783	1,767,886

Vans, trucks, buses

Daihatsu	103,204	93,351
Fuji	76,405	69,619
Hino	14,568	15,388
Honda	40,105	37,770
Isuzu	80,824	75,346
Madza	89,386	93,053
Mitsubishi	138,785	131,039
Nissan	171,871	168,001
Nissan Diesel	8,834	10,050
Suzuki	112,498	124,613
Toyota	282,630	247,359
Others	92	224
Total	1,119,202	1,065,815
Total vehicles	2,957,985	2,833,703

FRANCE
Cars

	4 mos., 1985	4 mos., 1984
Peugeot SA	439,303	447,804
Citroen	162,574	170,097
Peugeot	262,025	245,188
Talbot	14,704	32,519
Renault	476,161	530,592
Total	915,464	978,396

Vans, trucks, buses

CBM	20	12
Iveco-Unic	39	2,382
Peugeot SA	55,666	40,143
Citroen	23,946	10,191
Peugeot	27,613	24,740
Talbot	4,107	5,212
Renault	85,520	82,932
Sovam	30	23
Total	141,275	125,492
Total vehicles	1,056,739	1,103,888

UNITED KINGDOM
Cars

	3 mos., 1985	3 mos., 1984
BL	139,086	111,879
Austin Rover	135,372	109,255
Range Rover	3,714	2,624
Carbodies	536	445
Ford	82,790	90,196
Jaguar	10,573	9,157
Lotus	239	247
Panther	28	90
Reliant	149	32
Rolls-Royce	552	497
Talbot	15,071	26,278
TVR	105	84
Vauxhall	41,989	33,677
Others	165	177
Total	291,283	272,759

Vans, trucks, buses

Bedford	14,922	15,756
BL	27,831	29,926
Austin Rover	7,139	6,201
Freight Rover	5,331	4,892
Land Rover	7,568	7,106
Leyland	3,996	3,394
ERF	597	436
Foden	158	212
Ford	27,831	29,926
Hestair Dennis	212	246
Metro Cammell Weyman	128	101
Reliant	27	79
Renault TI	1,347	1,027
Seddon Atkinson	422	399
Others	62	77
Total	69,740	69,852
Total vehicles	361,023	342,611

SPAIN
Cars

	3 mos., 1985	3 mos., 1984
Ford	67,610	67,316
General Motors	74,065	54,125
Peugeot SA	40,026	44,672
Citroen	18,326	24,721
Talbot	21,700	19,951
Renault	61,266	68,547
Seat	85,184	48,217
Total	328,151	282,877

Vans, trucks, buses

Enasa	2,209	2,561
Ford	1,582	2,230
Land Rover	4,314	3,114
Mercedes-Benz	2,815	3,559
Motor Iberica	6,264	4,982
Psa-Citroen	13,757	3,819
Renault	6,975	8,450
Seat	7,659	6,389
Setra	61	56
Total	45,636	35,160
Total vehicles	373,787	318,037

Ontario OK's arbitration

Plan designed to settle consumer complaints

TORONTO.—The Ontario Motor Vehicle Arbitration plan (OMVAP) has been announced by the Ministry of Consumer and Commercial Relations.

The program is designed to provide qualified, independent arbitrators to settle consumer disputes arising from alleged manufacturing defects in new vehicles sold in Ontario.

OMVAP will begin Jan. 1, 1986. It will oversee arbitration plans covering most new cars and light-duty trucks sold in Ontario, at no cost to consumers.

Representatives of several business and consumer groups and of the ministry will serve on the board of directors of the incorporated, nonprofit organization. The ministry will designate a chairperson.

OMVAP will accredit organizations used by the auto companies to provide arbitration programs. It will also select and train qualified arbitrators and maintain a master list of those arbitrators, which will be used by all authorized arbitration carriers in Ontario.

Consumer Minister Robert Runciman said, "These arbitration programs will provide Ontarians with fast, independent, uniform and high-quality arbitration as an alternative to seeking a court-ordered settlement of disputes."

The arbitrators' decisions will be binding on both parties.

A vehicle owner may bring to arbitration any matter that relates to an alleged defect in original manufacture and that seriously affects the safety or resale value of a vehicle sold and registered in Ontario.

Before entering into arbitration, consumers will be required to follow the manufacturer's complaint resolution procedure.

In agreeing to abide by the arbitrator's decision, consumers also agree to discontinue or forego litigation.

Each auto maker will decide on the duration of the arbitration coverage offered on their vehicles. Existing programs of coverage will carry over into the new plan.

The arbitration process has been designed to be quick and informal; lawyers are not an essential part of the hearing.

OMVAP was developed following research into so-called lemon laws now in effect in some states. It was determined that those laws provide inadequate protection for the consumer unless backed up by arbitration.

Therefore, the decision was made in Ontario to develop an arbitration plan that would provide consumer protection without the need for legislation.

Income rises

Mazda reports gain

OSHIMA, Japan.—Mazda Motor Corp. announced a 28-percent increase in income on higher sales for the first six months of fiscal 1985, ended April 30.

Net income totaled 15,186 million yen, or $60.2 million based on exchange rates at the end of the reporting period, up 27.5 percent from the 11,913 million yen earned in the first six months of 1984.

Revenues totaled 755,966 million yen, or $2.996 billion, up 6.3 percent from the previous year.

Mazda attributed its improved financial performance to increased sales and an upgraded model mix.

Vehicle production for the six months was 653,374 units, including 90,022 KD sets.

Factory sales including KD sets were 657,208, up 0.4 percent from a year ago. Passenger-car sales were down 2.8 percent to 427,408 units while commercial vehicle sales were up 6.9 percent to 229,800 units.

Domestic passenger-car sales were up 6 percent. Passenger-car sales dropped 5.7 percent overseas.

Mazda's cash and cash equivalents amounted to $744.7 million at the end of the fiscal period.

factories list auction dates

American Motors

July 9—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

July 10—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.

July 11—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.; Northway Exchange, Clifton Park, N.Y.

July 12—Floyd Haughe Auto Auction, Bridgeton, Mo.

July 16— Aptco Auto Auction, Taylor, Mich.

July 17—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn.

July 18—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton Park, N.Y.

July 23—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

Chrysler Corp.

July 9—Hatfield Auto Auction, Hatfield, Pa., and Aptco Auto Auction, Taylor, Mich.

July 10—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

July 11—Northway Exchange (mini), Clifton Park, N.Y.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

July 12—Concord Auto Auction, Boston, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

July 9—Harrisonburg Auto Auction, Harrisonburg, Va.

July 10—Golden Gate Auto Auction, Fremont, Calif.; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Northstar Auto Auction, Shakopee, Minn.

July 11—Nashville Auto Auction, Nashville.

July 17—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

July 18—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas.

General Motors

July 9—Dallas Auto Auction, Dallas.

July 10—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

July 11—Aptco Auto Auction, Detroit, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 16—Florida Auto Auction of Orlando, Orlando, and Denver Auto Auction, Englewood, Colo.

July 17—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

July 18—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

July 23—Southern Auto Auction, East Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Used Car Sales
Auction Averages

July to date	$5,296
Month ago	$5,337
Year ago	$4,782

Model Breakdown
Auction Averages

	JULY TO DATE	JUNE 1985	MAY 1985
1985	$11,036	$11,181	$11,515
1984	$7,894	$8,061	$8,553
1983	$6,345	$6,306	$6,474
1982	$5,574	$5,544	$5,361
1981	$4,522	$4,536	$4,339
1980	$3,553	$3,528	$3,226
1979	$2,938	$2,953	$2,706
1978	$2,149	$2,114	$2,039
Overall Average	$5,268	$5,296	$5,283

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COX Communications, Inc.

Imports up more than domestics

Sales rise 2 pct. for first half

Continued from Page 1

down 3.25 percent from 2,518,156 a year earlier. American Motors was down 35.14 percent, to 62,430 from 96,256. Volkswagen Golf sales were off 8.97 percent, to 39,962 from 43,901.

GM forfeited almost three percentage points from its share of the first-half domestic market, dropping to 56.46 percent from 59.30 percent. Ford was up to 25.07 percent from 23.77 percent. Chrysler just missed 14 percent, rising to 13.99 percent from 12.08 percent.

AMC plunged to 1.45 percent from 2.27 percent and yielded its fourth-place position to Honda, which expanded to 1.93 percent from 1.55 percent. VW dipped to 0.93 percent from 1.03 percent, and Nissan cornered 0.17 percent of the 1985 first half.

At Chrysler Corp., Dodge first-half sales were up 19.72 percent, Chrysler was up 16.51 percent and Plymouth climbed 16.30 percent.

All Ford Motor Co. makes posted gains for the period: Ford was up 10.20 percent, Mercury was up 1.08 percent and Lincoln was up 2.94 percent.

At GM, Pontiac was the only make to finish ahead of its 1984 total, with sales of 410,923 up 8.01 percent from 380,449. Chevrolet was down 3.45 percent, Oldsmobile was down 6.05 percent, Buick dropped 5.94 percent and Cadillac was down 9.80 percent.

AMC Eagle sales dropped 47.57 percent for the first half, Renault was down 33.59 percent, VW slumped 8.97 percent, while Honda was 26.47 percent ahead of its 1984 pace. Nissan sales of U.S.-built Sentras were on the books for the first time in 1985 and scribbled the number 7,287 in the first-half column.

There were 153 selling days the first half of 1985, yielding a daily average of 28,200, up 2.27 percent from 27,574 from 154 selling days a year earlier.

First-half import sales included records for BMW, up 14.63 percent to 42,351 from 36,945 last year; Jaguar, up 5.05 percent to 9,322 from 8,874; Mercedes, up 8.32 percent to 43,899 from 40,526, and Saab, up 11.89 percent, to 20,300 from 18,143. Volvo was up 0.99 percent to a record 57,580 from 57,014.

Other first-half comparisons included: Audi, off 6.91 percent; Honda, up 3.56 percent; Isuzu, up 46.20 percent; Mazda, up 5.27 percent and Mitsubishi, up 11.73 percent.

Nissan imports were up 2.89 percent, Peugeot dropped 21.44 percent, Porsche was down 2.91 percent, Renault plunged 34.46 percent, Subaru was off 0.06 percent, Toyota was up 5.37 percent and VW was up 14.30 percent.

June domestic sales were down 6.97 percent, to 676,675 from 727,370 in 1984. Every maker except Honda reported a sales drop for the month, and Honda was up only 0.78 percent, to 12,141 from 12,047. June and February were the two months of decline thus far in 1985.

GM skidded 9.29 percent for the month, down to 381,471 from 420,527. Ford was down 2.86 percent, to 174,075 from 179,196. Chrysler sales dropped 2.42 percent, to 90,065 from 92,301. AMC sales of 9,066 were down 45.71 percent from 16,700 while VW reported a decline of 7.59 percent, to 6,098 from 6,599. Nissan sales in June totaled 3,759.

GM's share of the June market dropped to 56.37 percent from 57.81 percent. Ford was up to 25.73 percent from 24.64 percent. Chrysler moved up to 13.31 percent from 12.69 percent. Honda had 1.79 percent, up from 1.66 percent.

VW slipped to 0.90 percent from 0.91 percent and AMC tumbled to 1.34 percent from 2.29 percent. Nissan earned 0.56 percent this year, its first June on the domestic market.

The daily selling rate was off 3.25 percent in June, to 27,067 from 27,976. There were 25 days this year compared with 26 selling days in 1984.

Ford, Chrysler and Honda were the only domestic makes with improved sales June to June. Ford was up 0.68 percent, Chrysler charged ahead 22.89 percent and Honda was up 0.78 percent.

Combined import and domestic sales for the month were off 2.82 percent, to 925,334 from 952,214. Imports earned 26.87 percent of the market; U.S. intermediates had 27.56 percent; compacts were 14.71 percent; subcompacts had 12.83 percent; standards were 9.76 percent, and luxury cars had 8.27 percent of the June total.

Excluding imports, the market class breakdown featured: Intermediates at 37.69 percent, compacts at 20.11 percent, subcompacts at 17.54 percent, standards at 13.35 percent and luxuries at 11.31 percent.

Import sales in June achieved a record total of 248,659 which included individual records for BMW, Mercedes, Saab and Volvo. Honda sales were up 18.51 percent, Isuzu was up 57.30 percent, Mazda was up 13.72 percent, Mitsubishi was up 61.72 percent, Nissan was up 15.25 percent and Toyota dropped 9.87 percent. Volkswagen reported a June imports sales increase of 38.73 percent.

The final June period was marred by a 21.78-percent drop for the domestics, which together plunged to 219,621 from 280,764 last year. On a daily-rate basis the decline was less precipitous, down 12.00 percent. With eight days this year the daily average figured to 27,453 compared with 31,196 from nine days in 1984.

GM was down 24.48 percent, Ford was off 18.34 percent, Chrysler dropped 17.93 percent, AMC was down 54.04 percent, VW dropped 11.32 percent and Honda was up 0.05 percent.

The market was divided in this manner: GM had 53.67 percent, Ford had 25.91 percent, Chrysler had 13.64 percent, AMC had 1.85 percent, VW had 1.34 percent, Honda had 2.56 percent and Nissan had 1.03 percent.

Second-quarter domestic sales were up 0.92 percent, to 2,272,546 from 2,251,734.

Where auto market was, June, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	118,695	12.83
COMPACT	136,082	14.71
INTERMEDIATE	255,041	27.56
STANDARD	90,342	9.76
LUXURY	76,515	8.27
IMPORTS	248,659	26.87
TOTAL	925,334	100.00

IMPORTED CAR SALES

	June, 1985	June, 1984	6 Mos., 1985	6 Mos., 1984
Alfa Romeo	361	360	2,488	1,731
Audi	6,707	7,814	37,071	39,823
BMW	7,821	6,655	42,351	36,945
Chevrolet Spectrum	4,508	___	22,907	___
Chevrolet Sprint	1,911	2,346	8,623	3,078
Dodge Colt	2,802	2,531	14,629	15,637
Dodge Conquest	221	298	1,399	2,263
Dodge Vista	1,190	602	4,579	3,134
Honda	35,414	29,882	202,849	195,873
Isuzu	2,597	1,651	11,586	7,993
Jaguar	1,713	1,829	9,322	8,874
Maserati Biturbo	178	___	837	___
Mazda	16,175	14,223	86,350	82,030
Mercedes-Benz	7,476	5,926	43,899	40,526
Merkur	747	___	2,733	___
Mitsubishi	5,023	3,106	21,891	19,593
Nissan	53,473	46,336	251,250	244,245
Peugeot	1,275	1,553	7,536	9,593
Plymouth Colt	2,658	2,131	13,919	13,794
Plymouth Conquest	232	283	1,351	1,951
Plymouth Vista	1,190	580	4,529	2,940
Porsche	1,879	1,713	12,122	12,485
Renault	453	1,341	4,251	6,486
Saab	4,224	3,436	20,300	18,143
Subaru	14,554	14,307	78,499	78,550
Toyota	52,125	57,836	283,932	269,458
Volkswagen	12,260	8,837	68,033	59,521
Volvo	9,492	9,206	57,580	57,014
TOTAL	248,659	224,844	1,316,959	1,231,655

U.S. CAR SALES BY MARKETING UNITS

	June, 1985	June, 1984	6 Mos., 1985	6 Mos., 1984
Chevrolet	123,753	146,172	867,717	869,125
Ford	116,813	116,029	729,732	662,217
Oldsmobile	97,671	104,325	574,501	611,473
Buick	76,664	82,110	466,252	495,687
Nissan	57,232	46,398	258,580	244,245
Pontiac	55,714	62,071	410,923	380,449
Toyota	52,125	57,836	283,932	269,458
Honda	47,555	41,929	285,900	261,543
Mercury	45,537	48,115	275,444	269,808
Dodge	36,964	39,510	253,574	215,634
Chrysler	35,615	28,981	188,895	162,125
VWoA	25,065	24,963	145,066	155,703
Cadillac	24,088	29,195	148,384	164,500
Plymouth	25,779	30,235	201,755	175,134
Mazda	16,175	14,223	86,350	82,030
Subaru	14,554	14,307	78,499	78,550
Lincoln	12,472	15,052	79,429	77,161
AMC—Renault	9,519	18,041	66,681	102,742
Volvo	9,492	9,206	57,580	57,014
Mercedes-Benz	7,476	5,926	43,899	40,526
BMW	7,821	6,655	42,351	36,945
Mitsubishi	5,023	3,106	21,891	19,593
Saab	4,224	3,436	20,300	18,143
Porsche	1,879	___	12,122	___
Isuzu	2,597	1,651	11,586	7,993
Jaguar	1,713	1,829	9,322	8,874
Peugeot	1,275	1,553	7,536	9,593
Alfa Romeo	361	360	2,488	1,731
Maserati Biturbo	178	___	837	___
TOTAL	925,334	952,214	5,631,626	5,477,998

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

New with Isuzu

VAN NUYS, Calif.—Gary Rodrigues has signed with Isuzu for Valley Motor Center.

DOMESTIC CAR SALES

	June 21 to June 30, 1985	Same Period, 1984	June 1985	Same Month, 1984	Jan. 1 to June 30, 1985	Same Period, 1984
Alliance	0	0	4,812	8,405	34,319	50,034
Encore	0	0	3,606	6,835	22,505	35,530
Total Renault	0	0	8,418	15,240	56,824	85,564
Eagle	0	0	648	1,460	5,606	10,692
Total AMC	0	0	648	1,460	5,606	10,692
AMERICAN MOTORS	4,056	8,825	9,066	16,700	62,430	96,256
Horizon	1,408	2,345	4,822	5,975	49,253	40,507
Turismo	1,140	1,804	3,574	4,620	31,295	24,631
Reliant	2,638	6,090	8,511	14,874	70,788	82,433
Caravelle	836	0	2,965	0	19,288	0
Plymouth	573	675	1,827	1,772	11,332	8,878
Total Plymouth	6,595	10,914	21,699	27,241	181,956	156,449
Laser	1,258	2,314	3,753	5,665	29,665	29,314
LeBaron K	2,074	3,820	6,991	9,882	46,394	51,836
LeBaron GTS	2,654	0	8,297	0	32,890	0
Cordoba	0	0	0	0	0	124
Fifth Avenue	5,753	2,757	12,282	6,829	51,945	38,004
E-Class	0	854	0	2,425	18,318	16,447
New Yorker	1,268	1,533	4,292	4,180	9,386	26,400
Total Chrysler	13,007	11,278	35,615	28,981	198,598	162,125
Omni	1,176	2,261	4,018	5,700	41,485	35,011
Charger	1,135	1,856	3,624	4,623	33,628	27,465
Daytona	1,310	1,903	3,718	4,637	27,839	24,503
Aries	2,543	4,966	7,703	11,720	57,444	62,556
Lancer	1,900	0	5,910	0	23,199	0
Dodge 400-600	0	976	0	2,493	3,012	12,826
Diplomat	982	1,270	3,385	3,603	20,015	12,812
Mirada	0	0	0	0	0	250
Dodge 600	1,318	1,090	4,393	3,303	26,345	19,177
Total Dodge	10,364	14,322	32,751	36,079	232,967	194,600
CHRYSLER CORP.	29,966	36,514	90,065	92,301	603,521	513,174
EXP	425	1,142	1,378	2,683	14,430	14,268
Escort	11,133	11,823	34,659	31,452	201,632	178,544
Mustang	4,895	4,747	15,159	12,118	84,981	69,134
Tempo	5,840	9,190	17,689	23,589	157,339	128,266
Thunderbird	4,462	5,165	14,193	12,981	82,243	81,060
LTD	4,869	6,196	19,050	16,630	105,373	102,386
Crown Victoria	5,319	6,516	14,685	16,576	83,734	88,559
Total Ford Division	36,943	44,779	116,813	116,029	729,732	662,217
Lynx	2,212	2,165	7,306	6,022	41,064	34,421
Topaz	1,840	2,500	5,459	6,358	43,417	37,202
Cougar	3,994	4,176	11,221	10,360	57,371	60,153
Capri	443	638	1,183	1,570	7,947	10,072
Marquis	2,790	3,838	7,952	10,154	48,696	53,773
Grand Marquis	4,500	5,240	11,669	13,651	68,396	74,187
Total Mercury	15,779	18,557	44,790	48,115	272,711	269,808
Continental	798	2,422	1,986	4,635	15,070	14,995
Lincoln	2,674	2,577	8,444	7,500	54,125	42,765
Mark VII	702	1,337	2,042	2,917	10,234	19,401
Total Lincoln	4,174	6,336	12,472	15,052	79,429	77,161
Total L-M Division	19,953	24,893	57,262	63,167	352,140	346,969
FORD MOTOR COMPANY	56,896	69,672	174,075	179,196	1,081,872	1,009,186
Skyhawk	2,596	5,177	7,804	12,766	49,090	65,316
Skylark	806	4,153	3,312	9,869	49,106	55,701
Somerset Regal	1,656	0	6,436	0	55,214	(0)
Century	6,817	7,094	22,468	16,896	115,607	111,546
Regal	3,254	6,901	10,694	17,010	55,646	105,696
LeSabre	3,878	5,666	13,287	13,006	77,161	82,875
Electra	2,602	3,942	7,268	8,526	37,002	46,757
Riviera	1,661	1,616	5,395	4,037	27,426	27,796
Total Buick	23,270	34,549	76,664	82,110	466,252	495,687
Cimarron	504	527	1,623	1,376	11,553	9,172
Seville	722	1,134	2,401	3,023	16,638	18,630
Cadillac	5,214	6,671	15,369	17,885	85,672	101,506
Eldorado	1,454	2,292	4,695	5,911	34,521	35,192
Total Cadillac	7,894	10,624	24,088	28,195	148,384	164,500
Chevette	3,068	5,209	10,184	13,172	64,127	97,042
Nova	1,249	0	3,195	0	3,196	0
Cavalier	9,050	13,475	25,611	35,035	232,584	196,613
Citation	770	3,079	2,604	9,153	34,090	55,833
Camaro	5,857	8,111	18,120	19,732	108,316	109,718
Celebrity	11,450	11,830	33,775	29,951	181,617	177,875
Malibu	0	13	0	30	0	875
Monte Carlo	3,299	3,904	10,028	10,176	60,935	72,957
Chevrolet	7,034	10,246	20,748	24,685	130,991	140,598
Corvette	1,001	743	3,069	1,892	20,331	14,536
Total Chevrolet	42,778	56,610	127,334	143,826	836,187	866,047
Firenza	1,011	1,986	4,042	7,708	30,803	33,969
Omega	0	1,396	0	4,870	0	25,725
Calais	1,789	0	8,461	0	69,402	0
Cutlass Ciera	7,493	7,102	31,714	25,308	174,862	142,054
Cutlass Supreme	4,431	7,023	19,851	27,690	114,396	192,859
Olds 88	5,061	7,468	20,039	26,654	110,836	146,970
Olds 98	3,150	2,381	10,477	8,253	55,929	48,766
Toronado	799	1,178	3,087	3,842	18,262	21,130
Total Oldsmobile	23,734	28,534	97,671	104,325	574,490	611,473
Fiero	2,332	3,095	6,295	7,142	52,733	55,781
1000	427	981	1,753	2,392	11,913	14,278
Sunbird	2,382	5,334	6,532	12,903	63,332	67,184
Phoenix	0	816	0	1,893	896	8,509
Firebird	3,278	3,701	9,003	9,065	56,624	55,965
Grand Am	1,586	0	6,644	0	56,154	0
6000	5,417	4,742	12,680	11,144	79,193	69,872
Bonneville	1,494	2,462	3,915	6,152	27,609	38,713
Grand Prix	1,519	2,671	4,186	6,464	29,085	41,848
Parisienne	1,752	1,959	4,706	4,916	33,384	28,299
Total Pontiac	20,187	25,761	55,714	62,071	410,923	380,449
GENERAL MOTORS	117,863	156,078	361,471	420,527	2,436,236	2,518,156
VOLKSWAGEN	2,952	3,329	6,098	6,599	39,962	43,901
HONDA	5,629	6,346	12,141	12,047	83,051	65,670
NISSAN	2,259	0	3,759	0	7,287	0
DOMESTIC TOTAL	219,621	280,764	676,675	727,370	4,314,667	4,246,343
IMPORT TOTAL	.....	.....	248,659	224,844	1,316,959	1,231,655
INDUSTRY TOTAL	.....	.....	925,334	952,214	5,631,626	5,477,998

But holiday-week's build dives to 81,536

Best half since '79 for auto makers

By Louise Kertesz
Detroit Reporter

U.S. auto makers produced 4,411,200 units during the first half of this year, according to adjusted figures based on totals released by the manufacturers.

It was the best six months' production since the first half of 1979, when 4,900,546 cars were assembled.

This year's first half was up 4.55 percent from the 4,219,225 total for the year-ago period.

Second-quarter production of 2,226,923 cars was up 7.60 percent from 2,069,560 in the second quarter of 1984. It was the best output for the period since 1979. It was also the highest quarterly output since the first three months of that year.

Production for the Fourth of July holiday week was unusually low, not only because no Saturday overtime was scheduled but also because many plants were idle for the entire week.

As reported earlier, plants of Ford Motor Co. and Nissan Motor Mfg. Co., U.S.A., were down last week for vacation. American Motors' Kenosha facility was closed for inventory adjustment, and VWoA's Westmoreland (Pa.) plant was idled by a parts shortage.

Ford, Nissan and VWoA are closed this week also, with production scheduled to resume July 15.

Last week's 81,536-unit build, the lowest for any week this year, plummeted 51.93 percent from the previous week's 169,626 and was 14.19 percent below the 95,018 for the year-ago week.

So far this year, 4,488,142 cars have been assembled, 3.09 percent more than the 4,353,755 completed last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 69.67 percent; Chrysler Corp., 26.86 percent; Honda of America Mfg. Co., 2.27 percent, and New United Motor Mfg. Co., 1.20 percent.

Chrysler has scheduled two nine-hour daily shifts this week (July 8) at its plants in Belvidere, Ill., and St. Louis (Nos. 1 and 2).

Bendix restraints division adding plant in Mexico

MOUNT CLEMENS, Mich.—The Bendix Safety Restraints Division of Allied Automotive is adding a production facility in Mexico and restructuring its U.S. manufacturing operations to accommodate new and anticipated production orders.

The new and anticipated business includes orders for the division's advanced passive-restraint systems developed to comply with federal passive-restraint legislation, which mandates the gradual introduction of such systems beginning in 1987, according to Robert L. Cox, vice president and division manager.

The new facility will be located in a 75,000-square-foot leased structure in Agua Prieta, Mexico. Production is expected to begin at the new Mexican facility this fall. Initial employment will be about 345—45 salary and 300 hourly.

Assembly operations of several lines of passenger-car and light-truck seat-belt systems will be moved to Mexico from the division's Greenville (Ala.) facility to make room at Greenville for passive-restraint system production, said Cox.

Federal legislation mandates that 10 percent of all new cars must have passive restraints in the front seats by 1987, 25 percent by 1988, 40 percent by 1989 and 100 percent by 1990. The ruling will be rescinded if states with two-thirds of the nation's population have mandatory seat-belt-use laws meeting federal standards on or before April 1, 1989.

The restructuring also will make room for expanded production of current seat-belt models to meet additional 1986 orders.

CANADIAN CAR PRODUCTION

	Week Ended July 6, 1985	Week Ended July 7, 1984	Week Ended June 29, 1985	June Total	Jan. 1 to July 7, 1984	Jan. 1 to July 6, 1985
AMERICAN MOTORS	0	0	0	811	12,250	5,493
FORD MOTOR	4,408	3,377	11,440	45,546	238,235	267,607
GENERAL MOTORS	10,975	9,934	11,089	54,275	348,367	282,590
VOLVO	180	156	225	658	5,831	5,556
Total Cars, Canada	15,563	13,467	22,754	101,290	604,683	561,246

U.S. TRUCK PRODUCTION☆

	Week Ended July 6, 1985	Week Ended July 7, 1984	Week Ended June 29, 1985	June Total	Jan. 1 to July 7, 1984	Jan. 1 to July 6, 1985
CHEVROLET	14,091	16,505	23,755	104,256	524,164	627,122
DODGE	3,300	3,063	4,709	19,357	109,634	113,627
FORD	0	0	20,403	101,746	627,283	626,328
GMC	4,222	4,719	8,525	33,792	170,560	193,498
INTERNATIONAL	0	0	996	6,612	39,139	41,705
JEEP	4,120	0	3,587	17,704	100,209	109,208
NISSAN	0	1,715	2,693	9,890	51,429	53,286
AM GENERAL	30	40	50	200	1,370	1,290
MISCELLANEOUS	1,044	800	1,739	6,956	27,200	47,064
Total Trucks, U.S.	26,807	26,842	66,457	300,513	1,650,988	1,813,128

CANADIAN TRUCK PRODUCTION

	Week Ended July 6, 1985	Week Ended July 7, 1984	Week Ended June 29, 1985	June Total	Jan. 1 to July 7, 1984	Jan. 1 to July 6, 1985
CHRYSLER	7,294	6,366	7,498	35,892	195,398	222,504
FORD	0	0	3,566	14,505	84,442	89,320
GENERAL MOTORS	4,608	4,793	5,830	24,913	162,835	155,361
INTERNATIONAL	0	0	271	1,296	3,913	5,656
Total Trucks, Canada	11,902	11,159	17,165	76,606	446,588	472,841
N. American Trucks	38,709	38,001	83,622	377,119	2,097,576	2,285,969

☆—Now incudes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production for first half is best in 6 years

Domestic truck production of 1,785,992 units for the first half of 1985 was the best six-month build since the same period of 1979, when 1,891,166 trucks were assembled, according to adjusted figures based on company totals.

First-half production this year was up 8.54 percent from 1,645,455 for the year-ago period.

Second-quarter production of 920,696 trucks was the best output of any quarter since the first three months of 1979, when 1,003,218 trucks were completed.

Output for the second quarter was 10.05 percent better than the 836,603 total for the same period in 1984.

With plants of Ford Motor Co., International Harvester and Nissan Motor Mfg. Co., U.S.A., closed for vacation—and with the build cut by the Fourth of July holiday—truck output last week was the lowest of any week this year.

Makers scheduled assembly of 26,807 trucks last week, 59.66 percent fewer than the previous week's 86,547, but about the same (down 0.13 percent) as the year-ago week's 26,842.

Year-to-date, 1,813,128 trucks have been assembled, 9.82 percent more than the 1,650,988 completed last year at this point.

Ford, International Harvester and Nissan plants remain closed this week. Production is scheduled to resume at these facilities on July 15.

Canada posts best half ever for truck output

Canadian truck manufacturers had their best six months' production ever during the first half of this year as they built 460,900 units.

The first-half total topped the 439,267 for the same period of 1984, which had been the previous record six-month output.

Second-quarter truck production of 233,074 units was also the top quarter ever for the manufacturers, surpassing by 4.19 percent the previous record quarter—223,692 for the same period of 1984.

Last week's truck build of 11,902 units—cut by the Canada Day holiday and plant closings for vacation—was down 30.66 percent from the previous week's 17,165 but was 6.66 percent better than the year-ago week's 11,159.

So far this year, 472,841 trucks have been completed, 5.88 percent more than the 446,588 built last year at this time.

Ford Motor Co. and International Harvester plants remain closed for their second week of vacation this week. They are scheduled to reopen July 15.

Canadian car production of 547,461 for the first half of this year was down 8.41 percent from the year-ago period's 597,708.

Second-quarter output of 302,897, though up 23.85 percent from the first quarter's 244,564, lagged 2.42 percent behind the 310,399 for the same period last year.

Last week's car production of 15,563 units was 31.60 percent less than the previous week's 22,754 but 15.56 percent more than the year-ago week's 13,467.

Year-to-date, 561,246 cars have been assembled, 7.18 percent fewer than the 604,683 completed last year at this point.

American Motors' Brampton (Ont.) plant remains closed for vacation and changeover. It is scheduled to reopen Aug. 5.

U.S. CAR PRODUCTION

	Week Ended July 6, 1985	Week Ended July 7, 1984	Week Ended June 29, 1985	June Total	Jan. 1 to July 7, 1984	Jan. 1 to July 6, 1985
AMERICAN MOTORS	0	3,532	0	7,089	99,419	54,072
Renault Total	0	3,532	0	7,089	99,419	54,072
Alliance	0	1,970	0	4,276	53,427	32,928
Encore	0	1,562	0	2,813	45,992	21,144
CHRYSLER CORP.	21,900	20,320	29,296	124,531	709,358	746,572
Plymouth Total	6,300	5,993	8,046	33,945	206,965	215,489
Horizon	2,400	2,598	3,149	13,285	85,415	79,220
Reliant	2,600	2,702	3,500	14,587	105,244	95,949
Caravelle	800	235	977	4,372	5,165	29,554
Gran Fury	500	458	420	1,701	11,141	10,766
Chrysler Total	7,400	6,971	9,867	42,075	239,490	247,486
LeBaron	1,600	2,274	2,130	8,774	72,633	58,144
LeBaron GTS	2,000	0	2,673	10,831	0	55,291
Laser	900	1,194	1,364	5,942	43,356	30,997
New Yorker/E-Class	1,200	1,820	1,609	7,016	61,048	40,558
Fifth Avenue	1,700	1,683	2,091	9,512	62,453	62,496
Dodge Total	8,200	7,356	11,383	48,511	282,903	283,597
Omni	2,200	2,378	2,999	12,561	80,806	78,925
Aries	2,300	2,185	3,150	12,928	83,074	78,618
Daytona	900	911	1,246	5,438	32,365	28,031
Dodge 600	1,000	1,254	1,497	6,540	46,264	39,181
Lancer	1,400	0	1,683	7,025	0	39,523
Diplomat	400	628	808	4,019	20,394	19,319
FORD MOTOR	0	0	32,826	133,420	926,325	894,919
Ford Division	0	0	21,349	85,475	602,334	593,806
Escort	0	0	7,501	29,946	186,244	169,375
Mustang	0	0	3,686	15,154	71,347	94,796
LTD	0	0	2,809	12,191	115,676	117,707
Thunderbird	0	0	3,281	12,122	83,421	102,270
Crown Victoria	0	0	0	0	40,350	7,122
EXP	0	0	0	0	17,877	3,863
Tempo	0	0	4,072	16,062	87,419	98,673
L-M Division	0	0	11,477	47,945	323,991	301,113
Mercury Total	0	0	7,925	33,781	234,146	215,875
Lynx	0	0	1,725	6,616	35,991	38,531
Capri	0	0	759	2,326	9,390	9,403
Marquis	0	0	1,471	6,874	60,315	59,146
Cougar	0	0	2,843	13,383	55,857	73,787
Grand Marquis	0	0	0	0	50,266	4,733
Topaz	0	0	1,127	4,582	22,327	30,275
Lincoln Total	0	0	3,552	14,154	89,845	85,238
Continental	0	0	507	1,974	19,932	14,519
Lincoln	0	0	2,656	10,616	52,976	61,288
Mark VI/VII	0	0	389	1,574	16,937	9,431
GENERAL MOTORS	56,811	71,166	99,286	396,783	2,496,770	2,632,675
Buick Total	13,415	18,112	21,887	82,433	547,199	534,107
Skylark	0	1,542	0	0	53,221	40,953
Skyhawk	1,419	2,324	2,412	10,560	85,181	59,956
Somerset Regal	1,563	136	2,310	6,405	299	63,804
Century	3,628	4,382	6,129	23,961	120,351	139,187
Regal	2,066	3,984	2,556	12,122	119,997	64,958
LeSabre/Electra(rwd)	1,590	3,711	3,090	12,582	117,494	75,177
Riviera	708	834	1,565	6,233	27,824	35,781
Electra(fwd)	2,441	1,199	3,825	10,570	22,832	54,491
Cadillac Total	4,163	5,130	7,092	26,984	177,182	195,142
Cimarron	318	208	632	2,523	9,461	15,369
Seville	429	545	693	2,756	22,158	20,809
Eldorado	843	1,206	1,352	5,384	42,580	39,140
Cadillac (rwd)	250	1,687	403	2,700	78,976	27,412
DeVille (fwd)	2,323	1,484	4,012	15,621	24,007	92,412
Chevrolet Total	17,209	23,896	32,303	132,632	851,425	902,864
Chevette	1,813	2,023	3,775	14,610	105,533	86,366
Cavalier	5,592	6,633	11,199	43,718	222,515	263,604
Celebrity	3,255	5,214	5,690	22,644	160,911	151,090
Camaro	2,983	4,553	5,060	20,224	141,643	125,545
Citation	0	2,233	0	0	59,669	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	1,167	1,195	1,340	8,294	64,745	76,602
Chevrolet	1,799	1,489	4,256	19,201	62,586	147,183
Corvette	600	556	983	3,941	17,477	23,577
Oldsmobile Total	14,436	15,784	23,273	95,152	624,561	649,918
Omega	0	858	0	0	27,497	0
Firenza	501	873	1,118	4,833	40,876	36,173
Cutlass Supreme	3,000	2,768	3,789	21,651	157,502	118,683
Cutlass Ciera	3,904	4,091	7,857	26,342	151,499	194,258
88/98 (rwd)	3,670	4,840	5,109	20,963	196,321	126,689
Olds 98 (fwd)	1,720	1,548	2,799	9,592	25,492	74,265
Calais	1,221	135	1,955	7,081	0	78,343
Toronado	420	651	866	2,670	25,374	21,537
Pontiac Total	7,588	8,244	14,731	57,582	296,403	390,944
Acadian**	0	142	293	753	9,314	7,408
2000 Sunbird	1,502	2,307	3,389	12,907	80,852	75,778
1000	379	649	718	2,130	22,134	11,854
Firebird	1,589	2,518	2,629	10,452	62,047	66,819
Phoenix	0	377	0	0	13,686	0
6000	933	0	1,600	6,023	0	24,990
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,001	335	1,928	7,884	15,101	39,119
Fiero	1,548	1,916	2,662	10,706	63,516	62,530
Grand Am	636	0	1,512	6,727	0	62,267
HONDA	1,850	0	3,062	12,228	66,450	83,586
NISSAN	0	0	1,383	5,091	0	10,616
NUMMI (Nova)*	975	0	1,500	5,500	0	13,224
VOLKSWAGEN	0	0	2,273	9,029	55,431	52,276
Total Cars, U.S.	81,536	95,018	169,626	699,699	4,353,755	4,488,142
Total Cars, Canada	15,563	13,467	22,754	101,290	604,683	561,246
N. American Cars	97,099	108,485	192,380	794,978	4,958,438	5,049,388
N. American Trucks	38,709	38,001	83,622	377,119	2,097,576	2,285,969
North American Cars and Trucks	135,808	146,486	276,002	1,172,097	7,056,014	7,335,357

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

July 15, 1985

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60th year—$45 per year, $1.00 per copy

170 auto leaders average $579,928 for 1984

Executive pay up 15 pct.

By Michelle Krebs
Financial Editor

A record year of profits for the automotive industry spelled a record year of salaries for the executives of automotive and supplier companies.

The annual Automotive News survey of the executives of publicly traded companies who make more than $300,000 in combined salary and bonus showed the average compensation in 1984 amounted to $579,928, up 15 percent from 1983's $505,814. In 1982, the average was $400,000.

The combined compensation of the 170 executives on the 1984 list amounted to almost $100 million, up from 1983's $87 million for 172 executives, according to the survey compiled from company proxy statements which list only the five top-paid executives.

The number of executives who made more than $1 million in salary and bonus doubled to 12 in 1984 from six in 1983.

Philip Caldwell, Ford Motor Co. chairman during 1984, held the No. 1 spot for the second consecutive year with a combined salary and bonus of $1.58 million. Caldwell retired from Ford in February.

The average raise for top executives amounted to 23 percent last year. The average increase in 1983 from 1982—a recession year in which salaries rose little or not at all—was 40 percent.

Chrysler Corp. executives enjoyed the largest increases in compensation. Chrysler's top four executives showed increases in bonuses and salaries of about 150 percent each. However, Chrysler's proxy statement in 1983 listed only salaries; bonuses for 1983 were not revealed until 1984's proxy statement.

Nevertheless, Chrysler Chairman Lee A. Iacocca, who had a 151-percent increase in salary and bonus, bumped General Motors Chairman Roger B. Smith from the No. 4 spot to No. 7.

Increases in 1984 were not as

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Shop volume has 2nd best gain of 1985

By Jack Walsh
Service Editor

Service and parts gains in the nation's franchised auto dealerships were down in May from the previous month, but the rate of growth over the same month in 1984 was the second-highest of the year.

Special Service Section Starts on Page E-1 following Page 26.

Volume during the month, according to the Automotive News Service Index, was 13.5 percent higher than in May a year ago, with sales of parts to outside customers the strongest of the six indicators used in the survey.

The April rate of growth over the same month in 1984 was 18.6 percent, the greatest increase in 14 months.

In May, parts sold to other dealer and independent shops showed a gain of 28.3 percent over last year. Total labor sales, customer-paid and warranty, were up 13.9 percent from the year earlier.

Gross profit during the month on all labor, parts and accessory volume—the most important indicator from the dealers' view—increased 10.8 percent over a year ago.

There was an increase of 8.7

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SERVICE INDEX
113.5★

	May, '85 vs. May, '84	5 mos., '85 vs. 5 mos., '84
Gross Profit on All Labor and P&A Sales	+10.8%	+10.2%
Repair Orders Written	+ 6.0%	+ 9.5%
Total Labor Sales (Customer & Warranty)	+13.9%	+13.5%
Shop Parts Sales (Customer & Warranty)	+8.7%	+10.7%
Sales of All P&A	+6.1%	+6.9%

★—Survey by Automotive News shows that dealers' service and parts business in May, 1985, was 113.5 percent of business in May, 1984. Service business in the first five months of 1985 was 110.4 percent of business in the corresponding period in 1984.

New plant, new car

Joe Wissers

'86 Toronado steps out

The redesigned Oldsmobile Toronado is one of the lines that will be produced at General Motors' new Poletown assembly plant on the Detroit-Hamtramck border. The plant, which begins production for the 1986 model year, also will build Buick Riviera, Cadillac Eldorado and Cadillac Seville.

Several key decisions must be made

Toyota strategies for U.S. plant

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—The current flurry of speculation about a U.S. assembly plant for Toyota underscores the important decisions that face the leading import nameplate in this market.

News Analysis

The decisions include how much of the company's product line will be built in the U.S., where those vehicles will be produced and how much those investments will cost in the long run if there is a dramatic downturn in sales and a return to price competition among the imports.

Basically, there are two strategies Toyota can employ. It can add a second line at the New United Motor Mfg., Inc., plant in Fremont, Calif., to produce a Corolla-class vehicle for U.S. distribution, or it can choose a greenfield site to construct a new plant.

A third, and possibly most likely scenario, would find Toyota doing both.

• The linchpin is the recently completed labor agreement between NUMMI and the UAW. By having an agreement that Toyota can live with in the U.S., the door is open for an assembly plant elsewhere.

Sources contacted by Automotive News indicate that some sort of decision has been made regarding the greenfield site, but that only a select number of top Toyota officials in the U.S. know what it entails and they're not talking.

It is believed that the company will try to play it close to the vest as long as possible, and some maintain that the announcement will be made to the dealers first during a trip to Japan in the fall.

However, if the plant is to be operational by 1988, one source said, a lot of work has to be done in the upcoming months and it will be difficult to keep that activity under wraps. If that is the case, the announcement may be made by the parent company sooner than originally planned.

News reports have identified potential plant sites as Kansas City; Nashville; Kentucky, and Indiana.

Sources indicate that a Tennessee plant is unlikely since rival Nissan already has a facility in Smyrna.

More than a year ago, reports surfaced that Toyota was eying Kansas City, Kans., as a possible home for a U.S. plant, and it's likely that the company will select a Midwest base for the project since that is one region were local production may help boost sales penetration.

Other signs seem to indicate that the product may very well be the next generation Camry, if Toyota decides to go ahead with

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U.S.-car supply rises to four-month high

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new domestic cars climbed last month, and slower sales aggravated the situation a bit. July opened with 1,576,762 cars in dealer and factory inventories, more than on June 1 but fewer than on May 1.

The July 1 stockpile was enough for 58 sales days, the highest days-supply number in four months.

On June 1, there were 1,546,188 cars in stock, or 50 days' worth. The July 1, 1984, stockpile was 1,445,799 cars, good for 52 days.

Almost all the increases among the nameplates' days-supply figures were due to slower sales. Production in most cases was cut—just not enough to offset the sales drops. Nevertheless, the 58-day average for the industry remained within the ideal range.

July 1 figures showed 28 nameplates with significant increases in their days-supply numbers and only five with substantial decreases.

Two of the five were Lincolns: Continental and Mark VII both saw little change in production levels but significant sales increases. Two others were Mercurys: Marquis sales were steady, but production dropped. Sales of Grand Marquis rose during its second month of production downtime for changeover to a new plant.

The fifth exception to the industry trend was the Chrysler Fifth Avenue. The drop in its days-supply figure was due to a sales increase coupled with a decrease in production.

The increases in the days-supply figures for the subcompact and compact segments may be partially explained by expiration of incentives on those models.

Inventories were divided this way on July 1: Subcompact, 18.18 percent; compact, 21.60 percent; intermediate, 33.34 percent; standard, 13.93 percent, and luxury, 12.95 percent.

One month earlier the split was subcompact, 17.40 percent; compact, 19.85 percent; intermediate, 34.92 pecent; standard, 14.77 percent, and luxury, 13.06 percent.

July 1 inventories were divided this way by company: American Motors, 2.71 percent; Chrysler Corp., 17.75 percent; Ford Motor Co., 25.27 percent; General Motors, 52.66 percent; Volkswagen, 1.12 percent; Honda, 0.29 percent, and Nissan, 0.20 percent.

The month-earlier split: AMC, 2.81 percent; Chrysler, 15.62 percent; Ford, 27.76 percent, GM, 52.30 percent; VW, 0.98 percent; Honda, 0.45 percent, and Nissan, 0.08 percent.

Domestic models and their July 1 days' supplies:

Subcompact—Alliance, 114; Encore, 102; Laser, 85; Omni, 82; Chevette, 81; Daytona, 76; Charger, 75; Fiero, 74; Horizon, 73; Golf, 73; Nova, 72; EXP, 65; Lynx, 62; Turismo, 62; Pontiac 1000, 53; Escort, 48; Nissan Sentra, 21, and Honda Accord, 9.

Compact—Eagle, 231; Aries, 100; Reliant, 98; LeBaron, 94; Cimarron, 85; Camaro, 68; Firenza,

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breaking news

AMC sets tentative 1986 prices

SOUTHFIELD, Mich.—American Motors has issued tentative prices on its 1986 models, authorized selling before the official Oct. 1 introduction date and reduced its dealer discount on base models from 10 percent to 9. Average-equipped Renaults will increase $54, or 0.7 percent, although base prices on all but two Renault models drop. Average-equipped Jeeps and Eagles increase $324, or 2.1 percent. The new Jeep Comanche pickup is tentatively priced at $7,049 for the 2WD version, $8,699 for the 4WD.

New incentives offered on Aries, Reliant

DETROIT.—Chrysler Corp. last week launched the Reliant/Aries Saver's Choice program, which offers buyers of 1984 and 1985 K-cars a $400 savings allowance or 8.8 percent Chrysler

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For dealers, top management

Dedeurwaerder maps AMC survival plan

By Richard Johnson
Detroit Reporter

American Motors will report a bigger loss in the second quarter than its $29 million first-quarter deficit, according to Jose Dedeurwaerder, AMC president and chief executive officer.

But Dedeurwaerder told AMC/Renault/Jeep dealers and top management at a special, unpublicized gathering in Dearborn last week that the company is on the high road to profitability.

During an interview with Automotive News sandwiched between the meetings in Dearborn, Dedeurwaerder also said:

1. U.S. introduction of the highly touted Renault Alpine sports car has been delayed until the spring of 1987.

2. The imported Renault Fuego and 18i models will be phased out by the time AMC's five-year product development plan is fully in place in 1987.

3. The new compact model due to arrive from France is now scheduled for U.S. introduction in the spring of 1987 and will comprise a full line, including a wagon.

4. With new labor terms negotiated with the company's Wisconsin workforce, AMC will attempt to work with Wisconsin state officials to improve the company's competitive position there.

5. AMC has no plans to replace the aging Kenosha assembly plant with a new, modern facility.

6. AMC is waiting for Renault Chairman Georges Besse to obtain necessary authorization in France on new loans to AMC that would reportedly total $175 million through 1987.

7. Whether he is elected AMC chairman later this week by the company's board of directors is "not important." Dedeurwaerder said he has all the tools he needs to operate effectively as AMC's chief executive officer.

AMC last week brought together about 600 top managers of the company and some 60 key dealers to address what Dedeurwaerder described as "exaggerated negative comments" in the media about conditions at AMC.

Amid declining sales for Alliance and Encore, the labor negotiations, the first-quarter loss after a slim profit in 1984 and a 25 percent reduction in departmental budgets earlier this year, Dedeurwaerder said the company has come in for a roasting in the press.

• "You have negative comments when you have to cut out 25 percent of your controllable costs and when you have to fix a labor situation in Wisconsin that is 20 years old," he said. "The press was taking that in a very negative way, and that impacts the morale of the dealers and the morale of the people inside the company."

Dedeurwaerder said the company's losses this year are consistent with what AMC executives have said all along about the company's five-year product plan that concludes in 1987.

He said the company's modest $15.5 million profit last year after a loss of $146.7 million the year before has tended to raise expectations about the company.

Dedeurwaerder once again countered persistent rumors that Renault will abandon its U.S. partner and that AMC is about to sell its profitable Jeep operations.

"In April, we told the stock-

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Rising star in Canada

The 1985 Hyundai Stellar mid-size sedan debuted in Canada April 1 and is carving another niche north of the border for the South Korean auto maker. The rear-wheel-drive vehicle, based on Ford of Europe's Cortina and powered by a 1.6-liter OHC engine, joins the Pony subcompact in Hyundai's Canadian lineup. The Stellar's U.S. debut is scheduled for 1987.

Hyundai Stellar is hot in Canadian market

By Richard Johnson
Detroit Reporter

Hyundai Motor Corp.'s second Canadian entry, the mid-size Stellar sedan, is carving out another niche for the Korean car company that leaped into Canada last year with sales of more than 25,000 Pony subcompacts.

Being promoted as a new model "from the Pony people," the rear-drive Stellar is billed as an economical alternative to popular Eurosedans and Japanese mid-range offerings. According to Stellar advertising literature, "the cost of luxury has never been lower."

The Stellar is due to be introduced in the U.S. in 1987. Hyundai Motor America, which recently appointed its first 50 dealers, expects to begin selling the new front-drive Pony Excel subcompact in the U.S. next January.

After its first three months on the Canadian market, the Stellar reached 30 percent of Hyundai's overall volume in June, or about what company officials projected for the car. For the year-to-date, Hyundai ranks first among importers in Canada with combined Pony and Stellar sales of 31,661.

The Stellar went on sale in Canada on April 1. Hyundai sold 1,808 units in April, 2,392 in May and 2,868 in June, or 30 percent of the company's 9,561 total for the month. Hyundai is projecting overall Canadian sales of 50,000-55,000 for Pony and Stellar in 1985.

Hyundai's first-year success in the Canadian market drew pressure to remove duty-free status for the South Korean company.

As a result, the Canadian Government last spring set new duty levels on autos and auto parts imported from "developing nations," including South Korea. A new 7 percent duty on replacement parts

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Mazda, Kia to build small car for Ford

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—Mazda Motor Co. announced that it will join with Kia Industrial Co., of South Korea, to build a new small car that may be marketed in the U.S. by Ford Motor Co. sometime in 1988.

Under the tentative plan, Mazda will develop a 1,000-1,500-cc auto at a yet-to-be-constructed factory in South Korea and will supply parts. Kia will produce 125,000 of the subcompacts annually.

Although early plans call for the third-largest Japanese auto maker to design the vehicle, a Mazda spokesman pointed out that Kia has the capability of designing its own car and at one time produced an automobile based on a Mazda model until ordered by the government to concentrate on producing trucks.

The Seoul-based auto maker recently received government approval to add car production and sales to its current operations. Mazda said production of the new car will start when it is legally permissible, probably in 1987.

• According to some sources, the new car will be sold through Ford Motor dealers in the U.S. A Ford spokesman in Tokyo said that the company has been "desiring to purchase a car from Kia for some time." He said negotiations are progressing "but nothing has been finalized."

The spokesman also noted that Ford Motor has "an indirect relationship" with Kia through its 25-percent stake in Mazda, which in turn has an 8-percent equity in Kia.

It was also noted that Ford Chairman Donald E. Petersen revealed at the recent stockholders' meeting that the company was negotiating to buy a Korean car smaller than the Escort to sell in the U.S.

Initially, Mazda will supply Kia with key components for the car, such as engines and transmissions, along with technical assistance. However, in time, Kia will produce those components and other parts to achieve 100-percent local content.

Mazda has denied repors that it plans to import the Korean-produced car for sale in Japan. Also denied was a report that Mazda and Ford plan to increase their stakes in Kia.

The Mazda sokesman said the Japanese firm and Kia have had an assistance agreement since 1981.

Company steps up cost-cutting measures

Uncertainty grows in GM ad world

By Edward Lapham
Marketing Editor

There were more changes, and even a little new uncertainty in the General Motors media arena last week.

Ad agency Campbell-Ewald, which industry sources say is under fire from client Chevrolet to reduce its full-service billing commission rate from 15 to 12.5 percent, closed seven field offices, eliminated its public relations operation and offered early retirement to a number of employes.

"About 14 or 15" employes will be leaving, according to Campbell-Ewald Chairman Paul L. John.

John also said the billing rate is "still 15 percent," but acknowledged there is "always pressure" from clients to reduce costs.

Although many industry sources said privately they believed the C-E cuts were a direct result of the corporate-financed study of marketing and media services and other operations by management consulting firm McKinsey & Co., John said there is "no relationship."

"What we've done parallels what Chevrolet did," he said. "They've been streamlining things for a year and a half and who knows if their changes came from McKinsey or somewhere else?"

Campbell-Ewald, the largest GM supplier ad agency, had total 1984 billings of $390 million. Of that, about $200 million were from Chevrolet. A rate cut from 15 to 12.5 percent would therefore reduce income about $5 million.

Despite a flurry of panic and rumors in the Detroit ad community, there were apparently no similar cuts at other GM agencies.

D'Arcy MacManus Masius, which handles Pontiac and Cadillac among other GM accounts, and McCann-Erickson, which handles Buick, both reported business as usual.

The Campbell-Ewald cuts included closing Chevrolet account field offices in San Francisco, Los Angeles, Dallas, Atlanta, Chicago, New York and Detroit.

John said the restructuring of Chevrolet's field operations necessitated a similar restructuring at C-E. The agency will now use "field travelers" to coordinate campaigns with the 152 Chevrolet dealer associations.

"There certainly won't be any diminished service," he said. "In fact, it will probably be a little quicker."

John also denied reports from within the Detroit ad community which said more cuts at Campbell-Ewald are likely.

"There will be no more cuts," he told Automotive News.

John also labeled as "conjecture" reports that the McKinsey study had tagged C-E's product information department as being superfluous to the client's own staff, and therefore a likely cut target.

While the Campbell-Ewald cuts caused some uneasiness within the Detroit ad community, local

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Chrysler, UAW to open contract talks Aug. 12

DETROIT.—Chrysler Corp and the UAW will open negotiations Aug. 12 at Chrysler headquarters in Highland Park.

Talks between the UAW of Canada and Chrysler Canada will begin Aug. 13 in Toronto. The Chrysler-UAW contracts in both countires expire Sept. 15.

Hyundai's first

Ground has been broken for the first dealership in Hyundai Motor America's 30-state network. The dealership, Cormier Hyundai, San Diego, is owned by John Peterson, left, and Len Cormier, right. Also shown are Max Jamiesson, Hyundai Motor America executive vice president, and Sung Hak Park, president.

More belt laws dim prospects for air bags

By Jake Kelderman
Washington Reporter

WASHINGTON.—Efforts of domestic and import auto firms to negate the passive-restraint requirement by having state seatbelt-use laws enacted may prove successful long before the deadline, according to the Highway Users Federation.

Jack Martin, spokesman for the organization, said 14 states already have passed such laws and five more plus the District of Columbia are considering them.

Passive restraints—either air bags or automatic belts—must be

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60th year—No. 5083

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

truck industry news

Sales to start in South

Nissan enters mid-range arena

By Arthur Flax
Assistant Truck Editor

IRVING, Tex.—Nissan Diesel America, Inc., will enter the U.S. commercial truck market later this month with a Class 7 cabover straight truck, according to W.W. Hall, vice president and general manager.

Hall said the first trucks are scheduled for sale at Southern dealerships by the end of July. The company has not finalized its dealership arrangements, and Hall said he could not be specific on the location of the first dealers. However, an earlier report said sales were scheduled to begin in Texas and neighboring states.

Nissan Diesel has dealers lined up and will start selling the trucks as soon as the distributor organization is set, Hall said.

The company is looking for established truck dealers to sell its products and is not planning to use Nissan car outlets. Sales outlets will be known as UD dealerships to differentiate them from Nissan's car outlets, and the U.S. truck marketing arm will operate independently from Nissan Motor Corp. in U.S.A., the car branch of the Nissan group here.

UD is the corporate symbol of Tokyo-based Nissan Diesel Motor Co., Ltd., the parent of Nissan Diesel America, and is based on its "Uniflow" diesel engine of the early 1950s.

Nissan Diesel America is establishing regional offices in the Dallas area for the South, Chicago for the Central U.S. and in a Northeastern area for that region. Hall mentioned New York, New Jersey and the Philadelphia area as possible sites.

Hall said he expected to have "about 80 to 100 dealers before the end of the year."

He said the company will enter the Western U.S. by next year.

A parts warehouse has already been established and stocked in Irving.

Hall said, "We will have spare parts and service support from the beginning."

The first shipment of trucks is now being delivered to entry points in Los Angeles and Jacksonville, Fla., he said.

The first truck model to be sold in the U.S. is called the CPB12 and is rated at 29,760 pounds GVW. It will be available in wheelbases of 177 inches, 208 inches and 238 inches and will accept a body up to 24 feet in length.

The truck will be powered by an in-line six-cylinder, four-cycle, 175-HP naturally aspirated diesel engine and will be equipped with an air-over-hydraulic braking system.

A second cabover straight truck —rated at 32,900 pounds GVW, powered by a 210-HP turbocharged diesel engine and equipped with air brakes—will go on sale in January and a Class 7 tractor follow shortly thereafter.

Nissan's goal for the first six months is about 300 sales, according to Hall.

He said, "I see a little more than that. My estimate between now and the end of the year is 500. I'm ambitious about it."

He added, "Class 6 and 7 is a big market that is still not completely dominated by diesel. There are still a lot of gas-powered units, and the trend continues toward diesel. There is a lot of room in the market and while most of the products seem to look the same, we feel our product is a little unique; it fits the marketplace.

Nissan will fight for a piece of the mid-range market with such recent Japanese entries as Isuzu and Mitsubishi, the European

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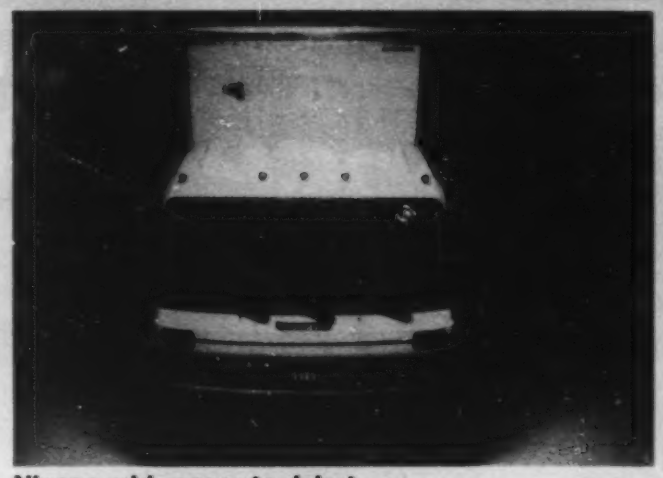
IH looking for LFE; Nissan may supply it

CHICAGO.—International Harvester reportedly is negotiating with Nissan to bring in a low front entry (LFE) mid-range diesel cabover to complement its own Cargostar.

Company officials have told dealers they are negotiating with a Japanese manufacturer to bring in an LFE. Some dealers reported hearing a deal with Nissan was imminent.

IH's official comment is that "no deal has been struck or consummated in any way, shape or form." IH would not say with whom it is negotiating.



Nissan mid-ranger to debut

Nissan Diesel America, Inc., plans to start sales of this CPB-12 Class 7 diesel truck in the South at the end of this month. The truck is rated at 29,760 pounds GVW and is powered by a 175-HP naturally aspirated in-line six-cylinder diesel engine.

First-half truck sales climb to alltime peak

By Arthur Flax
Assistant Truck Editor

Retail truck sales set an alltime record in the first half of 1985.

Through June, 2,378,351 trucks of all types were sold, up 12.5 percent from the previous record of 2,113,208 in the first half of 1978. Last year, 2,094,336 trucks were sold in the first half.

Light-truck sales also set a record.

In the first six months of this year, 2,235,808 light-duty Class 1-3 trucks were sold, up 13.5 percent

Tables on Page 26

from the former record of 1,971,470 units retailed through June a year earlier.

Medium-duty Class 4-6 sales of 26,939 units through June compared with 26,912 units sold a year earlier.

Heavy-duty Class 7-8 sales of 115,604 represented a 12.0 percent gain over the 103,198 units sold in the same 1984 period.

The sales counts are based on manufacturer's reports for light-duty sales and MVMA preliminary reports of medium and heavy-duty deliveries.

During June, retail outlets sold 383,032 light trucks, 6.9 percent below the alltime June high of 411,267 sales in 1978. In June last year, 338,321 light trucks were sold.

Sales of medium and heavy-duty units, however, dropped slightly during June.

Medium-duty sales totaled 4,356 in June, 1985, down 3.6 percent from the 4,517 units sold a year-earlier.

Heavy-duty sales in June, 1985, were 19,882, down 3.5 percent from the 20,609 units sold in the previous June.

The overall truck sales lead seesawed back to Ford during June as the company sold 116,383 light, medium and heavy-duty units to outpace Chevrolet's 111,151 light and medium-duty sales. Chevrolet held the lead in April and May.

Ford also recaptured the year-to-date truck sales lead it lost in May. In the first half, Ford sold 660,188 light, medium and heavy-duty trucks, compared with

Please turn to Page 26, Col. 3

California to get taste of London

This double-decker Leyland Olympian bus, shown here in London, will be demonstrated in California and Oregon as part of the company's campaign to establish a double-decker market in the U.S. Leyland recently made an agreement for Gillig Corp. to market the Olympian here. The companies believe that up to 10 percent of the 50,000 single-deck buses operating in the U.S. could be switched to double-deckers with significant operating benefits. The 67-seat Olympian is powered by a 240-HP Cummins engine.

DOT allows computer to replace truck log

WASHINGTON.—The U.S. Department of Transportation allowed Frito-Lay, Inc., Dallas, to use an on-board computer from Cadec Systems, Inc., in its truck fleet instead of handwritten log books which DOT requires over-the-road truckers to keep.

The DOT exemption from the current Bureau of Motor Carrier Safety hours-of-service record-keeping requirements is the first major change in the application of BMCS regulations in more than 35 years, according to R. Gregory Wing, Cadec executive vice president.

It is expected to produce major operational cost reductions and improvements in overall fleet safety and pave the way for extensive computerization of the U.S. trucking industry, Wing said.

• Frito-Lay expects to install more than 700 Cummins CADEC 300 Vehicle Information Systems in company trucks by the end of 1986.

Cadec Systems, Londonderry, N.H., markets and distributes its on-board computer systems with Cummins Engine Co., Inc.

Until now, the driver log was the only item Frito-Lay was unable to automate in its truck fleet operation, Wing said.

It has used the system since 1983 to collect and manage trip information, increase dispatcher productivity, reduce driver paperwork and maintenance costs and improve safety.

Wing said his customers had determined their drivers spend up to 40 minutes each day updating logs and doing other paperwork. The Cadec system cuts that to a few minutes, he said.

The Cummins CADEC 300 system consists of an on-board computer mounted in the truck cab; a pocket-sized, portable Memory Module that stores data collected by the unit and a unit to link the system with a personal computer used to run Cadec-licensed software and produce management reports.

Durakon signs Far East deal

LAPEER, Mich.—Durakon Industries, Inc., here, and Alpha Cubic, of Singapore, have signed a one-year agreement that gives Alpha Cubic exclusive distribution rights for Durakon products in Singapore, Malaysia and Indonesia.

The agreement expands Durakon's foreign distribution network. The company operates a subsidiary in Canada and has distribution agreements in Japan and Saudi Arabia.

Durakon produces liners for beds of pickup trucks. Its primary product, the Duraliner, is a one-piece, polyethylene liner that can be custom-molded to fit 97 percent of all pickup trucks.

IH and GM recall trucks for fixes related to safety

International Harvester and General Motors have announced recalls of safety-related components.

International announced the voluntary recall of about 39,600 S-Series, model 1600-1900 trucks and buses with power steering and 10,800- or 12,000-pound-capacity front axles, produced from August, 1977, through September, 1984.

International said steering arms on those vehicles may become brittle and break after an extended series of low-speed tight turns. IH said it will replace the steering arms with stronger units.

Seven steering-arm failures have been reported but no accidents have resulted, IH said.

General Motors is recalling about 600 medium and 1,500 heavy-duty 1983-1985-model-year trucks to inspect brake and cab step components.

GM said the front air-brake hose could rub against the inner fender on certain medium-duty GMC and Chevrolet trucks equipped with tilt hood and 7,000-pound front axle. A worn hose could cause a reduction in air pressure and braking ability.

Dealers will inspect and if necessary install new brake-chamber support brackets, brake-line elbows and hoses.

GM said it is not aware of any failures resulting from the brake hose condition.

On GMC heavy trucks equipped with 30-inch aluminum cab entry steps, dealers will inspect and, if necessary, replace, a mounting strap supporting a cab entry step. GM said it is aware of four minor injuries from falls as a result of broken step supports.

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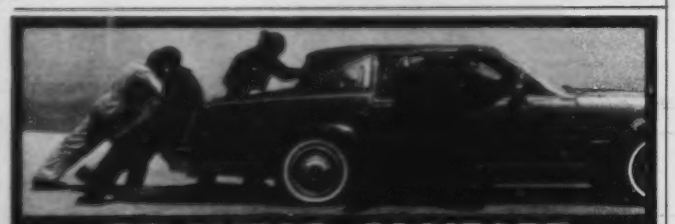

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Step-by-step procedure

Appraising 'fair value' of dealership

Continued from Page 25

lership's true net worth—or what the owners can expect to keep if they were to liquidate the dealership in an orderly way (sell all the assets at their current market value, then pay off all debts).

The remaining amount gave us the true replacement value of the dealership. Net Asset value reflects the real value of the assets and under normal conditions should be the absolute lowest price a business owner would accept.

A dealership's net asset value may be above or below the book value, depending on whether the assets are overvalued or undervalued. Before calculating our adjustments, we talked to the owner of the dealership, other people in the auto business and real estate appraisers to calculate the correct adjustments to book value.

The vehicle inventory had the greatest value. We assumed it could be sold at close to wholesale prices, most of it directly to the public at sale prices and the remainder to other dealers at a discount of 10-20 percent from cost.

Those values were determined by estimating daily unit sales, comparing the profit-per-car with selling expenses and then calculating the point in time when the expense of selling would exceed the markup.

At that time, the remaining inventory was assumed to be sold to wholesale purchasers.

Current sales data per each new vehicle retailed showed:

Gross Profit	$1,352
Operating Expenses	– 987
Net (Before Tax)	$ 365

Obviously, the above adjustments and assumptions can vary because of several factors. At the time of our appraisal, 1985 models were coming into (or about to arrive in) dealer's showrooms, which means there would be price competition from all competing new-car dealers trying to move their remaining 1984 cars.

Also, car sales in the late fall and winter months in this area are normally slow. As in the sale of most goods, the most desirable products sell first, therefore slower-moving vehicles (models, colors, options) were assumed to be sold at larger and larger price concessions.

In summary, the vehicles sold last would receive the largest price discounts while those selling first would be sold closer to their retail price.

Following is a checklist of the adjustments we used. All percentages are deductions from book value:

Autos—demonstrators, 20 percent; used, at wholesale; new, zero on popular models, 10-15 percent on others.

Parts, accessories, 10 percent; machinery and equipment, 30 percent; furniture and fixtures, 75 percent; leasehold improvements, 100 percent; real estate owned, as appraised.

Liabilities—vacations and severance pay, as due; contingency warranty claims, 100 percent payable; phase-out costs, as estimated.

The adjusted balance sheet is shown below:

	Import Motors
Current Assets	$1,906,791
Capital Assets	196,814
Other Assets	1,203,405
Total Assets	$3,307,010
Current Liabilities	$1,875,605
Net Worth (book value)	1,431,405
Total Liabilities and Net Worth	$3,307,010

The adjustments to the balance sheet gave us a net asset value of $1,431,405, which should be

Please turn to Page 27, Col. 1

Light-truck sales top 2.2 million for first-half record

Continued from Page 18

Chevrolet's 657,373 light and medium-duty total.

Chevrolet still leads in year-to-date light truck sales but in June, Ford's total of 111,301 sales surpassed Chevrolet's tally of 109,772. A month earlier, Chevrolet had 128,517 light-duty sales compared with Ford's 109,043.

Ford's 660,188 (overall) sales this year topped its year-earlier sales of 599,692 units by 10.1 percent.

Chevrolet's 657,373 (overall) sales this year are 11.5 percent higher than its 589,540 sales a year earlier.

GMC recorded its second-best June sales in history with 32,707 deliveries, just 2.5 percent behind its June, 1978, record of 33,528 sales. Last June, GMC sold 30,257 units.

For the year, GMC's 175,611 sales are 6.1 percent higher than its year-earlier 165,575 sales.

Chrysler's sales of 331,035 trucks this year are 20.5 percent ahead of its 1984 six-month total of 274,813.

Jeep's 77,765 sales this year are 4.0 percent higher than its 74,766 sales through June, 1984.

MAJOR MANUFACTURERS BY SEGMENT

	June		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	111,301	98,039	629,209	574,325
Medium-Duty	3,856	3,841	23,279	19,916
Heavy-Duty	1,226	991	7,700	5,451
Ford Total	**116,383**	**102,871**	**660,188**	**599,692**
Light-Duty	109,772	91,691	647,977	580,901
Medium-Duty	1,379	1,370	9,396	8,639
Chevrolet Total	**111,151**	**93,061**	**657,373**	**589,540**
Light-Duty	28,750	26,209	156,008	145,696
Medium-Duty	2,978	2,638	13,815	12,936
Heavy-Duty	979	1,410	5,788	6,943
GMC Total	**32,707**	**30,257**	**175,611**	**165,575**

LIGHT-DUTY JUNE, YEAR-TO-DATE SALES

	June		Year-to-Date	
	1985	1984	1985	1984
Vans	16,124	14,858	98,299	90,021
Club Wagon	3,368	2,977	18,570	16,943
Ranger	16,971	17,853	135,343	114,336
Bronco	5,064	4,277	26,081	23,954
Bronco II	8,051	8,823	53,533	48,453
Pickups	61,723	49,251	297,383	280,618
Ford	**111,301**	**98,039**	**629,209**	**574,325**
Vans	12,450	13,609	81,178	88,840
Sportsvan	2,074	2,424	12,273	13,214
Astro	11,067	0	41,147	0
S-10	13,455	15,100	115,986	102,607
S-10 Blazer	11,541	12,152	91,232	70,628
El Camino	1,654	2,082	10,201	13,424
Blazer	4,031	3,838	22,360	24,917
Suburban	5,667	4,902	30,981	26,965
Pickups	47,833	37,584	242,619	240,306
Chevrolet	**109,772**	**91,691**	**647,977**	**580,901**
Vans	5,953	7,150	33,436	39,335
Ram Wagon	4,486	4,083	21,947	23,931
Voyager	11,351	8,108	57,528	43,625
Caravan	11,855	8,165	60,949	45,454
Mini Ram Van	2,182	2,657	13,249	7,892
Ram 50	5,102	4,671	37,011	22,512
Other Plymouth Trucks	0	0	0	378
Ramcharger	3,032	2,515	19,888	15,163
Rampage	0	971	0	5,523
Pickups	15,183	12,561	87,027	71,000
Chrysler	**59,144**	**50,881**	**331,035**	**274,813**
Vans	3,919	3,989	21,211	25,176
Safari	3,039	0	9,172	0
S-15	3,160	4,094	26,377	22,834
S-15 Jimmy	3,160	4,094	26,377	22,834
Jimmy	733	773	4,358	4,657
Caballero	252	332	1,281	1,486
Suburban	1,792	1,497	9,272	8,402
Pickups	12,426	11,518	59,659	63,489
P Model	402	566	3,964	2,664
GMC	**28,750**	**26,209**	**156,008**	**145,696**
CJ	3,046	3,891	17,495	19,934
Wagoneer	1,046	1,771	6,359	10,464
Cherokee	8,702	6,597	45,273	31,878
Grand Wagoneer	860	1,483	6,481	8,815
Pickups	196	530	2,157	3,675
Jeep	**13,850**	**14,272**	**77,765**	**74,766**
Toyota	21,743	21,509	154,392	121,814
Nissan	19,701	20,691	136,579	112,186
Mazda	10,701	8,581	53,332	60,038
Isuzu	6,126	4,875	36,423	19,500
Mitsubishi	1,944	1,573	13,088	7,431
Imports	**60,215**	**57,229**	**383,814**	**320,969**
Industry Total	**383,032**	**339,321**	**2,235,808**	**1,971,470**

*Nissan includes domestically-built units in Tennessee.

Automotive News EXTRA
July 15, 1985

SERVICE PROFITS

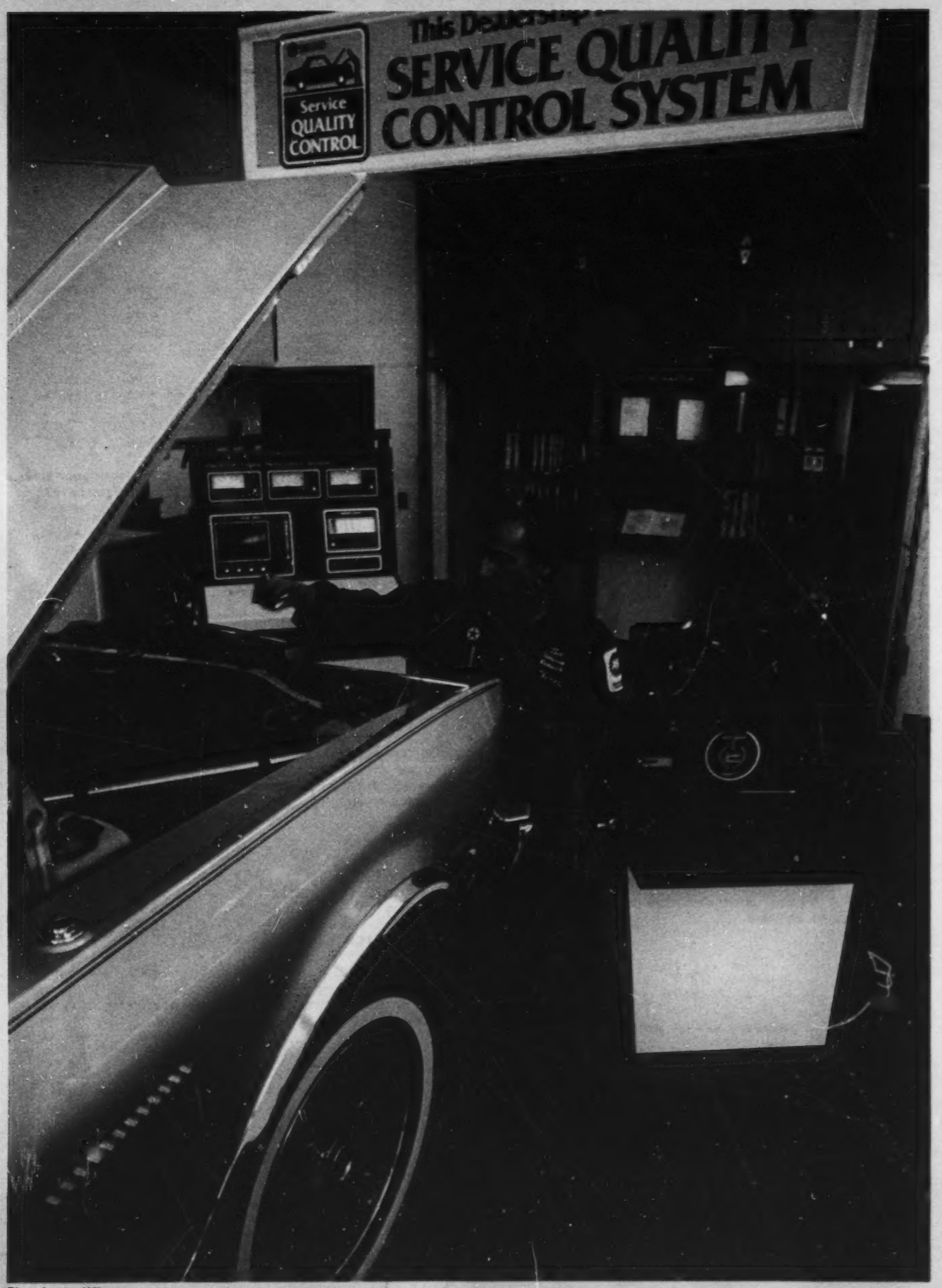

Photo by Joe Wilseens

Outlook for service still upbeat

Dealer shop chiefs note profit potential

By Colleen Belli
Assistant Industry Editor

Satisfying U.S. consumers in an automobile dealership service department has never been an easy task. Today's ever-increasing complex vehicles—with such sophisticated equipment including turbocharged engines, front-wheel drive and electronic gadgetry—make the task even greater.

Today's service manager has to be better educated, better equipped and a better listener than ever before. In short, he or she has to be a professional—in communicating with customers, getting the job done and conducting the proper follow-up.

Although somewhat less so than last year, the nation's dealership service managers are optimistic about the business outlook in the next two years.

While they believe that the new 1985 models are no more profitable to service than older models on the road, they believe that their service department offers a potential for increased profits in the future.

These are the views of the men and women on the firing line with car owners daily, as taken from the third annual *Automotive News* survey of service managers at domestic and import new-car dealerships.

The in-depth look at this special automotive group was taken via a questionnaire sent to service managers throughout the U.S. It reveals that those who head up the nation's service departments typically are:

- Less optimistic about the business outlook for the automobile market in general and their dealerships' part in that business in the future than they were in the previous two years.
- Of the belief that tuneups are adding overwhelmingly to service income, while engine repair and wheel balance contribute less to

Please turn to Page E-2, Col. 1

The service and parts department of tomorrow is here today at Chrysler Corp.'s Service and Parts Operations in Centerline, Mich. This full-scale reproduction of a dealership service and parts operation was designed exclusively for Chrysler's service management training program. It is completely equipped—right down to the paperwork—and has the most modern computer systems for automotive retailing operations. It provides an ideal training environment for dealer personnel who attend Chrysler seminars.

Survey

Continued from Page E-1

the overall profit picture of their service operation.

- Suggesting that extended service contract work is adding to their shop's income, but new-car warranty work is not.
- Confident that their dealerships will buy new service equipment in the coming year and that most of it will be for tuneup and wheel-alignment work.
- Suggesting for the second straight year that new cars are becoming less lucrative to service than older models.
- Stronly believe that the service department offers the potential for increased profits in the future
- On a more personal level, the third annual *Automotive News* survey shows that the majority of the nation's dealership service managers are: 35 to 44 years of age; have one to 11 years of experience as a service manager; were mechanics or write-up people before becoming service managers; earn between $20,000 to $24,999 in annual compensation and that compensation is based on salary plus incentive.

Furthermore, the managers do not believe their salary and benefits are commensurate with their experience.

While the service managers are less optimistic than the last two years, a majority of respondents—61.4 percent—still believe the automobile business will continue to be good in the next two years. This compares with 89.7 percent last year and 89.1 percent in 1983.

The same trend was noted for the outlook of individual dealerships—although the decrease was less severe. A total of 85.7 percent said they believe their dealership's future is bright,compared with 92.1 percent in 1984 and 86.6 percent in 1983.

One of the prime reasons given was the increased complexity of today's automobiles. When the newer, high-tech models need service, consumers chose dealerships rather than independent repair shops.

In addition, several respondents said their dealerships will move into new facilities in the coming year which they feel will boost their business.

About the outlook, a Memphis Ford dealership service manager said, "We no longer hear much objection to car prices; and the retail market need has not caught up."

A Milwaukee GM service manager said, "Interest rates are down, money availability is higher and the job market is up."

A Honda service manager from Montgomery, Ala. noted, "Automotive repair is becoming more complicated, there are less do-it-yourself repairs possible."

A Hicksville, N.Y. Buick dealership service manager attributed the bright outlook to "increasing car sales and the lack of repair knowledge by independent repair shops."

A Pontiac-Cadillac service manager from Worcester, Mass., noted: "All economic indicators point to continued growth."

Another GM dealer shop manager from San Antonio added: "Lower interest rates will generate sales, and service will follow."

Still another Michigan service manager of luxury cars said, "Big business is learning about consumer price fear and labor expense. If they continue to regain control over quality and runaway labor expense, it will be successful."

Please turn to Page E-6, Col. 1

Automotive News Survey of Dealer Service Managers

Question 1: What do you consider the business outlook to be for the automobile market in general and your dealership specifically for the next two years?

	Automobile Market			Dealership		
	% Responses, 1985	% Responses, 1984	% Responses, 1983	% Responses, 1985	% Responses, 1984	% Responses, 1983
Improve	61.4%	89.7%	89.1%	85.7%	92.1%	86.6%
Same	24.3%	7.6%	8.6%	10.0%	5.3%	10.5%
Worse	8.6%	2.7%	2.3%	2.9%	2.6%	2.9%

Question 2: Do you as a service manager, feel thar your service department offers a potential for increased profits in the future?

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	98.6%	97.2%	96.1%
No	1.4%	2.8%	3.9%

Question 3: Do you feel that your dealership management believes the service department offers the potential for increased profits in the future?

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	97.1%	94.4%	95.2%
No	2.9%	5.6%	4.8%

Question 4: Do you, as service manager, believe your dealership is spending enough on advertising and promotion to improve your service business?

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	70.0%	74.3%	66.4%
No	27.1%	25.7%	33.6%

Question 5: Who hires the mechanics in your service department?

	% Response, 1985	% Response, 1984	% Response, 1983
Dealer owner	15.7%	17.8%	12.3%
Dealership manager	5.7%	6.7%	6.2%
Service manager	92.9%	75.5%	81.5%

Question 6: When your dealership buys new service equipment are you involved?

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	100.0%	97.2%	98.4%
No	0.0%	2.8%	1.6%

Question 7: Which statement below best describes your involvement in buying new service equipment?

	% Response, 1985	% Response, 1984	% Response, 1983
Original purchase request	62.9%	39.9%	38.1%
Approve make(s) selected	38.6%	24.3%	24.0%
Negotiate terms	22.9%	3.7%	5.4%
Give advice on needs	37.1%	53.5%	57.7%

Question 8: What type of service equipment does your dealership plan to buy this year?

	% Response, 1985	% Response, 1984
Tuneup	21.4%	27.7%
Wheel alignment	18.6%	21.3%
Wheel balance	10.0%	14.9%
Collision repair	10.0%	12.8%
Brake	7.1%	10.6%
Transmission	2.9%	4.3%
Engine overhaul	2.9%	2.1%
Other	42.9%	6.3%

(Note—question not asked in 1983 survey.)

Question 9: Are new model cars more profitable to service than those of previous years.

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	11.4%	11.8%	14.6%
No	34.3%	52.9%	67.4%
Same	50.0%	35.3%	18.0%

Question 10: How many hours per week is your service department open?

Number of Hours	% Response, 1985	% Response, 1984	% Response, 1983
Less than 45 hours	18.6%	11.1%	23.5%
45 to 50 hours	38.6%	47.2%	40.7%
51 to 55 hours	27.1%	19.4%	19.5%
56 to 60 hours	11.4%	8.3%	9.3%
More than 60 hours	4.3%	14.0%	7.0%

Question 11: How many employes are there in your service department (including parts and service personnel)?

Number of Employes	% Response, 1985	% Response, 1984	% Response, 1983
1 to 10	24.3%	33.3%	27.4%
11 to 20	28.6%	27.8%	25.7%
21 to 30	15.7%	13.9%	19.5%
31 to 40	17.1%	11.1%	13.3%
More than 40	12.9%	13.9%	14.1%

Question 12: What is your most profitable service operation?

	% Response, 1985	% Response, 1984	% Response, 1983
Tuneups	45.7%	48.5%	28.1%
Brakes	25.7%	34.3%	26.5%
Wheel alignment	14.3%	20.0%	15.6%
Transmissions	15.7%	17.1%	23.4%
Collision repair	11.4%	16.4%	13.0%
Wheel balance	7.1%	11.4%	12.5%
Engine overhaul	8.6%	10.5%	25.5%
Other	14.3%	11.4%	12.5%

Question 13: How much do the following contribute to your service profits?

	Significantly	% Responses, 1985 Some	None
New car warranty work	44.3%	48.6%	5.7%
Extended service contracts	17.1%	60.0%	15.6%
	Significantly	% Responses, 1984 Some	None
New car warranty work	48.8%	43.9%	7.3%
Extended service contracts	8.6%	74.3%	17.1%
	Significantly	% Responses, 1983 Some	None
New car warranty work	38.2%	52.3%	9.5%
Extended service contracts	23.4%	60.9%	15.7%

Question 14: What is your age?

	% Response, 1985	% Response, 1984	% Response, 1983
18 to 24	0.0%	0.0%	0.7%
25 to 29	15.7%	9.8%	8.5%
30 to 34	11.4%	19.5%	13.3%
35 to 39	18.6%	29.3%	22.8%
40 to 44	22.9%	7.3%	19.6%
45 to 49	12.9%	4.9%	10.9%
50 to 54	11.4%	12.2%	14.1%
55 to 59	4.3%	14.6%	7.8%
60 to 64	2.8%	2.4%	2.3%

Question 15: Before becoming a service manager at your present or at any other dealership, what type of job did you have?

	% Response, 1985	% Response, 1984	% Response, 1983
Write-up man	42.9%	24.4%	16.9%
Mechanic	48.6%	44.1%	38.1%
Parts Manager	17.1%	9.8%	12.2%
Other	37.1%	21.7%	32.8%

Question 16: How many years have you been a service manager (including time as service manager at previous dealerships)?

Number of Dealers	% Response, 1985	% Response, 1984	% Response, 1983
1 to 3	22.9%	22.9%	20.3%
4 to 7	20.0%	42.9%	21.6%
8 to 11	25.7%	11.4%	15.6%
12 to 15	12.9%	5.7%	14.1%
16 to 19	11.4%	2.9%	10.1%
20 or more	5.7%	14.2%	18.3%

Question 17: What was your total compension last year for being a service manager?

	% Response, 1985	% Response, 1984	% Response, 1983
Less than $15,000	2.9%	2.7%	3.1%
$15,001 to $19,999	10.0%	16.2%	14.0%
$20.000 to $24,999	24.3%	8.1%	15.6%
$25,000 to $29,999	7.1%	27.0%	22.1%
$30,000 to $34,999	10.0%	13.5%	12.5%
$35,000 to $39,999	17.1%	10.8%	14.8%
$40,000 to $44,999	5.7%	6.8%	3.9%
$45,000 to $49,999	7.2%	9.5%	5.5%
$50,000 or more	14.3%	5.4%	8.5%

Question 18: What was your total compensation for being a service manager based on?

	% Response, 1985	% Response, 1984	% Response, 1983
Salary only	8.6%	11.8%	14.1%
Salary + overtime	0.0%	2.9%	2.3%
Salary + bonus	38.6%	41.2%	29.7%
Salary + incentive	50.0%	35.3%	42.2%
Salary + other	5.7%	8.8%	11.7%

Question 19: Do you believe your salary and benefits are commensurate with your experience?

	% Response, 1985	% Response, 1984	% Response, 1983
Yes	51.4%	63.6%	59.7%
No	45.8%	36.4%	40.3%

Note: In some cases totals add to more than 100% because of multiple responses.

Survey

Continued from Page E-2

Among the respondents who believe the business outlook will become worse in the next two years, an import dealership service manager from Arkansas stated, "The new car quality is poor and the front-wheel-drive models will not hold up."

Another dual Ford-Isuzu service manager said, "I look for the new sales to lighten up due to increased interest rates."

Several other shop managers cited local conditions which will lead to a decline in their business.

Of those responding to the survey, the top nameplates were Chevrolet and Buick, each representing 12.9 percent of the total, with Honda the top import brand.

Some 37 percent of those surveyed work for single-franchise dealers in 1985, the same as last year but down from 44 percent in 1983. Cadillac continues as the top dual franchise among domestic brands; BMW and Isuzu among imports.

Of those responding to the survey, 46 percent work at dealerships that sold between 400 and 1,299 cars last year. Additionally, 24 percent work for smaller retail outlets with volumes up to 399 units.

Also among the respondents, 27 percent live in cities or towns with a population of 50,000 to 249,999 people while the majority—41 percent—were from smaller towns of less than 50,000 people.

An overwhelming 97.1 percent of respondents feel their dealership management believes the service department offers the potential for increased profits in the future. This compares with 94.4 percent last year and 95.2 percent the previous year.

Many cited their dealer's involvement in the service department as a positive factor. Another prime reason given was improved training for service mechanics and other service personnel.

A Dayton Oldsmobile-Cadillac service manager said, "Each day we grow bigger and bigger, and if the department is run correctly, there is no reason why profits should not grow."

A Subaru manager from Vermont cited "better controls, an increase in service hours and service promotions" as the key to increased profits.

A Newark, N.J. Chrysler-Plymouth-Ford-Toyota service manager said "a new facility with state-of-the-art equipment and a professional management team" will increase profits.

Another reason for brighter profits is "because of the computer age. It has hit the auto industry," said an Oldsmobile-Chevrolet service manager from Carbondale, Ill.

A Memphis Ford dealer said, "We are going after increased maintenance sales and controlling expenses."

A Cadillac-Rolls Royce service manager from Michigan said, "We are presently adding a 150-foot extension to our building to try to accommodate our overcrowded, 28-bay service area."

Still others cited new tasks to increase profits include conducting phone surveys after repair work is done and doing more work in-house that used to be sublet.

• A majority of those surveyed —70 percent—feel their dealerships are spending enough on advertising and promotion to increase service business while 27.1 percent believe promotional activity should be increased. This compares with 25.7 percent last year and 33.6 perrcent in 1983.

Among those who believe they are spending enough, a Stockton, Calif. Chevrolet-Chrysler service manager said, "I don't believe that advertising is the key. By doing quality work and backing it, your customers do the advertising for you."

Another Oldmobile-Chevrolet service manager from Carbondale, Ill., suggested no further advertising is needed because "we very seldom have any empty service stalls." Several others also reported they already have enough repair work to keep their shops busy without further promotion.

An overwhelming majority of the service managers—92.9 percent this year— said they are responsible for hiring new mechanics in the shop rather than the dealership owner or manager. This compares with 75.5 percent in 1984 and 81.5 percent in 1983.

A Lakeland, Fla. Mazda-Volkswagen service manager said, "I'm responsible for our department's success or failure, and I am trusted to make thse decisions."

A Gary, Ind. Cadillac shop manager stated, "It has proven best when applicants are screened by service people."

A Tucson, Ariz. Chrysler service manager believes the service manager should choose new mechanics because "they work under a system of satisfaction and caring about their work."

A Chevrolet-Mazda-Mercedes Benz service manager from Valoosta, Ga., said he and the dispatcher choose potential new candidates because "we are the most qualified people here to evaluate technicians."

It is the feeling of service managers surveyed that new-model automobiles offer less service-profit potential than those of past years. Only 11.4 percent say they expect 1985 cars and trucks to be bigger profit generators than their predecessors. This was about the same level in the prior two years surveyed. The major reasons cited were improved quality, extended warranty coverage by the factories and less maintenance requirements.

A Dayton GM service manager explained, "With the new warranties, the customer pay work will be less per car."

A White River Junction, Vt. Ford service manager said, "The quality is better than in past years."

Another Ford service manager from Memphis explained, "There are longer maintenance intervals. The '85 models have not yet reached the time or mileage for high repair needs."

A multi-brand manager from Trenton, N.J. said, "With new equipment, it's easy to find problems."

Among the respondents, 45.7 percent cited tuneups as their most profitable service operation and 25.7 percent cited brakes. A domestic dealer from California attributed his success in these areas to properly trained personnel.

A GM service manager from Illinois said that because of the complications of models since 1981 more customers are bringing their vehicles to his dealership for tune-ups.

A Huron, O. multi-brand import dealer service manager cited tune-ups as the major money-maker and explained: "These are basic repairs which do not have many time control problems."

Another service manager from Michigan said of tuneups, "Outside shops don't know how anymore, its a lot more than plugs and timing and filters."

Among those who noted other operations, many said scheduled maintenance was their most profitable. A Tri Cities, Wa. GM service manager said, "It is fast and has a low come-back rate."

A Honda service manager from Conroe, Tex. said, "Scheduled maintenance has good labor dollars in relation to actual time needed for repair."

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SELLS MORE SERVICE.

Dealers reap $30.7 billion in service

They account for 32% of the domestic service and parts total

By Jack Walsh
Service Editor

Almost $95 billion was spent in the U.S. during 1984 in the service and parts market, according to data compiled by NADA's Industry Analysis Division, and franchised new-car dealers accounted for 32 percent of the total.

Aftermarket volume for the year was up 10.5 percent over 1983 to approximately $94.7 billion, compared with the previous year's $35.7 billion, and was 40 percent higher than the $67.7 billion spent in 1979.

According to the NADA study, an estimated $33 billion was spent during the year on service labor, $46 billion on parts and accessories, and $16 billion on tires.

Although new-car dealerships accounted for almost a third of the total service and parts volume during the year, they represented only 8 percent of all auto-repair facilities across the nation.

"This disproportionate market share," NADA explained, "reflects the dealer's propensity to do more difficult and more expensive repairs, as well as the fact that new-car dealerships have larger facilities on average."

During the year, the study showed, the nation's 24,725 new-car dealerships accounted for an estimated $30.7 billion in service and parts business, an increase of 14.6 percent over the year-earlier $26.8 billion and 32.9 percent greater than the $32.1 billion recorded in 1979.

"The average dealer in 1984 had a 6 percent increase in dollar sales per repair order and a 7 percent increase in the number of repair orders performed," NADA noted, "with warranty work exhibiting the greatest increase in dollar sales.

"The recovery in new-vehicle sales over the past two years has meant that vehicles still covered by warranty make up a greater percentage of all vehicles in operation," the report added.

During the year, dealers' total service labor sales amounted to approximately $12.7 billion, a gain of 14.4 percent over the previous year's $11.1 billion. Total service and parts volume was up 14.6 percent, from $26.8 billion in 1983 to $30.7 billion a year ago.

On the service-labor side, warranty work totaled $1.8 billion in 1984, an increase of 20 percent over the year-earlier $1.5 billion. Warranty-parts sales were up 35.8 percent to approximately $2.3 billion, compared with $1.7 billion in 1983.

Dealers' customer-paid mechanical and body labor sales a year ago totaled an estimated $7 billion, a gain of 11.1 percent over the previous year's $6.3 billion. Sales of parts used in customer-paid repairs in 1984 were up 9.6 percent, $5.7 billion versus $5.2 billion.

Sales of parts by dealers' shops to outside customers during the year totaled approximately $2.3 billion, an increase of 4.5 percent over the year-earlier $2.2 billion.

Last year, according to the NADA study, there were 299,125 auto-repair facilities in the U.S., with independent shops accounting for slightly more than 60 percent of the total, or approximately 183,000 outlets.

NADA said the count includes only those shops which do "significant" repair work—beyond simple oil changes and lube jobs and/or those outlets that receive at least 2 percent of total dollar revenue from service labor.

In addition to franchised new-car dealers and independent shops, the list included 69,000 service stations, 19,000 TBA (tire, battery and accessory) dealers, 2,000 mass merchandisers and 1,400 "others," such as non-franchised dealers, farm-equipment dealers and fleet shops.

NADA said service and parts sales by the independent and franchised repair shops in 1984 totaled approximately $25.6 billion, compared with $23.1 billion the previous year. TBA dealer volume increased from $18.7 billion in 1983 to $20.5 billion last year.

Totals for the other types of repair facilities were: Service stations, $7.9 billion in 1984 versus $7.5 billion the previous year; mass merchandisers, $7.9 billion versus $7.6 billion, and all others, $2.1 billion versus $2 billion.

Number of Auto Repair Facilities—1984

Franchised New Car Dealerships	24,725
Auto Repair Shops*	183,000
TBA Dealers	19,000
Service Stations†	69,000
Mass Merchandisers	2,000
All Other	1,400
Total	299,125

*—Includes independent and franchised repair shops.
†—Includes only those outlets that perform "significant" repair work, (i.e. those establishments that perform work beyond simple oil changes or lube jobs and/or those establishments that receive at least 2% of total dollar revenue from service labor.
Source: NADA Industry Analysis Division

Total Service and Parts Market
(Billions of Dollars)

	1979	1980	1981	1982	1983	1984
Franchised New Car Dealerships	$23.1	$22.7	$23.1	$24.5	$26.8	$30.7
Auto Repair Shops*	17.7	18.8	19.9	21.0	23.1	25.6
Tire, Battery, and Accessory Dealers	13.3	14.7	16.1	17.0	18.7	20.5
Gasoline Service Stations	5.8	6.3	6.6	6.8	7.5	7.9
Mass Merchandisers	6.0	6.2	6.8	7.0	7.6	7.9
All Others**	1.8	1.8	1.9	2.0	2.0	2.1
Total	67.7	70.5	74.4	78.3	85.7	94.7

*Includes independent and franchised repair shops.
**Includes non-franchised dealers, farm, equipment dealers, and fleet shops
Note: Revenue for each type of repair facility includes tire sales.
Source: NADA Industry Analysis Division and U.S. Bureau of Census.

Franchised New Car Dealer Service and Parts
(Millions of Dollars)

	1983	1984	Percent Change
SERVICE LABOR SALES			
Customer Mechanical	4,365	4,810	10.2
Customer Body	1,917	2,189	14.2
Warranty	1,484	1,845	24.3
Sublet	931	1,094	17.6
Internal	1,540	1,794	16.5
Other	841	993	18.0
Total Service Labor	11,078	12,725	14.9
PARTS SALES			
Customer Mechanical	3,199	3,498	9.4
Customer Body	1,962	2,224	13.4
Wholesale	5,080	5,704	12.3
Counter	1,301	1,363	4.7
Warranty	1,693	2,314	36.6
Internal	1,568	1,866	19.0
Other	878	969	10.3
Total Parts	15,681	17,938	14.4
TOTAL SERVICE & PARTS	$26,759	$30,663	14.6

Source: NADA Industry Analysis Division

Computers

Continued from Page E-14

—it's on a lease-buy option where the buyout is $1—he has gained 15 terminals and a computer system to run them. It's a real savings, when the cost of the equipment is considered.

Like the Bauer experience, Steele has found that this system has helped to increase efficiency with parts and in the office.

As for scheduling, it has enabled this south-of-Boston dealership to become more efficient, with fewer overbookings and fewer cars sitting overnight.

"Before we had this system," Steele said, "we used to guesstimate the number of cars we could handle during the day, but using this system we can now schedule appointments based on the skills available.

"The system looks at the available technicians and their skill levels and tells us how many cars we can book, based on those skills and the number of hours they represent. Of course, it doesn't solve personal problems such as when a technician is sick, but it does show us how many hours we have left in a day and how much to book."

Overall, this has helped to build customer confidence and satisfaction, Steele said, because it now means a customer can be informed early if a car will be tied up, which makes the dealership more professional to the customer.

On another level, Steele and his staff have come to depend on the computer system. "Now that we have it, we don't realize how much we depend on it. If the system goes down, we really miss it and I hear about it because everyone starts screaming."

Like Bauer's Craft, Steele estimates his staff's productivity has increased by 15 to 20 percent with the computer system.

On average, this medium-sized dealership runs 35 cars a day through its 14 service stalls. This turns in a gross of $45,000 per month or $540,000 per year. The parts operation "does a little better," Steele said.

Another veteran of dealership computerization is Ron Remy, manager for many years of R.H. Long Motor Sales, Inc., Framingham, Mass. Long, a Pontiac-Cadillac-GMC dealer for more than 50 years, has two in-house computer systems. A Dyatron and a Tricom are used specifically for service. The dealership has been computerized for six years.

With these systems, Remy has seen his operation become much more efficient through the years. They have enabled the service staff—which includes 24 technicians, four service writers, an assistant service manager, a warranty administrator and three shop foremen—to become far more efficient at scheduling cars in and out of the dealership's 66 service, body, used-and-new-car stalls.

"We used to let people come in off the street for service. Now, if the system says we can't, we reschedule them to another day," Remy said. It enables his staff to smooth the workflow and eliminate bottlenecks.

Long Motor Sales makes complete use of its computer system. For example, Remy said, it is going all day long, handling various functions from payroll to accounting and parts. It is also capable of handling service merchandising.

From a merchandising standpoint, the system is valuable because of the five-year history which is maintained on every car the dealership sells. Since the system also flags mileage versus services needed, it can alert the service staff to send out mailings to customers whose cars need service.

In what may become the largest dealership in the world, Henry Butts Oldsmobile recently broke ground for a new 250,000-square-foot dealership on 25 acres in Dallas. It was designed by J. Roger Crownrich & Associates Inc.

Designing tomorrow's service department

Texan foresees biggest changes in customer reception area

DALLAS.—Scratch a Texan and you'll find someone with a way with words, and J. Roger Crownrich, president of the construction firm here which bears his name, is no exception.

For instance, when the specialist in designing, engineering and constructing dealerships was asked for examples of radical change in that area today, he responded: "Inch by inch, anything's a cinch. It's just a little bit here and there on a year-in, year-out basis. We keep changing, making improvements, adapting."

Crownrich has been in construction for 39 years and has specialized in dealerships for the past 25 of those years. "We've probably done a couple of hundred dealerships. In some cases, we've provided just the plans but, in most cases in the Dallas/Fort Worth Metroplex, we've done the construction, also.

"It's a turn-key operation, a design-build concept where the design, engineering and construction are handled turn-key with one company. That means there's one person to look to if there's a problem," he said. His company has done dealerships in cities as far away as San Antonio, Tex., and Jackson, Miss.

Obviously, someone in a position such as that occupied by Crownrich would know the ins and outs of dealership operations and from whence the profits can come. He also must have a pretty good crystal ball.

"If everything is done right, customer labor—and most dealers refer to service as customer labor—can pretty well take care of the overhead of the whole establishment. It can handle the debt service on all physical improvements and everything from car sales goes to other things," he said.

One part of the dealership changing rapidly is the service write-up zone, he said. "Years ago, we thought of the customer reception area as where the customers drove in. For a long time, they just drove into the shop and pulled up by the side of the stall. That was just ridiculous, but that was the way it was done.

"Then we began putting canopies on the outside for a little shelter. Then we started putting doors on them, bringing the service files out into that area and maybe having a refreshment stand. Then along came computers, CRTs and printers. Nearly all the service writers now are calling up the service history and the data on the car on their CRTs rather than going to the service files.

"Now all of a sudden we need air-conditioned space, and we've got customer-reception areas that are entirely different. The customers drive in and the service advisers can look out and see them

Please turn to Page E-20, Col. 3

IMPORT REGISTRATION SHARES IN U.S.

	APRIL					FOUR MONTHS				
	Regis., Apr., 1985	Percent Share of Market	Regis., Apr., 1984	Percent Shareof Market	Pct. Pt. Change '85 vs. '84	Regis., 4 mos., 1985	Percent Share of Market	Regis., 4 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Honda	47,114	21.85	40,355	21.52	+0.33	171,601	20.36	154,679	19.94	+0.42
Nissan	37,735	17.50	34,009	18.13	−0.63	152,694	18.12	144,906	18.68	−0.56
Toyota	33,223	15.41	30,340	16.18	−0.77	152,143	18.05	142,688	18.40	−0.35
VW	15,639	7.26	13,732	7.32	−0.06	55,148	6.54	49,790	6.42	+0.12
Mazda	14,440	6.70	12,552	6.69	+0.01	54,532	6.47	53,030	6.84	−0.37
Subaru	11,833	5.49	10,042	5.35	+0.14	46,579	5.53	45,475	5.86	−0.33
Volvo	8,436	3.91	9,088	4.85	−0.94	32,367	3.84	33,596	4.33	−0.49
Mercedes	7,702	3.57	6,655	3.55	+0.02	28,610	3.39	26,853	3.46	−0.07
BMW	7,122	3.30	6,049	3.22	+0.08	26,422	3.14	21,835	2.82	+0.32
Audi	6,287	2.92	5,834	3.11	−0.19	22,658	2.69	21,355	2.75	−0.06
Others	26,071	12.09	18,898	10.08	+2.01	99,985	11.87	81,477	10.50	+1.37
TOTAL	215,602		187,554			842,739		775,584		
Share of U.S. Total		23.05		22.42	+0.63		24.61		24.23	+0.38

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

But April market share is lowest of 1985

Import registrations rise for month

By Jenny L. King
Detroit Reporter

Registrations of new imported cars in the U.S. in April jumped 14.95 percent from the year-earlier month and claimed 23.05 percent of the total market.

The import share, although up from 1984, was the smallest for any month so far this calendar year. Imports took 26.41 percent of new-car registrations in January, but their share has dwindled each month since then.

According to figures compiled by R.L. Polk & Co., April import registrations numbered 215,602, up 14.95 percent from 187,554 in 1984, when they represented 22.42 percent of the total market.

Top-import Honda was 10,000 units above second-place Nissan in April, with Honda earning 21.85 percent of the import segment and Nissan holding 17.50 percent. Polk counts all products of both companies as imports despite the fact that some of their cars are made in the U.S. Polk does the same for Volkswagen.

Toyota, with no U.S. products to swell its ranks, wound up in third place with registrations of 33,223 new cars and 15.41 percent of the import market, some 5 percentage points below its bygone 20-plus percent. VW was a distant fourth, with 7.26 percent of the market, followed by Japanese makers Mazda and Subaru.

Volvo was seventh, Mercedes-Benz eighth, BMW ninth and Audi 10th, just as they had been in April, 1984. Of the Europeans, Mercedes and BMW gained slightly in their shares of the import market; Volvo and Audi lost 0.94 percentage points and 0.19 percentage points, respectively.

The top 10 imports claimed 87.91 percent of the market this April, compared with 89.92 percent in 1984.

Import registrations in the first four months increased 8.64 percent, to 842,739 from 775,684. Their share of the total U.S. market edged up to 24.61 percent from 24.23 percent a year earlier.

Honda, with 20.36 percent of the four-month market, had the deepest penetration and also enjoyed a 0.42 percentage-point growth from its 19.94-percent share in 1984.

Mazda and BMW were the only other major importers to increase their portions of the import market the first four months. Mazda was up 0.12 percentage points and BMW grew 0.32 percentage points.

In contrast, Toyota slipped 0.56 percentage points, Nissan was down 0.35 percentage points, VW dropped 0.37 percentage points and Subaru was off 0.33 percentage points.

Volvo lost 0.49 percentage points, Mercedes was down 0.07 percentage points and Audi dropped 0.06 percentage points.

Ten makes held 88.13 percent of the market, down from 89.50 percent the first four months of 1984.

Japan's share of the import market, once as high as 80 percent, stood at 67.66 percent in April, 1985, down slightly from 67.78 percent percent a year earlier. Germany climbed to 15.12 percent from 14.81 percent, the U.S. share was up to 9.57 percent from 8.57 percent and Sweden fell to 5.54 percent from 6.46 percent.

April import registrations by country of origin were:

	April, 1985	April, 1984
Japan	145,867	127,122
W. Germany	32,597	27,770
United States	20,642	16,069
Sweden	11,946	12,115
France	2,055	2,457
Great Britain	1,778	1,439
Italy	717	555
Ireland	0	27
TOTAL	215,602	187,554

For the four months, Japanese cars accounted for 70.24 percent of the total, down some from 70.61 percent in 1984. German products edged up to 13.97 percent from 13.57 percent, while foreign cars assembled in the U.S. climbed to 8.47 percent from 7.77 percent. Numbers were as follows:

	4 Mos., 1985	4 Mos., 1984
Japan	591,975	547,994
W. Germany	117,720	105,260
United States	71,421	60,279
Sweden	44,657	44,457
France	8,471	10,259
Great Britain	6,273	5,649
Italy	2,222	1,664
Ireland	0	122
TOTAL	842,739	775,684

Registrations of new imported trucks leaped 36.49 percent April to April, moving to 80,315 from 58,843. Totals for the major manufacturers were:

	April, 1985	April, 1984
Toyota	30,533	21,630
Nissan	22,399	17,213
Mazda	8,078	9,899
Isuzu	6,766	0
Dodge Ram 50	0	3,268
Others	12,539	6,833
TOTAL	80,315	58,843

Year-to-date imported-truck registrations were up 37.28 percent through April, to 304,853 from 222,073. Numbers were as follows:

	4 Mos., 1985	4 Mos., 1984
Toyota	113,440	81,444
Nissan	89,508	65,488
Mazda	34,089	37,793
Dodge Ram 50	24,267	12,338
Others	43,549	25,010
TOTAL	304,853	222,073

TOP CARS

U.S. registrations for Four Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984 Position
1—	500,060	Chevrolet	505,661 — 1
2—	463,128	Ford	410,758 — 2
3—	334,465	Oldsmobile	357,878 — 3
4—	277,189	Buick	281,963 — 4
5—	237,985	Pontiac	215,897 — 5
6—	175,654	Mercury	161,417 — 6
7—	171,601	Honda	154,679— 7
8—	156,543	Dodge	110,739— 10
9—	152,694	Toyota	144,906 — 8
10—	152,143	Nissan	142,688 — 9
11—	128,919	Plymouth	90,426 —13
12—	113,406	Chrysler	93,069 —12
13—	91,274	Cadillac	96,097 —11
14—	55,372	Lincoln	41,100 —18
15—	55,148	Mazda	49,790 —16
16—	54,532	VW	53,030 —15
17—	47,322	AMC	60,819 —14
18—	46,579	Subaru	45,475 —17
19—	32,367	Volvo	33,596 —19
20—	28,610	Mercedes	26,853 —20
21—	26,422	BMW	21,835 —21
22—	22,658	Audi	21,355 —22
	99,985	Other Imports	81,477
	69	Misc. Dom.	78
	3,424,125	TOTAL	3,201,586

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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MARKET SHARES

4 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.60	15.79	−1.19
Ford	13.52	12.83	+0.69
Oldsmobile	9.76	11.18	−1.42
Buick	8.10	8.81	−0.71
Pontiac	6.95	6.74	+0.21
Mercury	5.13	5.04	+0.09
Honda	5.01	4.83	+0.18
Dodge	4.57	3.46	+1.11
Toyota	4.46	4.53	−0.07
Nissan	4.44	4.46	−0.02
Plymouth	3.77	2.82	+0.95
Chrysler	3.31	2.91	+0.40
Cadillac	2.67	3.00	−0.33
Lincoln	1.62	1.29	+0.33
Mazda	1.61	1.56	+0.05
VW	1.59	1.66	−0.07
AMC	1.39	1.90	−0.51
Subaru	1.36	1.42	−0.06
Volvo	0.95	1.05	−0.10
Mercedes	0.84	0.84	−0.00
BMW	0.77	0.68	+0.09
Audi	0.66	0.67	−0.01
Other Imports	2.92	2.53	+0.39
Misc. Dom.	0.00	0.00	−0.00
TOTAL	3,424,125	3,201,586	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

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Toyota to reduce exports to China

TOKYO.—Based on results of an internal survey that indicates China will sharply reduce imports because of limited capacity of port facilities, Toyota Motor Corp. will cut its exports to that country to 3,000 units a month.

Toyota's exports of trucks and other completed units to China reached 8,400 in November, 1984, a ninefold increase from the year before. They have remained between 9,500 and 12,000 units since December, 1984.

Toyota said it expects to boost shipments to China to 5,000 to 6,000 units in April or May, 1986.

De Tomaso posts profit; had loss a year earlier

RED BANK, N.J.—De Tomaso Industries, Inc., the Italian maker of motorcycles, Innocenti minicars and Maserati luxury cars, announced a profit for the quarter ended March 31, compared with a loss the previous year.

Net income was 2,772 million Italian lire, equivalent to $1.4 million based on current exchange rates, compared with a loss in the corresponding quarter last year equal to $1.6 million.

Sales were down 6.2 percent at 93,650 million lire, or $46.2 million, compared with last year's $52.4 million.

The company managed to cut its costs by 12 percent.

President Alejandro De Tomaso attributed 1985's improved profit picture to the inclusion of Maserati's results in the company's consolidated financial statements. The company increased its equity in Maserati to 90 percent on Dec. 31, 1984.

The merger of Maserati and Nuova Innocenti S.p.A. was finalized June 14. De Tomaso Industries' equity interest in the merged companies amounts to 65.19 percent, with the surviving company known as Maserati.

factories list auction dates

American Motors

July 16— Aptco Auto Auction, Taylor, Mich.

July 17—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend; Southern Auto Auction, Warehouse Point, Conn.

July 18—Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Northway Exchange, Clifton Park, N.Y.

July 23—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

July 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.

July 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.; Northway Exchange, Clifton Park, N.Y.

July 26—Floyd Haughe Auto Auction, Bridgeton, Mo.

July 30—Aptco Auto Auction, Taylor, Mich.

July 31—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend.

Chrysler Corp.

July 16—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Salt Lake Auto Auction, Salt Lake City; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 17—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Southwest Auto Auction (mini), Phoenix, and South Seattle Auto Auction, Kent, Wash.

July 18—Fredericksburg Auto Auction, Fredericksburg, Va., and Atlanta Auto Auction, Red Oak, Ga.

July 23—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep Syustem, Santa Fe Springs, Calif.

July 24—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

July 25—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

July 26—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 30—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 31—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Aug. 1—Fredericksburg Auto Auction, Fredericksburg, Md., and Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

July 17—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

July 18—Arena Auto Auction, Chicago, Ill., and Dallas Auto Auction, Dallas.

July 24—Lakeland Auto Auction, Lakeland, Fla., and Brahser's Southern California Auto Auction, Fontana, Calif.

July 25—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

July 31—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Aug. 1—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston and Denver Auto Auction, Englewood, Colo.

General Motors

July 16—Florida Auto Auction of Orlando, Orlando, and Denver Auto Auction, Englewood, Colo.

July 17—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

July 18—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

July 23—Southern Auto Auction, East Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and Clanton's Auto Auction, Darlington, S.C.

July 24—Omaha Auto Auction, Omaha, and Indianapolis Auto Auction, Indianapolis.

July 31—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Used Car Sales
Auction Averages

July to date	$4,270
Month ago	$5,333
Year ago	$4,857

Model Breakdown
Auction Averages

	JULY, TO DATE	JUNE, 1985	MAY, 1985
1985	$10,847	$11,181	$11,515
1984	$6,746	$8,061	$8,553
1983	$5,159	$6,306	$6,474
1982	$4,587	$5,544	$5,381
1981	$3,656	$4,536	$4,339
1980	$3,034	$3,528	$3,226
1979	$2,492	$2,953	$2,706
1978	$1,893	$2,114	$2,039
Overall Average	$4,270	$5,296	$5,203

Stower appointed

ATLANTA.—John E. Stower has been named general manager of the Atlanta Auto Auction, which is part of the Manheim group. He has been assistant general manager of Manheim's flagship auction in Manheim, Pa.

Signing with Ford

Al Castrucci signs for Al Castrucci Ford Sales, Inc., Milford, O., as J.F. Gwaltney, Ford Division Cincinnati district sales manager, looks on.

Imports notch 16.9-pct. gain in Japanese market

TOKYO.—New imported-car registrations in Japan totaled 3,954 in April, an increase of 16.9 percent over the year-earlier 3,382, according to the Japan Automobile Importers Assn.

New autos from Germany dominated the import market, totaling 3,135. Following were U.K., 206; Italy, 202; Sweden, 169; U.S., 148; France, 78, and others, 18.

Leading makes were: BMW, 1,074; Mercedes-Benz, 808; Volkswagen, 758; Audi, 423; Mini, 128; Volvo, 116; Autobianchi, 87; Fiat, 64; Saab, 53; Porsche, 50; Ford, 45; Jaguar, 39; Citroen, 38; Renault, 31; Chevrolet, 25, and Cadillac, 23.

used-car auction directory

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Stellar is hot in Canada for Hyundai

Continued from Page 3

is effective immediately. However, a new 6 percent duty on autos imported from developing nations won't take effect until Jan. 1, 1987.

A Hyundai Canada spokeswoman said it is "a little early" to decipher tradein patterns for the Stellar.

"Some are trading up and some are trading across," she said. "It will probably be fall before we can really tell."

The car is targeted at models like the Toyota Camry and Honda Accord, she said. List price for the Stellar SL four-door sedan with 5-speed manual transmission is $8,995. The GSL version retails for $10,495.

The Giugiaro-styled Stellar, which is based on Ford of Europe's Cortina, bears distinct European lines. Standard features on both the SL and GSL include a collapsible steering column, trip odometer, dual sun visors, remote trunk release, fully reclining front bucket seats and lumbar support adjuster.

Standard on the GSL edition are tachometer; power windows, door locks and outside mirrors; full cloth seat upholstery; styled wheel covers; tilt adjustable driver's seat and front headrests; rear-seat center armrest and headrests; rear reading lights, and other adornments.

A 5-speed manual transmission is standard on both the SL and GSL models.

The Stellar was responsive and provided a firm ride during a test drive. Front suspension is independent wishbone with coil spring. Rear suspension is 4-link type with taper coil spring.

The standard 1.6-liter overhead cam engine with viscous cooling fan is an in-line four built under license from Mitsubishi. Front brakes are disk, rear are drum.

With rack and pinion steering and turning radius under 18 feet, the Stellar is maneuverable. The car's -speed gearbox, with floor-mounted shifter, is smooth.

Fit and finish appear up to world standards. Metallic paint is optional on both versions.

Overall length of the Stellar is 179 inches, width is 68 inches and height is 54 inches. The Stellar's wheelbase is 102 inches, with a front track of 57 inches and a rear track of 56 inches. Curb weight is 2,337 pounds with manual transmission and 2,392 with automatic.

Senator says Iacocca could win Presidency

Continued from Page 2

ate have told him they would support Iacocca for the 1988 Democratic Presidential nomination if he chooses to run, according to the Detroit Free Press.

When asked to identify the senators, Riegle said, "I'm not going to name names, but some of them are pretty heavyweight. At least five or six senators from different parts of the country have said, 'That is very attractive,' and they would support him."

According to the Free Press, one of the senators is Carl Levin, Michigan Democrat, who suggested Iacocca for President at a NAACP dinner in Detroit in February. More than 7,000 people attending cheered Levin's remarks.

TOP-SALARIED EXECUTIVES IN U.S. AUTO INDUSTRY

Rank	Executive, Position & Company	1984 Combined Salary & Bonus	1983 Combined Salary & Bonus
1	Philip Caldwell, chairman[1], Ford Motor Co.	$1,580,625	$1,420,534
2	Harry J. Gray,chairman, United Technologies	1,250,000	1,191,250
3	Donald E. Petersen, president[1], Ford Motor Co.	1,237,770	1,113,256
4	Lee A. Iacocca, chairman, Chrysler Corp.	1,194,838	475,308
5	Paul F. Oreffice, president, Dow Chemical Co.	1,185,172	641,845
6	Robert Anderson, chairman, Rockwell International (FY ended 9-30)	1,154,500	1,047,083
7	Roger B. Smith, chairman, General Motors Corp.	1,117,000	1,058,000
8	Edward L. Hennessy Jr., chairman, Allied Corp.	1,100,000	941,667
9	Edward G. Jefferson, chairman, du Pont (FY ended 9-30)	1,091,988	959,982
10	Harold A. Poling, executive VP,[1] Ford Motor Co.	1,090,249	924,890
11	Will M. Caldwell, executive VP, Ford Motor Co.	1,050,397	871,012
12	Harold D. Hoopman, vice chairman-oil, gas & related resources[2], U.S. Steel Corp.	1,047,805	864,807
13	David I. Margolis, president, Colt Industries Inc.	994,320	786,710
14	David M. Roderick, chairman, U.S. Steel Corp.	970,833	606,104
15	E. Mandell de Windt, chairman, Eaton Corp.	968,368	850,282
16	F. James McDonald, president, General Motors Corp.	968,000	940,000
17	Thomas C. Page, executive VP, Ford Motor Co.	935,395	721,150
18	Robert E. Mercer, chairman, Goodyear Tire & Rubber Co.	933,738	759,000
19	Forrest N. Shumway, chairman, Signal Cos. Inc.[3]	926,663	775,000
20	Michael D. Dingman, president, Signal Cos. Inc.[3]	926,663	775,000
21	Howard H. Kehrl, vice chairman, General Motors Corp.	888,000	868,000
22	Alexander F. Giacco, president & chairman, Hercules Inc.	885,996	764,330
23	Gerald Greenwald, vice chairman, Chrysler Corp.	877,480	351,254
24	Ruben F. Mettler, chairman, TRW Inc.	840,000	740,000
25	Harold K. Sperlich, president, Chrysler Corp.	828,496	327,169
26	Donald R. Beall, president, Rockwell International (FY ended 9-30)	827,500	727,500
27	George A. Strichman, chairman, Colt Industries	826,600	865,120
28	Ralph E. Baily, vice chairman, du Pont (FY ended 9-30)	808,188	752,556
29	Richard E. Heckert, vice chairman, du Pont (FY ended 9-30)	808,188	713,889
30	Lewis W. Lehr, chairman, 3M Co.	806,999	NA
31	John C. Crean, chairman, Fleetwood Enterprises (FY ended 4-30)	775,949	1,034,163
32	Robert M. Keil, executive VP, Dow Chemical Co.	775,658	410,736
33	Robert D. Rowan, chairman, Fruehauf Corp.	743,750	581,250
34	Raymond A. Hay, chairman, LTV Corp.	743,315	805,885
35	Charles W. Parry, chairman, ALCOA	739,734	561,049
36	James F. Bere, chairman, Borg-Warner Corp.	730,000	677,000
37	Robert T. Campion, chairman & president, Lear-Siegler Inc. (FY ended 6-30)	729,167	572,296
38	F. Alan Smith, executive VP, General Motors Corp.	709,000	685,000
39	Richard J. Mahoney, president, Monsanto Co.	708,361	NA
40	Hubert Faure, senior executive VP-building systems, United Technologies	700,000	615,000
41	James A. Walsh, chairman, Armstrong Rubber Co. (FY ended 9-30)	688,761	571,835
42	Stephan Sharf, executive VP, Chrysler Corp.	687,327	275,633
43	Charles M. Pigott, president, PACCAR Inc.	682,610	559,439
44	Hunter W. Henry, executive VP, Dow Chemical Co.	682,160	340,597
45	Glenn F. Kummer, president, Fleetwood Enterprises (FY ended 9-30)	678,005	840,945
46	Gerald B. Mitchell, chairman, president & vice chairman, Hayes-Dana Inc., Dana Corp.	677,725	617,254
47	Alexander A. Cunningham, executive VP, General Motors Corp.	671,000	NA
48	Daniel W. Derbes, executive VP & president-advanced technology, Signal Cos. Inc.[3]	670,000	532,500
49	Paul W. Montrone, executive VP & president-engineered products, Signal Cos. Inc.[3]	670,000	525,000
50	Tom H. Barrett, president, Goodyear Tire & Rubber Co.	661,997	540,204
51	Chester Devenow, chairman, Sheller-Globe Corp. (FY ended 9-30)	661,666	491,544
52	Robert F. Daniell, president, United Technologies,[4]	656,250	NA
53	Walter B. Kissinger, chairman & president, Allen Group	647,400	NA
54	Harry A. Holzwasser, president, Arrow Automotive Industries (FY ended 6-30)	646,439	389,081
55	Lee L. Morgan, chairman, Caterpillar Tractor	645,750	594,000
56	Stanley C. Pace, president, TRW Inc.	640,000	540,000
57	Harry W. Wetzel, chairman & CEO—The Garrett Corp., Signal Cos. Inc.[3]	638,106	520,000
58	Thomas F. Russell, chairman, Federal-Mogul Corp.	635,029	583,330
59	Stillman B. Brown, executive VP-finance & administration, United Technologies	625,000	515,625
60	James R. Stover, president, Eaton Corp.	619,058	511,314
61	Elden L. Smith, VP-RV group, Fleetwood Enterprises (FY ended 4-30)	616,955	752,326
62	Thomas C. Graham, vice chairman-steel & related resources, U.S. Steel Corp.	607,292	NA
63	William O. Bourke, president, Reynolds Metals Co.	600,000	318,146
64	R. Bern Crowl, executive VP, Reynolds Metals Co.	589,333	NA
65	Frank R. O'Keefe, Jr., president, Armstrong Rubber Co. (FY ended 9-30)	581,126	489,520
66	W. Bruce Thomas, vice chairman-administration, U.S. Steel Corp.	580,417	373,958
67	James A. Thwaits, president-international operations and corporate staff services, 3M Co.	574,919	NA
68	David P. Reynolds, chairman, Reynolds Metals Co.	572,899	390,485
69	Ben H. Cook, executive VP, Colt Industries Inc.	570,080	448,940
70	Salvatore J. Cozzolino, executive VP, Colt Industries Inc.	570,080	448,940
71	Andrew C. Hilton, executive VP, Colt Industries Inc.	570,080	NA
72	E. Paul Casey, president, Ex-Cell-O Corp.	564,417	NA
73	George M. Skurla, chairman & president—Grumman Aerospace Corp., Grumman Corp.	564,000	582,323
74	William W. Boeschenstein, chairman & president, Owens-Corning Fiberglas Corp.	561,000	600,000
75	William C. Purple, executive VP-aerospace, Allied Corp.	550,500	441,867
76	Bennett E. Bidwell, executive VP, Chrysler Corp.	549,131	415,069
77	Martin D. Walker, executive VP, Rockwell International (FY ended 9-30)	547,750	494,167
78	Gale L. Galloway, chairman & CEO—Celeron Corp., Goodyear Tire & Rubber Co.	545,127	325,000
79	Robert L. Kirk, president & CEO—LTV Aerospace & Defense Co., LTV Corp.	544,898	368,599
80	Wilfred P. Schmoe, executive VP, du Pont (FY ended 9-30)	544,816	486,831
81	Boyd R. Plowman, senior VP-finance, Fleetwood Enterprises (FY ended 4-30)	542,465	690,259
82	David K. Barnes, executive VP, du Pont (FY ended 9-30)	539,728	482,965
83	Robert C. Forney, executive VP, du Pont (FY ended 9-30)	539,728	482,965
84	Constantine S. Nicandros, president-petroleum operations, du Pont (FY ended 9-30)	539,728	458,473
85	William G. Simeral, executive VP, du Pont (FY ended 9-30)	539,728	482,965
86	Edgar S. Woolard, Jr., executive VP, du Pont (FY ended 9-30)	539,728	482,965
87	J. Mason Reynolds, executive vice president-automotive, Allied Corp.	536,500	436,359
88	Gerard L. Seelig, executive VP-industrial & technology, Allied Corp.	536,359	NA
89	William D. Geitz, executive VP & chairman—Union Texas Petroleum,[5] Allied Corp.	530,280	408,333
90	Richard J. Jacob, chairman, Dayco Corp.	526,698	300,312
91	K. Robert Hahn, vice chairman, Lear-Siegler Inc. (FY ended 6-30)	526,667	396,194
92	John C. Bierwirth, chairman, Grumman Corp.	524,700	603,621
93	Ib Thomsen, vice chairman[6], Goodyear Tire & Rubber Co.	523,896	NA
94	C. Fred Fetterolf, president, ALCOA	520,080	389,849
95	Louis Fernandez, chairman, Monsanto Co.	519,602	NA
96	Richard J. Coar, executive VP-power group, United Technologies	518,750	467,500
97	Alan Belzer, executive VP-chemicals, Allied Corp.	516,758	473,333
98	John E. Blomquist, vice chairman, Reynolds Metals Co.	500,000	350,000
99	Thomas Marshall, executive VP-manufacturing, fabricating, chemicals & associated subsidiaries, U.S. Steel Corp.	495,000	NA
100	James A. Graham, president, Sheller-Globe Corp. (FY ended 9- 30)	491,666	335,567
101	Joseph G. Gavin, Jr., president, Grumman Corp.	490,000	615,533
102	William S. Leonhardt, vice chairman, Reynolds Metals Co.	476,611	320,485
103	Donald D. Lennox, chairman, International Harvester Co.	475,000	508,333
104	Robert E. Gilmore, president, Caterpillar Tractor	467,250	NA
105	James A.D. Geier, chairman, Cincinnati Milacron	464,030	NA
106	M. Gerald O'Neil, chairman, GenCorp Inc.[7]	462,007	658,138
107	John R. Eastman, vice chairman, Sheller-Globe Corp. (FY ended 9-30)	461,666	324,967
108	Joseph P. Flannery, chairman & president, Uniroyal	470,000	430,000
109	Jon A. Nord, VP-housing, Fleetwood Enterprises (FY ended 4-30)	459,383	521,194
110	Jacques R. Sardas, executive VP, Goodyear Tire & Rubber Co.	458,159	NA
111	Harvey H. Lamm, president, Subaru of America Inc. (FY ended 10-31)	513,132	456,445

Continued on Page 49

170 auto industry leaders average $579,928

Executive pay up 15 pct. for '84

Continued from Page 1

dramatic as increases in 1983. Only the Chrysler executives and one Dow Chemical Co. executive received increases of more than 100 percent, while most increases were significantly less. In 1983, Ford executives received the largest increases, amounting to more than 200 percent from the previous year.

In 1984, compensation for the executives of the auto companies continued to keep pace with the compensation for executives of the supplier firms. Eleven executives of the Big Three auto companies were among the industry's 35 highest-paid executives. Chrysler executives broke into the top 35 for the first time with three executives making the list.

In 1983, 10 auto company executives were among the top 35, while the year before only GM's top two executives were included.

Following Caldwell on the list of highest-paid executives in 1984 were: Harry J. Gray, chairman, United Technologies; Donald E. Petersen, president, Ford; Lee A. Iacocca, Chrysler; Paul F. Oreffice, president, Dow Chemical Co.; Robert Anderson, chairman, Rockwell International; Roger B. Smith, chairman, GM; Edward L. Hennessy Jr., chairman, Allied Corp., and Harold A. Poling, executive vice president, Ford.

Though most executives enjoyed higher compensation in 1984, three times as many saw decreases as in 1983. Nineteen executives showed drops in compensation in 1984, compared with only a half dozen the year before.

Among the companies whose leaders suffered declines in compensation were Fleetwood Enterprises, GenCorp (formerly General Tire & Rubber Co.), LTV Corp., Grumman Corp. and Owens-Corning Fiberglas Corp.

REPORTED INCOME OF BIG 4 EXECUTIVES

Executive, Position & Company	1984 Income	1983 Income
Lee A. Iacocca, chairman, Chrysler	$5.51 million	$648,858
Gerald Greenwald, vice chairman, Chrysler	$3.30 million	$1.10 million
Philip Caldwell, chairman, Ford	$4.08 million	$7.31 million
Donald Petersen, president, Ford	$2.44 million	$3.76 million
Roger B. Smith, chairman, GM	$1.86 million	$1.51 million
F. James McDonald, president, GM	$1.60 million	$1.35 million
W. Paul Tippett, chairman, AMC	$383,335	$607,116
Jose J. Dedeurwaerder, president, AMC	$284,920	$291,920

Figures include automotive-related income during 1984 as reported in proxy statements. Salaries, directors fees, benefits, income from stock options and stock bonuses with specific dollar amounts attached are included. GM figures include savings plan renumeration and Performance Achievement Plan bonuses. Ford figures include company contributions to stock savings plan. Bonuses for Chrysler executives are for 1983. Not included are Chrysler stock options which were to be exercised by given dates.

It should further be noted Caldwell retired in February, replaced by Petersen as president. Harold Poling replaced Petersen as president. Tippett recently stepped down as an employe chairman; Dedeurwaerder has been CEO since September, 1984.

TOP-SALARIED EXECUTIVES IN U.S. AUTO INDUSTRY

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Rank	Executive, Position & Company	1984 Combined Salary & Bonus	1983 Combined Salary & Bonus
112	Frank P. Coyer, vice chairman, Fruehauf Corp.	455,000	348,750
113	Robert A. Stranahan, Jr., president & chairman, Champion Spark Plug Co.	451,000	381,440
114	Joseph T. Gorman, executive VP, TRW Inc.	450,000	320,000
115	A. William Reynolds, president,[8] GenCorp Inc.[7]	450,000	NA
116	George E. Solomon, executive VP, TRW Inc.	440,000	390,000
117	Frank P. Popoff, VP & president-Dow Chemical Europe S.A., Dow Chemical Co.	435,455	342,759
118	Samuel Salem, VP & president—DiversiTech General Inc., GenCorp Inc.[7]	423,443	530,747
119	Thomas F. O'Neil, chairman-RKO General Inc., GenCorp Inc.[7]	417,040	555,513
120	Thomas J. Reghanti, president, Fruehauf Corp.	411,250	310,000
121	Stephen R. Hardis, executive VP-finance & administration, Eaton Corp.	431,394	357,774
122	James K. Baker, president, Arvin Industries Inc.	429,187	NA
123	Robert A. dePalma, senior VP, Rockwell International (FY ended 9-30)	426,500	387,000
124	Allen F. Jacobson, president—U.S. operations, 3M Co.	414,933	NA
125	Clarence E. Johnson, president, Borg-Warner Corp.	410,000	315,000
126	William C. Adams, president, Federal-Mogul Corp.	407,698	377,500
127	Francis J. Fitzgerald, executive VP, Monsanto Co.	403,895	NA
128	John J. Roscia, senior VP & assistant to the chairman, Rockwell International (FY ended 9-30)	398,000	363,667
129	Joseph G. Temple Jr., executive VP & president—Merrell Dow Pharmaceutical Inc., Dow Chemical Co.	395,232	318,883
130	Wallace Barnes, chairman, Barnes Group	390,004	332,123
131	Earle H. Harbison, Jr., executive VP, Monsanto Co.	388,379	NA
132	Clifford R. Meyer, president, Cincinnati Milacron	387,415	NA
133	Nicholas L. Reding, executive VP, Monsanto Co.	386,704	NA
134	James S. Pasman, Jr., vice chairman, ALCOA	384,787	307,877
135	Paul Tippett, chairman,[9] American Motors Corp.	383,335	360,000
136	Jeremiah E. McQuillan, president, Barnes Group	378,000	323,279
137	James J. Paulos, executive VP, LTV Corp.	375,294	382,311
138	Ernest F. Dourlet, president, Dayco Corp.	374,808	NA
139	Robert M. Kuhn, senior VP-finance & administration, Armstrong Rubber Co. (FY ended 9-30)	370,788	328,004
140	James S. Wilkerson, executive VP—automotive & president-Kelsey-Hayes Co., Fruehauf Corp.	367,500	280,000
141	Robert D. Tuttle, president, Sealed Power Corp.	365,000	310,000
142	Robert M. Adams, senior VP, 3M Co.	362,774	NA
143	James W. Pilz, executive VP, Timken Co.	360,440	NA
144	Edward I. Schalon, chairman, Sealed Power Corp.	360,000	320,000
145	John F. Carr, vice chairman, Grumman Corp.	355,600	439,796
146	M. J. Monteiro, executive VP, 3M Co.	355,533	NA
147	Wendell W. Anderson, Jr., chairman, Bundy Corp.	353,988	NA
148	Fowler Blauvelt, executive VP, Owens-Corning Fiberglas Corp.	350,000	357,000
149	Sherman O. Lyon, senior VP & president—Copolymer Rubber & Chemical Corp., Armstrong Rubber Co. (FY ended 9-30)	349,512	NA
150	W. R. Timken, Jr., chairman, Timken Co.	349,320	NA
151	Joseph F. Toot, Jr., president, Timken Co.	349,320	NA
152	William E. Eckhardt, president, Bundy Corp.	342,313	NA
153	William N. Gross, executive VP, PACCAR Inc.	342,187	345,438
154	James J. Gavin Jr., vice chairman,[10] Borg-Warner Corp.	341,000	325,000
155	Charles R. Allen, executive VP, TRW Inc.	340,000	NA
156	Robert W. Gillison, president-truck components, Eaton Corp.	338,398	272,156
157	William E. Butler, president-automotive components, Eaton Corp.	338,074	276,675
158	David H. Hoag, president of predecessors of LTV Steel Co. Inc. (Jones & Laughlin Steel), LTV Corp.	337,129	347,136
159	Arnold P. McIlwain, executive VP-maritime operations, Fruehauf Corp.	332,500	255,000
160	Joseph M. Dunn, senior VP, PACCAR Inc.	330,587	316,357
161	Leonard A. Harvey, executive VP, Borg-Warner Corp.	330,000	NA
162	Carl E. Pfeiffer, president, Quanex Corp.	329,909	244,666
163	Salvatore Giordano, chairman, Fedders Corp.	320,020	NA
164	G. W. Leisz, president—Aerojet-General Corp., GenCorp Inc.[7]	314,491	NA
165	Edward J. Schiegel, executive VP, Caterpillar Tractor	309,000	NA
166	Robert E. LaRoche, executive VP, Borg-Warner Corp.	305,000	330,000
167	George D. Doresco, executive VP & chairman—Dana-Hayes Inc., Dana Corp.	304,795	NA
168	William A. Hodder, president, Donaldson Co.	302,095	NA
169	Norman A. Barkeley, executive VP, Lear-Siegler Inc. (FY ended 6-30)	301,667	NA
170	Robert J. Brotje Jr., executive VP, Champion Spark Plug Co.	300,000	NA

NOTE: List is compiled from proxy statements of publicly traded companies, which contain compensation for five top-paid executives. Figure includes salary and bonus, not stock bonuses, stockoptions, profits from stock options exercised, nor long-term and contingent remuneration. Salaries and bonuses awared are for calendar 1984 unless otherwise noted.

1—Ford Chairman Philip Caldwell retired Feb. 1, 1985. Donald E. Petersen, formerly president, became chairman. Harold A. Poling, previously executive vice president of North American Automotive Operations, became president.

2—Was vice chairman and president of Marathon Oil, purchased by U.S. Steel Corp. in 1983.

3—Signal Cos. Inc. is in the process of merging with Allied Corp.

4—Promoted to president in 1984, replacing Robert Carlson who left the company

5—Union Texas Petroleum became an independent company in a leveraged buyout in April with Geltz as its CEO.

6—Promoted to vice chairman from executive VP.

7—GenCorp. formerly was General Tire & Rubber Co.

8—Named president in 1984

9—Tippett was chairman and CEO until September, 1984 when President Jose Dedeurwaerder became CEO. Tippett since has become a non-employe chairman and has become president of Springs Industries.

10—Was senior VP during 1984.

Ford-Australia turbocharges its Laser

Top performer in Ford of Australia's Laser range is the limited-edition Laser Turbo which features all-white exterior paintwork, sport seats and trim and identifying graphics.

Success of belt-law drive dims prospects for air bags

Continued from Page 3

phased into all cars sold in the U.S. beginning with the 1987 models. The requirement will be rescinded if states with two-thirds of the U.S. population enact seat-belt-use laws by April 1, 1989.

"Based on the first year's record following the passage of the first seat-belt-use law by the State of New York, we estimate that at least half of the 50 states will have such laws in place by the end of 1986," Martin said.

Should all the states that are considering seat-belt-use laws pass such legislation, it is very likely that the Department of Transportation's passive-restraint requirement would be voided.

States that have passed seat-belt-use legislation and the effective dates of those laws are:

New York, Dec. 1, 1984; New Jersey, March 1, 1985; Illinois, July 1, 1985; Michigan July 1, 1985; Texas, Sept. 1, 1985; Nebraska, Sept. 6, 1985; Missouri, Sept. 28, 1985; North Carolina, Oct. 1, 1985; Hawaii, Nov. 1, 1985; New Mexico, Jan. 1, 1986; Connecticut, Jan. 1, 1986; Lousiana, July 1, 1986; Oklahoma, Feb. 1, 1987, and Indiana, July 1, 1987.

Shop volume shows 2nd-best gain of 1985

Continued from Page 1

percent over last year in May sales of shop parts, those used on customer-paid and warranty repairs, while sales of all parts and accessories were up 6.1 percent. The number of repair orders written during the month showed a gain of 6 percent.

For the first five months of the year, total service and parts volume increased 10.4 percent over the like period a year ago. At the same point in 1984, however, shop business was 19 percent higher than the previous year.

Through May, the strongest indicator was total labor sales, customer-paid and warranty, which were up 13.5 percent over the like year-ago period.

In the runnerup spot, with an increase of 10.7 percent, was sales of shop parts, those used on customer-paid and warranty repairs. Gross profit on all labor and P&A business was a close third, with an increase of 10.2 percent over last year.

The number of repair orders written through May was 9.5 percent higher than a year ago. Sales of parts to outside customers showed a gain of 8.3 percent over last year, while sales of all parts and accessories were up 6.9 percent.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's franchised new-car dealers.

Dedeurwaerder meets with dealers, top management

AMC chief maps a survival plan

Continued from Page 3

holders and the press we never had any intention to sell Jeep," said Dedeurwaerder. "And if the chief executive officer of Renault sends me a letter—which I made public—saying he backs up his involvement, what else can we do?"

To effect efficient auto production in Wisconsin, Dedeurwaerder said, the company does not require a new, modern facility in Kenosha to go with its scaled-down labor costs. Some portions of the Kenosha plant were built at the turn of the century.

With the company's labor problems in Wisconsin apparently settled, the AMC president said the company must now determine whether "the state is giving us a competitive situation compared with the rest of the states."

"That's what we did with the union," he said. "I don't see why we can't do that officially with the state."

Discussions are expected to revolve around improvement of the state's rules regarding unemployment and workers' compensation, which Dedeurwaerder said place "a big burden on a company our size."

"Thirty-five states in the U.S. are making offers to GM for Saturn," he said. "I say, before you take Saturn, guys, you'd better watch that the one that you have is not going to go away."

• Dedeurwaerder said AMC lost more money in the second quarter than in the first. Overall, he characterized 1985-86 as a "break-even type of situation."

"We will not have anything substantially more to sell except our Jeep (Comanche) truck this year," he said.

Dedeurwaerder said 1987 will be the company's big breakout year.

The centerpiece of product plans is the front-wheel-drive intermediate due to be built at the plant currently under construction in Brampton, Ont. Plans call for production of about 150,000 mid-sized cars annually.

While AMC currently imports from Renault in small numbers—just over 12,000 units in 1984—the new compact line scheduled to arrive in early 1987 is counted on as a mainstream product.

The Alpine, a relatively low-volume specialty car expected to be priced in the $30,000 range, was once slated for U.S. introduction late next summer. But the stateside launch has since been rescheduled. The car is not due to be unveiled here until spring, 1987.

"We pushed it back a good three months," said Dedeurwaerder. "We believe that having the car available and doing a marketing operation in the Christmas period is not very smart."

Dedeurwaerder said it is too early to discuss reports from France that Renault will loan its U.S. partner an estimated $175 million through 1987. He said the transaction requires approval from the Renault board of directors and the French Ministry of Finance.

"There is nothing to say on the AMC side," he said. "As soon as Mr. Besse has worked it out on his side, then we will work it out with the board of directors of American Motors."

Asked if he expects to be named AMC chairman at the company's board meeting in New York later this week, Dedeurwaerder declined comment.

"I'm happy," he said. "I'm just trying to do my job and I have all the tools in hand to do it with a good crew of guys."

AMC Chairman Paul Tippett has left the company to become president of Springs Industries, a South Carolina-based textile manufacturer. Tippett, whose final day at AMC was last Friday (July 11) has said he expects to stay on as an AMC board member. There is some speculation that he may remain as a non-employe chairman of the company.

NEW-CAR STOCKS

	July 1, 1985	June 1, 1985	July 1, 1984
Alliance	114	111	78
Encore	102	108	72
Eagle	231	204	102
AMERICAN MOTORS	118	117	78
Caravelle	78	75	0
Horizon	73	52	66
Reliant	98	82	48
Turismo/TC-3	62	48	67
Plymouth	54	49	35
Plymouth Total	80	66	54
LeBaron	94	72	67
LeBaron GTS	56	50	0
Laser	85	81	75
Fifth Avenue	51	82	99
N. Yorker E/EClass	121	97	100
Chrysler Total	72	74	84
Omni	82	50	65
Daytona	76	71	77
Charger/024	75	54	77
Aries	100	91	55
600	91	72	77
Lancer	69	70	0
Diplomat	62	53	48
Dodge Total	82	68	66
CHRYSLER CORP.	78	69	68
EXP	65	53	48
Escort	48	32	65
Tempo	54	48	74
Mustang	36	41	63
Thunderbird	74	73	80
LTD	45	70	50
Crown Victoria	75	87	55
Ford Division	54	51	64
Lynx	62	45	73
Topaz	42	55	78
Cougar	62	60	60
Marquis	68	88	38
Grand Marquis	75	93	59
Capri	85	68	75
Total Mercury	65	69	60
Continental	76	92	41
Lincoln	61	54	41
Mark VII	49	92	62
Lincoln Total	61	63	45
FORD MOTOR	57	65	61
Skyhawk	50	51	59
Skylark	41	37	42
Century	37	39	42
Regal	57	59	59
Somerset Regal	57	26	0
LeSabre	39	46	47
Electra	69	67	24
Riviera	65	78	49
Buick Division	48	46	47
Cimarron	85	73	111
Eldorado	78	39	57
Cadillac	78	79	40
Seville	87	45	52
Cadillac Division	79	61	40
Chevette	81	79	58
Nova	72	0	0
Cavalier	55	23	42
Citation	104	65	47
Camaro	68	61	65
Celebrity	42	36	34
Monte Carlo	60	58	52
Chevrolet	66	59	52
Corvette	69	52	67
Chevrolet Division	59	46	48
Firenza	64	79	49
Cutlass Ciera	31	31	26
Cutlass Supreme	39	36	25
Calais	53	23	0
Olds 88	46	50	32
Olds 98	61	72	26
Toronado	80	93	64
Oldsmobile Division	44	40	31
Fiero	74	41	20
1000	53	35	67
2000 Sunbird	58	21	55
Firebird	51	34	44
6000	48	30	33
Bonneville	84	54	84
Grand Am	25	14	0
Grand Prix	97	63	58
Pontiac	85	56	82
Pontiac Division	59	34	52
GENERAL MOTORS	54	43	44
VOLKSWAGEN	73	50	104
HONDA	9	9	15
NISSAN	21	23	0
Total Cars U.S.	58	50	52
SUBCOMPACT	60	46	60
COMPACT	63	46	58
INTERMEDIATE	52	45	46
STANDARD	61	63	49
LUXURY	67	67	44

U.S.-car supply rises to 58 days; is 4-month high

Continued from Page 1

64; 2000 Sunbird, 58; Cavalier, 55; Tempo, 54; Firebird, 51; Skyhawk, 50; Topaz, 42, and Mustang, 36.

Intermediate—New Yorker E/E-Class, 121; Citation, 104; Grand Prix, 97; Bonneville, 84; Caravelle, 78; Thunderbird, 74; Lancer, 69; Marquis, 68; Cougar, 62; Monte Carlo, 60; Somerset Regal, 57; LeBaron GTS, 56; Calais, 53; Pontiac 6000, 46; LTD, 45; Celebrity, 42; Skylark, 41; Cutlass Supreme, 39; Century, 37; Ciera, 31, and Grand Am, 25.

Standard—Parisienne, 85; Crown Victoria, 75; Grand Marquis, 75; Chevrolet, 66; Diplomat, 62; Gran Fury, 54; Olds 88, 46, and LeSabre, 39.

Luxury—Seville, 87; Toronado, 80; Cadillac, 78; Eldorado, 78; Continental, 76; Electra, 69; Corvette, 69; Riviera, 65; Olds 98, 61; Lincoln, 61; Fifth Avenue, 51, and Mark VII, 49.

Worker takeover of Ford Argentina plants continues

PACHECO, Argentina.—Workers at Ford Motor Co.'s car and truck complex here continued their 18-day-long siege of the complex, and at presstime negotiations with management had ground to a halt.

The takeover began June 26, when hourly workers kept the plants' 1,800 salaried workers against their will. Women were released at the normal quitting time, but the men were held until past midnight, when a judge came to the building, a Ford spokesman said.

On June 30, Ministry of Labor officials declared the takeover illegal. Afterwards, the hourly workers told all salaried workers to leave, and they have maintained total control of the complex ever since, he said.

The takeover, headed by the worker-elected Internal Claims Committee, which is not a union, was said to be in response to Ford's firing of 33 chronic absentees.

Late last week, the workers began producing cars on their own and invited the press to witness the operation. Six or seven cars were built the first day, July 11, the Ford spokesman said. Parts inventories would allow them to continue for no more than four days if they are able to operate all machinery, he said.

The same day, Ford management was cabled by the committee that it should return to the plant and reassume control. But when its first order—to vacate the plant—was rejected by workers, management left.

Almost all of the 4,000 hourly workers are involved in the siege, with about 1,500 at the plants at any one time, Ford said.

An Argentine judge is studying whether to indict workers on criminal charges, and Ford hopes such an indictment would lead to an end of the siege.

Ford dealers taken out to the ball game

Three Kansas City District Ford dealers enjoy a ride around Royals Stadium in a 1985 Mustang on Lifetime Service Guarantee Day. In the back seat are, from left: Bob Hewlett, Metro Ford, Independence, Mo.; Bob Balderston, Blue Springs Ford, Inc., Blue Springs, Mo., and Frank Schlozman, Schlozman Ford, Overland Park, Kans. Standing to the left of the car is Bob Pourifoy, zone service manager, and behind the wheel is John Whelan, service operations manager.

GM increasing programs to reduce advertising costs

Continued from Page 3

media people, and even some GM insiders, also rankled at developments attributed to McKinsey and the media council.

As part of its ongoing effort to cut costs, GM established a Media Advisory Council and has changed the way it will buy time and space.

GM first tackled television, assigning point ad agencies to negotitate with networks on behalf of all other GM agencies and corporate or divisional clients (Automotive News, May 13).

Next, GM tackled magazines, assigning point agencies to negotitate with publishing companies for maximum discounts on behalf of all GM units that buy consumer magazine space (Automotive News, May 27).

While the television network buying realignment caused a ripple, the proposed changes in the magazine segment has caused strong reaction.

"There are two approaches you can take," said one Detroit sales rep. "You can look at this as an attempt by the big guy to crush the little guy, or you can look at it as an opportunity."

GM's approach has been direct; it wants to convert everything to the maximum cash savings.

As part of the new procedures, the Magazine Negotiating Team, a Media Council subcommittee comprised of agency media people, drafted a 14-point list of purposes and goals which went out with a form letter to consumer magazines in which GM buys space.

Each publication was called in for a "five-year" review by its point agency.

The proposals included items ranging from the elimination of "bleed" charges to a demand for corporate-wide discounts rather than divisional discounts, discounts based on dollar volume rather than page counts and smaller increments in rate structure discounts.

GM also wants insertion contracts to run on a model-year basis, rather than a calendar-year basis, multi-title discounts from publishing companies with more than one magazine, multi-year contracts and conversion of merchandising allowances into lower rates.

In addition, GM said it is "interested in reviewing any unique rate structures" that might be proposed. Some Detroit magazine reps told Automotive News they viewed that as an open solicitation to break ad rate cards.

Finally, GM said it was encouraging "multi-media" discount proposals. That means it could be particulalry tough with CBS and ABC, both of which have publications in addition to television and radio networks.

Although no one has said GM has threatened to pull its advertising if a publication refuses to acquiesce to the new guidelines, Detroit media people believe that is an implied threat.

"If they don't put some teeth into it, how will they enforce it?" one rep said.

Nonetheless, a number of publications last week told Automotive News they already had indicated to GM they would not go along with the program.

However, the final determination of how many consumer books eventually do change the way they do business with the giant auto advertiser could well hinge on what Time, Inc., ultimately decides to do.

Time, as a corporation, is dealing with Campbell-Ewald as point agency. Time has three publications—Sports Illustrated, Time and People—which are important automotive ad vehicles as well as a number of other smaller publications.

Because of ad revenue involved, Time, Inc., has more to lose if it refuses to acquiesce and GM cuts its insertion orders.

"Ultimately, it depends on what Time does," said a competitor. "Right now, it looks like Time is digging in its heels."

John downplayed the importance of the Time, Inc., negotiations, pointing to other large publications, "like Reader's Digest and TV Guide," which make the situation "broader than that."

Time has put the utmost importance on the situation. People publisher S. Christopher Meigher III confirmed there were "ongoing discussions" with GM and Campbell-Ewald, but said the matter was being handled at the magazine group level.

Ford, Nissan, Volkswagen due to reopen today

Auto production climbs to 134,844

By Louise Kertesz
Detroit Reporter

Rebounding from the holiday period—but at a pace still reduced by plant closings—U.S. auto production was pegged at 134,844 units last week, 58.01 percent more than the previous week's 85,337.

Last week's targeted build was 16.25 percent more than the year-ago-week's 115,996.

So far this year, 4,631,381 cars have been assembled, 3.37 percent more than the 4,480,410 completed last year at this point.

Companies shared last week's estimated production as follows: General Motors, 73.88 percent; Chrysler Corp., 21.02 percent; American Motors, 2.04 percent; Honda of America Mfg. Co., 1.85 percent, and New United Motor Mfg. Co., 1.21 percent.

Plants of Ford Motor Co. and Nissan Motor Mfg. Co., U.S.A., were closed last week for their second week of vacation, and Volkswagen of America's plant was idled for a second week by a parts shortage.

The plants are scheduled to resume production today (July 15).

A fire in a second-floor storage area at GM's Fiero plant in Pontiac last Wednesday night (July 10) resulted in the loss of 1,000 plastic car hoods, according to a GM spokesman.

There was no damage to the facility, and production was not affected, the spokesman said.

GM's Norwood (O.) plant, which produces the Chevrolet Camaro and Pontiac Firebird is down this week for model changeover, idling 3,300 workers.

It is scheduled to resume production Aug. 12.

Two overtime shifts were scheduled Saturday (July 13) at GM plants in Lakewood, Ga.; Wilmington, Del.; Detroit, and Lordstown, O.

Ford plants scheduled to work daily overtime this week include: Chicago; Lorain, O.; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Chrysler's plant in St. Louis (No. 2) is scheduled to operate two nine-hour daily shifts this week.

Toyota faces tough choices in strategies for U.S. plant

Continued from Page 1

the plant. Both the Accord built by Honda in Ohio and the 626 planned by Mazda in Michigan go to the heart of the basic compact-to-midsize car market in the U.S.

The Camry is scheduled for its next major makeover in 1987, which would give Toyota one year of production experience with the new car before moving into a U.S. plant by 1988.

Toyota is also planning a car larger than the Cressida for the U.S. market. That vehicle is being designed by Calty, Toyota's U.S. design studio, and would be larger than anything currently sold by the company in Japan. Because of size restrictions, it would be an export-only model for the U.S. and possibly Europe.

Indications are that the car will be built in Japan, but once a U.S. plant is up and running, it could conceivably be built here because of its U.S.-only status.

As for utilizing NUMMI, officials at the plant and General Motors confirm that Chevrolet is to receive all the output from the plant up to the 250,000-unit limit set forth in the FTC agreement authorizing the joint venture. Using two shifts, that figure is the maximum for one line.

However, the Fremont facility, which produced cars and trucks for GM on two lines, has sufficient space to accommodate a second line that could be used to supply Toyota Motor Sales, U.S.A., with Corollas.

It doesn't appear likely that Toyota would assemble the Sprinter at NUMMI, since part of the FTC agreement calls for GM to sell a model that is not currently offered in the U.S.

In fact, the decision to add a second line at NUMMI may be less critical and more easily made than the decision for a greenfield site. If the market sours and price competition becomes fierce in the small-car market or if restraints continue for a sixth year, Toyota can put off or start up a second line at NUMMI much more quickly than starting or stopping a new plant site.

One thing is clear, however: Toyota is intent on retaining its premier position in the U.S. In the light of extended quotas and the fact that all of its major competitors have either begun or have announced intentions of building cars in the U.S., it is just a matter of time before Toyota lets the other shoe drop.

Truck production jumps 64 percent after holiday week

Domestic truck makers planned to build 42,458 units last week, 64.23 percent more than the previous week's 25,852 (shortened by the Fourth of July holiday and plant vacations) and 14.03 percent better than the year-ago week's 37,235.

So far this year, 1,854,302 trucks have been assembled, 10.02 percent more than the 1,685,473 completed last year at this point.

Plants of Ford Motor Co., International Harvester and Nissan Motor Mfg. Co., U.S.A., were closed last week for their second week of vacation. They are scheduled to resume production today (July 15).

General Motors plants working two overtime shifts Saturday (July 13) were: Pontiac No. 5; Moraine, O.; Flint No. 2, and Baltimore.

GM's Detroit plant is closed this week for inventory adjustment, idling 500 workers. It is scheduled to reopen July 22.

Ford's Twin Cities plant will curtail production this week to allow renovations to be completed. Two shifts will each work 24 hours at the facility.

Ford plants working daily overtime this week are: Wayne, Mich.; Kansas City; Norfolk; Lorain, O., and Louisville.

Ford's Kansas City plant is scheduled to work overtime Saturday (July 20).

Canada output still affected by vacations

Vehicle production in Canada continued at a slowed pace due to vacations at several plants.

The makers scheduled assembly of 14,525 cars last week, 2.89 percent fewer than the previous week's 14,958, but 10.05 percent more than the year-ago week's 13,198.

So far this year, 576,998 cars have been assembled, 6.52 percent fewer than the 617,271 completed last year at this time.

Truck makers planned assembly of 13,090 units last week, 12.96 percent more than the previous week's 11,588.

The prior week's total was the lowest weekly production this year, due to the Canada Day holiday and plant closings for vacation.

Year-to-date, 485,578 trucks have been assembled, 5.93 percent more than the 458,408 completed last year at this point.

American Motors' Brampton (Ont.) plant has been closed for vacation since June 24. It is scheduled to resume production Aug. 5.

Ford Motor Co. and International Harvester Co. plants are scheduled to resume production today (July 15) after being closed for vacation for two weeks.

U.S. CAR PRODUCTION

	Week Ended July 13, 1985	Week Ended July 14, 1984	Week Ended July 6, 1985	July to Date	Jan. 1 to July 14, 1984	Jan. 1 to July 13, 1985
AMERICAN MOTORS	2,750	4,505	0	2,750	104,401	56,822
Renault Total	2,750	4,505	0	2,750	104,401	56,822
Alliance	1,925	2,475	0	1,925	56,147	34,853
Encore	825	2,030	0	825	48,254	21,969
CHRYSLER CORP.	28,350	23,822	23,995	52,345	734,928	775,721
Plymouth Total	7,750	7,201	6,691	14,441	214,608	223,284
Horizon	3,000	3,261	2,644	5,644	88,913	82,315
Reliant	3,600	3,064	2,774	6,374	108,646	99,623
Caravelle	900	285	824	1,724	5,350	30,501
Gran Fury	250	571	449	699	11,699	10,845
Chrysler Total	9,500	8,035	8,362	17,862	248,361	257,281
LeBaron	2,000	2,734	1,754	3,754	75,607	60,168
LeBaron GTS	2,600	0	2,085	4,685	0	57,903
Laser	1,100	1,201	1,025	2,125	44,650	32,158
New Yorker/E-Class	1,500	1,902	1,277	2,777	63,268	42,026
Fifth Avenue	2,300	2,198	2,221	4,521	64,836	65,026
Dodge Total	11,100	8,586	8,942	20,042	271,959	295,156
Omni	2,700	2,959	2,308	5,008	83,784	81,734
Aries	3,000	2,227	2,414	5,414	85,559	81,682
Daytona	1,200	1,075	986	2,186	33,376	29,171
Dodge 600	1,500	1,515	1,167	2,667	47,918	40,851
Lancer	1,600	0	1,387	2,987	0	41,027
Diplomat	1,100	810	680	1,780	21,322	20,691
FORD MOTOR	0	0	0	0	926,325	895,061
Ford Division	0	0	0	0	602,334	593,992
Escort	0	0	0	0	186,244	169,385
Mustang	0	0	0	0	71,347	94,896
LTD	0	0	0	0	115,676	117,689
Thunderbird	0	0	0	0	83,421	102,275
Crown Victoria	0	0	0	0	40,350	7,122
EXP	0	0	0	0	17,877	3,863
Tempo	0	0	0	0	87,419	98,762
L-M Division	0	0	0	0	323,991	301,069
Mercury Total	0	0	0	0	234,146	215,835
Lynx	0	0	0	0	35,991	38,550
Capri	0	0	0	0	9,390	9,392
Marquis	0	0	0	0	60,315	59,164
Cougar	0	0	0	0	55,857	73,809
Grand Marquis	0	0	0	0	50,266	4,733
Topaz	0	0	0	0	22,327	30,187
Lincoln Total	0	0	0	0	89,845	85,234
Continental	0	0	0	0	19,932	14,515
Lincoln	0	0	0	0	52,976	61,291
Mark VI/VII	0	0	0	0	16,937	9,428
GENERAL MOTORS	99,629	84,987	58,510	158,139	2,589,873	2,740,159
Buick Total	22,338	20,754	12,878	35,216	570,185	556,503
Skylark	0	2,095	0	0	55,305	40,953
Skyhawk	2,368	3,030	1,504	3,872	88,420	62,337
Somerset Regal	2,725	163	1,298	4,023	600	65,984
Century	6,095	5,268	3,544	9,639	126,113	145,061
Regal	3,456	3,525	1,770	5,226	124,071	68,969
LeSabre/Electra(rwd)	2,445	4,107	1,614	4,059	122,076	77,712
Riviera	1,180	1,075	711	1,891	28,929	36,932
Electra(fwd)	4,069	1,491	2,437	6,506	24,671	58,555
Cadillac Total	7,030	6,433	4,150	11,180	184,381	202,122
Cimarron	531	264	322	853	9,758	15,910
Seville	688	675	439	1,127	22,877	21,496
Eldorado	1,359	1,515	860	2,219	44,184	40,491
Cadillac (rwd)	509	1,743	246	755	81,002	28,019
DeVille (fwd)	3,943	2,236	2,283	6,226	26,560	96,206
Chevrolet Total	30,437	27,693	17,276	47,713	881,735	933,700
Chevette	3,652	2,858	1,804	5,456	108,090	89,871
Cavalier	10,099	8,898	5,654	15,753	231,621	273,596
Celebrity	5,420	6,340	3,212	8,632	167,423	156,435
Camaro	4,975	2,314	3,056	8,031	146,767	130,538
Citation	0	2,742	0	0	52,439	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	1,945	1,504	1,189	3,134	66,273	79,381
Chevrolet	3,346	1,622	1,762	5,108	64,443	150,589
Corvette	1,000	815	599	1,599	18,333	24,593
Oldsmobile Total	26,142	20,109	14,341	40,483	646,668	679,952
Omega	0	1,001	0	0	28,614	0
Firenza	832	1,196	587	1,419	41,963	37,083
Cutlass Supreme	5,040	3,514	3,074	8,114	161,077	126,200
Cutlass Ciera	6,608	5,178	3,955	10,563	157,412	202,054
88/98 (rwd)	7,313	6,176	3,618	10,931	202,753	134,370
Olds 98 (fwd)	2,878	2,118	1,690	4,568	27,990	77,105
Calais	2,771	113	991	3,762	599	80,933
Toronado	700	813	426	1,126	26,240	22,207
Pontiac Total	13,682	9,998	9,865	23,547	306,904	367,882
Acadian**	0	164	173	173	9,491	7,288
2000 Sunbird	3,008	3,552	2,168	5,176	84,295	79,411
1000	751	442	498	1,249	22,918	12,775
Firebird	2,645	2,543	2,125	4,770	64,856	69,986
Phoenix	0	427	0	0	14,119	0
6000	1,557	0	1,138	2,695	0	28,099
Grd Prix/Bon Vie	0	0	0	0	26,733	0
Parisienne	1,542	432	1,298	2,840	15,524	41,080
Fiero	2,520	2,438	1,942	4,462	65,968	65,431
Grand Am	1,659	0	523	2,182	0	63,812
HONDA	2,490	2,682	1,857	4,347	69,452	86,171
NISSAN	0	0	0	0	0	10,513
NUMMI (Nova)*	1,625	0	975	2,600	0	14,949
VOLKSWAGEN	0	0	0	0	55,431	51,985
Total Cars, U.S.	134,844	115,996	85,337	220,181	4,480,410	4,631,381
Total Cars, Canada	14,525	13,198	14,958	29,483	617,271	576,998
N. American Cars	149,369	129,194	100,295	249,664	5,097,681	5,208,379
N. American Trucks	55,548	49,541	37,440	92,988	2,143,881	2,339,880
North American Cars and Trucks	204,917	178,735	137,735	342,652	7,241,562	7,548,259

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended July 13, 1985	Week Ended July 14, 1984	Week Ended July 6, 1985	July to Date	Jan. 1 to July 14, 1984	Jan. 1 to July 13, 1985
AMERICAN MOTORS	0	0	0	0	12,250	5,493
FORD MOTOR	0	0	4,370	4,370	237,736	267,515
GENERAL MOTORS	14,300	12,973	10,408	24,708	361,253	298,209
VOLVO	225	225	180	405	6,032	5,781
Total Cars, Canada	14,525	13,198	14,958	29,483	617,271	576,998

U.S. TRUCK PRODUCTION*

	Week Ended July 13, 1985	Week Ended July 14, 1984	Week Ended July 6, 1985	July to Date	Jan. 1 to July 14, 1984	Jan. 1 to July 13, 1985
CHEVROLET	23,149	21,561	13,238	36,387	545,668	648,478
DODGE	4,100	3,740	3,333	7,433	113,397	117,651
FORD	0	1,453	0	0	627,283	626,961
GMC	8,120	7,202	4,662	12,782	177,003	201,535
INTERNATIONAL	0	0	0	0	39,139	41,705
JEEP	5,300	0	3,545	8,845	100,209	114,696
NISSAN	0	2,229	0	0	53,094	53,133
AM GENERAL	50	50	30	80	1,420	1,340
MISCELLANEOUS	1,739	1,000	1,044	2,783	28,200	48,803
Total Trucks, U.S.	42,458	37,235	25,852	68,310	1,685,473	1,854,302

CANADIAN TRUCK PRODUCTION

	Week Ended July 13, 1985	Week Ended July 14, 1984	Week Ended July 6, 1985	July to Date	Jan. 1 to July 14, 1984	Jan. 1 to July 13, 1985
CHRYSLER	7,330	6,350	6,960	14,290	201,137	229,450
FORD	0	0	0	0	84,442	89,402
GENERAL MOTORS	5,760	5,956	4,628	10,388	168,916	161,071
INTERNATIONAL	0	0	0	0	3,913	5,655
Total Trucks, Canada	13,090	12,306	11,588	24,678	458,408	485,578
N. American Trucks	55,548	49,541	37,440	92,988	2,143,881	2,339,880

*—New includes window van production. **—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

July 22, 1985

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Will publicity binge result in Saturn fiasco?

By Marjorie Sorge and Michelle Krebs
Automotive News Staff

General Motors' Saturn project may not live up to the public's expectations.

Never has a car project received so much publicity as has Saturn, causing some to wonder if all the attention is deserved.

Now, General Motors insiders are worried lest all the publicity may be too much of a good thing.

They fear that Saturn, which has been called the ultimate everything, may turn into the ultimate public relations fiasco.

News Analysis

Some fear that the public, expecting Star Wars technology on the car, will be disappointed with a vehicle that has features which will be commonplace by the time it is introduced at the end of this decade.

At first, the free publicity seemed like a public relations person's dream come true.

Governors paraded through GM corporate headquarters, offering the auto maker the world to locate the Saturn plant in their states. Schoolchildren wrote letters begging GM to put the plant in their state.

Still, after more than six months of reading and re-reading state proposals, the Saturn site remains a mystery. But it is a mystery that has fueled more automotive press than anything since Henry Ford introduced mass production.

The press has had a heyday. As the site selection choices are narrowing, every rumor is being reported. Some newspapers have set up rumor control centers on their business pages and have sent teams of reporters to tour the top-contending states.

The publisher of a Tennessee weekly issued a "stop the presses" order when convinced that an announcement that GM had selected his state for the Saturn site was imminent.

The public appears to recognize Saturn as a car, a plant and jobs, not a manufacturing process.

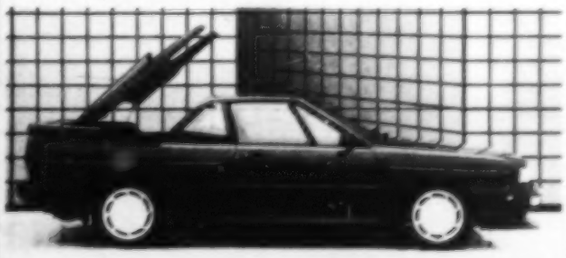
As for the car itself, the public —which doesn't care how a car is built—will measure Saturn's success by the items it can see and

Please turn to Page 52, Col. 1

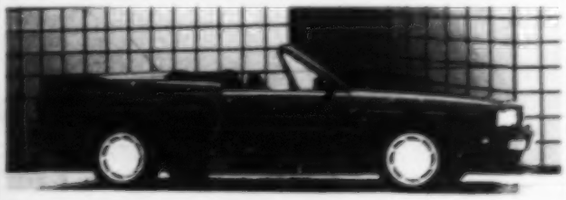
Audacious Audi

It changes before your eyes

This Audi Quattro Roadster, modified in West Germany by Treser GmbH, is being imported into the U.S. The Roadster has a fixed glass hardtop that stores beneath the rear deck lid. It will sell in the U.S. for about $60,000. Story, another picture are on Page 8.



The decklid lifts to accept top for storage.



With hardtop stowed, Audi becomes an open car.

NHTSA to reduce CAFE to 26 MPG for '86 cars

By Jake Kelderman
Washington Reporter

WASHINGTON.—Citing the possibility of "severe adverse economic consequences" for General Motors and Ford Motor Co., NHTSA has decided to reduce the Corporate Average Fuel Economy standard for the 1986 model year from 27.5 MPG to 26 MPG.

The proposal, in response to a petition filed by the Big Two and other auto makers, was immediately hailed by GM and Ford as a step in the right direction but less than what they need.

Both companies have been selling a greater than usual number of large, less-fuel-efficient cars during the past year. That has put them farther behind federal fuel-economy requirements than they had anticipated.

Recently, their past CAFE numbers were adjusted by the EPA, but both makers still faced the possibility of large fines for failing to meet the 27.5 MPG standard imposed by NHTSA for 1985 and beyond.

• GM, for example, expects to be approximately $478 million in arrears to the government for failing to meet CAFE requirements in 1984 and 1985, in spite of the EPA adjustments.

Ford is projecting that it will be even with the government through the 1985 model year but had expected to be in arrears for the 1986 model year unless the 27.5 MPG standard was reduced.

For planning flexibility and to cover the possibility of continued demand for large cars, both GM and Ford had asked NHTSA to ease the CAFE standard to 26 MPG for the next three years.

NHTSA has the authority to lower the standard to 26 MPG for good cause under authority of the 1975 Energy Policy and Conservation Act which established the standards and set penalties of $5 per tenth of a mile per gallon times an auto maker's annual production for failing to meet those standards.

In proposing the new standard, NHTSA said 26 MPG was the "maximum feasible" level the auto makers could achieve for that year, but NHTSA said it expected to entertain petitions from Ford, GM and others to keep the 26-MPG standard for 1987 and 1988.

It will hold hearings on its proposal for the 1986 model year in Washington Aug. 8-9.

According to papers on file with the agency, GM expects to reach a 25.7 MPG CAFE in 1986 and Ford a 26.2 MPG level. Some European makers would also be helped considerably by the planned rollback.

BMW, for example, is projecting a 1986 CAFE of 26.1 MPG. Volvo is looking to reach 26.5 MPG; Peugeot, 25.6 MPG; Saab, 25.4 MPG, and Jaguar just 19.2 MPG.

Mercedes-Benz has not as yet projected its MPG for the 1986 model year, but reached just 23.4 MPG in the 1985 model year after having been as high as 26.5 MPG in 1983.

Reaction from the interested parties was along the line of their previously stated positions.

At GM a spokesman reiterated the company's position that the CAFE issue was in fact a jobs issue, not an energy issue.

Noting that at a maximum, the adjustment the company had asked for would have resulted in

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Bertone attacks IAI for X1/9 ills in U.S.

By John A. Russell
New York Staff Writer

NEW YORK.—After months of silence and outwardly amicable relations, Bertone representatives slammed International Automobile Importers and the way that company marketed the Italian coachbuilder's X1/9 sports cars in the United States.

Bertone claimed it lost more than $5 million on the project, had to shut down its production line in Turin for a year and suffered a "deep wound" because it relied on a IAI marketing strategy which did not work.

Now Bertone has its own distribution system, established in the U.S. after it severed its relationship with IAI, a subsidiary of Bricklin Industries chaired by Malcolm Bricklin.

The Bertone charges come at a bad time for Bricklin. Bricklin is planning to import and distribute the Yugo, a low-priced sedan built by Zastava, in Yugoslavia. The first dealers have been appointed, and introduction is scheduled for this fall.

All statements at the time of the breakup, in late October, 1984, indicated the two companies parted ways on a friendly note. But now Bertone says it dropped IAI as its importing and marketing arm because it was dissatisfied with IAI. Representatives cited many problems, including large inventories and warranty problems. The credibility of Bertone was brought into question since the car was priced too high, a Bertone source said.

Bruce McWilliams, a spokesman for Bertone in the U.S., told Automotive News many meetings were held to "find a way out of the morass." Finally Bertone had to "bite the bullet" and go it alone, he said.

Bertone recently completed its import organization in the U.S. by appointing seven independent importers serving various sections of the country. It also reduced the price of the car from the IAI price of more than $15,000 to $9,995 by eliminating luxury items such as leather interior and air condition-

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Import stock is fattest in 28 months

By Kathleen Hamilton
Assistant Managing Editor

Inventories of new imported cars climbed to a 28-month high on July 1 as supplies of Japanese cars continued to increase, reaching a two-year high.

But the imports continued to be sold as quickly as they were unloaded on U.S. shores in June, so the days-supply level remained short: 31 days. That's just about the same place it has been since the start of the year. An ideal supply of imports is usually considered to be 60 to 75 days.

The inventory of imported cars in ports, in transit and at dealerships stood at 310,221 on July 1, the highest level since March 1, 1983, when the count was 316,745, a 41-day supply.

The latest stockpile figure is up

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breaking news

Chrysler to recall 129,000 Mitsubishi cars

WASHINGTON.—Chrysler Corp. will recall 129,000 1981-82 Mitsubishi-built Colt and Champ cars for failure to meet federal emissions standards. The cars are equipped with either 1.4-liter or 1.6-liter four-cylinder engines. Chrysler will adjust carburetors on all the cars and will modify ignition timing on the 1981 models.

Chrysler's Liberty to have own quarters

DETROIT.—Chrysler Corp. will spend $6 million to create a facility for its Liberty Project away from its Highland Park

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Pre-tax profit sets record

Taxpayer Chrysler earns $596 million

By Michelle Krebs
Financial Editor

Chrysler Corp. reported record second-quarter sales and pre-tax profits though net income dropped.

Because the company resumed paying taxes, net income dropped 26 percent to $596 million, or $5.02 per share, compared with $803 million, or $6.48 per share, in the same quarter in 1984.

The company provided for $256 million in taxes, while in 1984 it used $352 million tax-loss carryforward from its years of no profits.

Pre-tax earnings for the second quarter of 1985 were $852 million —Chrysler's best-ever quarter. That compared with $804 million in 1984's second quarter.

Sales for the quarter were $6.0 billion, also an any-quarter record. Chrysler's former quarterly peak for sales was $5.4 billion in the first three months of this year. Second-quarter sales were up 14 percent from 1984's $5.3 billion.

For the first six months of 1985, Chrysler reported net income of $1.1 billion, compared with $1.5 billion in the first six months of 1984. Taxes for the first half of 1985 amounted to $473.1 million. Chrysler paid no taxes in the first half of 1984.

Sales for the six months totaled a record $11.4 billion, compared with $10.2 billion in 1984. It was Chrysler's best six-month period.

Total vehicle sales for the quarter amounted to 618,463, up 12 percent from 554,660 in 1984's second quarter.

For the six months, Chrysler sold 1,165,510 cars and trucks, up 9 percent from 1,071,332 in the same period a year ago.

Chrysler's market share was 12.7 percent for the six-month period, compared with 11.5 percent last year.

Chairman Lee Iacocca attributed Chrysler's performance to its hot-selling minivans, convertibles and turbocharged vehicles.

"Chrysler convertibles so far this year matched everyone else combined," he said at a press conference announcing the earnings. "Turbochargers sold more than the whole world combined."

Chrysler Lebaron GTS and Dodge Lancer sales doubled in the second quarter over the first quarter, Iacocca noted, because of incentive financing.

Iacocca added Chrysler's productivity was up 7 percent in the first six months compared with last year.

Iacocca estimated that finance incentives and the company's "Thank You America" promotion cost the company $100 million in additional profits. However, he added, those promotions increased Chrysler's volume.

Ford builds its millionth Sierra in Europe

Surrounded by Ford Dagenham (England) plant employes and family members, Bryan Gould, at left leaning against car, Member of Parliament for Dagenham, and Roger Humm, wearing striped tie and standing to the right of car, director of sales for Ford of Britain, view the one-millionth Ford Sierra manufactured in Europe. The Sierra was introduced at the Paris Auto Show in 1982.

McCurry vows to keep Toyota in first place

By Matt DeLorenzo
Los Angeles Reporter

NAPA, Calif.—Vowing to keep Toyota in first place in imported car and truck sales, Robert McCurry, senior vice president of Toyota Motor Sales, U.S.A., said he expects car sales this year to top 600,000 and trucks to reach 300,000 for the first time.

"It now looks like the industry will hit 10.7 million in car sales this calendar year, up more than 300,000 from last year," he said. "That's considerably more than most people, including us, were forecasting at the start of the year.

"A very early look at next year shows the market staying at just about the same level."

Despite the anticipated sales records for Toyota, McCurry said he's disappointed with the fifth year of the Voluntary Restraint Agreement.

"Obviously, from the profits the domestics have been rolling up and some of the acquisitions they've made recently, they don't need the protection," McCurry said. "As for allocations, we feel we got less than our fair share."

An increase of only 11 percent in car shipments (to an estimated 617,000) coupled with the U.S. manufacturing capacity of Honda and Nissan, its two closest competitors, means that Toyota faces a serious challenge to its top ranking in import-car sales.

According to McCurry, "1985 will go down to the wire for the sales leadership title in cars. Let me say right now that Toyota intends to be the number one import in 1985. We've won the import 'Triple Crown'—first in cars, first in trucks and first in combined car and truck sales—for the past nine years, and we're not giving up any portion of it without a fight."

McCurry complained that the

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DOE analysis detects move to smaller cars

By Jake Kelderman
Washington Reporter

WASHINGTON.—Although conventional wisdom holds that America is going back to the big, less fuel-efficient car in the face of an eased energy situation, in fact the contrary is happening.

According to a new report by the U.S. Department of Energy, the sales-weighted average fuel economy for all new cars (domestic and imports) bought between October, 1984, and March, 1985, improved by 0.6 MPG from the same period in 1984.

The latest average is 26.9 MPG, or 0.6 MPG short of the 27.5 MPG fuel economy level each of the major auto makers is required to achieve for the 1985 model year.

A similar development occurred in the light-truck market, where the new fleet hit a sales-weighted fuel-economy average of 20.48 MPG. That was a 0.4 MPG improvement from the 1984 period.

Explaining the fuel-economy improvement, researchers at DOE noted, "Unlike the previous model years, the first six months of model year 1985 experienced a reversed trend; more compact cars were sold than midsize cars."

They went on to say that the domestic makers were largely responsible for the improvement in the fleet average. Import models showed a significant worsening in their fleet average, the researchers said.

Domestic cars showed an improvement of nearly one MPG (actually 0.87 MPG) from the previous model year through wider use of lockup transmissions, smaller engines and shifts to smaller vehicles, the DOE report says.

Import vehicles, on the other

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Pontiac eying 2-seat Trans Am in spirit of GTO

By Dan McCosh
Detroit Reporter

Pontiac is working on an ultralight, two-seat version of the Trans Am which could add the spirit, if not the actual name, of the old GTO to the 1987 performance-car derby.

While Pontiac has not yet committed to putting the car into production, sources close to the program say it is a notchback, two-seat version of the current Trans Am that weighs several hundred pounds less then the current model. The weight savings is meaningful mainly for competitors interested in IMSA showroom stock racing, where the Trans Am already is extremely competitive.

The lightweight Trans Am is reminiscent of the original stripped-down, high-performance GTO that established Pontiac's performance image in the 1960s. It adds yet another potential competitor to the planned 1987 introduction of high-output, specialty cars by Chrysler Corp., General Motors and Ford Motor Co. They promise to make it a watershed year for new-generation muscle cars.

Chrysler plans a special-bodied, turbocharged version of the Dodge Daytona with a 225-HP engine.

Pontiac is working on a 226-HP version of the 2.8-liter V-6 Fiero, and Ford is anticipating the introduction of a 227-HP, 16-valve V-6-powered Taurus with special suspension and body components.

Price hikes under way on '86 cars

By John K. Teahen Jr.
Managing Editor

Price season has begun in the domestic auto industry.

It was a full-fledged effort at American Motors (Automotive News, July 15), a trickle at General Motors and a bare-bones 30-word statement at Chrysler Corp. Ford Motor Co. had not spoken up at presstime.

It's difficult to place an industrywide handle on the 1986 price hike at this moment, but 2 percent to 3 percent is an early-season estimate. In hard cash, about $300.

That's on a comparably equipped basis—after the makers finish yanking off a strip of molding on one model and adding a wheel cover or a fancier radio on another.

On an unadjusted sticker-to-sticker basis, the 1986 models are likely to be 4 or 5 percent more than the 1985 cars.

For the Big Three, a 2-to-3-percent boost would be a bit more than the one applied a year ago. At that time, the announced upswings were 1.2 percent for Chrysler, 1.3 percent for Ford and 2.3 percent for GM.

GM last week announced 1986 prices for its N-cars (the GM20 models), both for the carryover coupes and the brand-new four-door sedans.

Not to be left behind, Chrysler issued a 30-word statement: "Chrysler Corp. today anounced tentative price increases averaging 2 to 3 percent for its 1986-model passenger cars. Firm prices will be announced when the new cars are introduced in October."

Chrysler also sent tentative 1986 fleet prices to dealers, showing hikes of 2 percent to 7 percent, with the higher figures including additions to the standard equipment list. The fleet bumps on Omni/Horizon and Aries/Reliant were 2 percent

The coupes in GM's N-car lineup are up 3.22 percent after adjusting for equipment additions and 5.43 percent on a straight sticker-to-sticker comparison.

The 1986 Pontiac Grand Am coupe is $8,549, up $400; the Oldsmobile Calais is $9,283, up $614, and the Buick Somerset Regal is $9,425, up $399. Those are increases from the base 1985 stickers.

GM said an AM/FM stereo radio is standard on the 1986 Calais and full-wheel covers are standard on the 1986 Grand Am.

Sticker prices of the new four-door sedans in the N-car lineup are $8,749 for the Grand Am, $9,478 for the Calais and $9,620 for the Buick Skylark, which is the sedan designation for Buick.

Prices were boosted on some N-car options. Automatic transmission rose to $465 from $425, and the V-6 engine climbed to $610 from $560.

GM priced the 1986 N-cars because they are already in production and are being shipped to dealers.

Earlier, American Motors issued tentative prices on its 1986 models, authorized selling before the official Oct. 1 introduction date and reduced the dealer discount on base models from 10 percent to 9 percent.

AMC said average-equipped Renaults will go up an average of $54, or 0.7 percent; Jeeps and Eagles will rise an average of $324, or 2.1 percent.

But it may be amending its position

NADA mum on fleet-subsidy plan

By John A. Russell
New York Staff Writer

NEW YORK.—NADA may be backing off its controversial six-point negotiating plan to enact federal legislation on fleet subsidies, but there is a wall of silence at the dealer association. The executive committee met late last week and the agenda was not revealed.

In recent weeks, the association appeared to be amending its position through correspondence with the dealers which Automotive News obtained.

This may be in reaction to reportedly heated objections by several dealer groups throughout the country which protested loudly when the association drew up its approach to negotiations with congressional leaders on introducing a bill that would address fleet subsidies.

Noticeably absent in the six-point program when it was introduced in mid-June was any mention of two-tier pricing which had been a key dealer demand.

Also, the program included a clause stating the association would go along with preemption of state legislation that would prevent states from enacting their own laws on subsidies. The approval of that approach by the NADA board of directors brough howls of protest from individual dealers and dealer associations throughout the nation.

According to sources, NADA leaders presented that program in several states in an effort to garner support. Reaction has ranged from polite listening and no action taken to statements that the groups cannot support any measure that does not include two-tier pricing.

The latest example is the Colorado Automobile Dealers Assn., which informed NADA President

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Japan is the target

Bill seeks 25-pct. tariff on imports

By Geoff Sundstrom
Washington Reporter

Influential congressional Democrats introduced trade legislation last week that could add a 25 percent tariff penalty to the price of all Japanese imports, including autos.

The bill is intended to force Japan and certain other nations to reduce their huge trade surpluses with the U.S. and the world.

Based on 1984 data, Japan, South Korea, Brazil and Taiwan would currently be liable for the 25 percent duty. Hyundai cars from South Korea will go on sale in the U.S. early next year, and Kia models from that country are slated to be imported by Ford in 1988. General Motors will begin importing cars from Daewoo, of Taiwan, in 1987.

Nations with excessive trade surpluses can avoid the tariff penalty by removing tariff and non-tariff barriers deemed unfair by the U.S. Trade Representative's Office. Trade figures for purposes of the bill would be compiled by the U.S. International Trade Commission.

The bill was introduced by a coalition of key Democrats, including House Majority Leader Jim Wright, of Texas; Ways and Means Committee Chairman Dan Rostenkowski, of Illinois, and Richard Gephardt, of Missouri, who is a key member of the Democratic Leadership Council.

Senator Lloyd Bentsen, Texas Democrat, introduced the measure in the Senate.

The White House immediately denounced the bill as "protectionist" and implied that the measure would be vetoed by the President if it is passed by Congress.

However, backers of the bill believe the measure will continue to win support if the nation's trade deficit increases to a projected $160 billion this year. At introduction, the bill had 100 cosponsors in the House and a dozen cosponsors in the Senate.

Rostenkowski, whose Ways and Means Committee is now mired in reviewing tax reform proposals, said the bill would receive high-priority attention in the fall. Legislative procedures dictate that trade measures originate in the Ways and Means Committee.

House Majority Leader Wright told reporters he believed the budget and trade-deficit issues were the highest priorities facing the nation. Both Wright and Rostenkowski are said to be contenders for Speaker of the House when Massachusetts Democrat William (Tip) O'Neill retires in 1986.

Although Bentsen said the bill is likely to encounter its severest test in the Senate, he said he believes a strong vote in the House could produce a favorable Senate vote.

Earlier this year, both the House and Senate passed non-binding resolutions calling on Japan to reduce its barriers to American products. At that time, there was considerable bi-partisan ire over a spiraling U.S. trade deficit that has continued to worsen.

Two weeks ago Senate Finance Committee Chairman Bob Packwood, Oregon Republican, asked for Senate consideration of a bill approved by his committee that would force the President to take retaliatory action against nations that do not reduce trade barriers to U.S. goods. The bill has yet to be scheduled for floor action.

The latest trade bill, called the Trade Emergency and Export Promotion Act, calls on Congress to declare a national trade emer-

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Bless you, bus!

The Rev. William Kaina, of Kawaiahao Church, blesses the first Scania bus to reach Hawaii, part of an order for 46 Scanias ordered by the City and County of Honolulu Department of Transportation Services. To the left of Rev. Kaina is Honolulu Mayor Frank F. Fasi. Honolulu is the first transit property to take delivery of the newest generation Scania CN112 "silent bus." Saab-Scania of America manufacutures the buses in Orange, Conn.

Ford set to introduce long-delayed Aerostar

By Arthur Flax
Assistant Truck Editor

ST. LOUIS.—Ford Motor Co.'s oft-delayed Aerostar minivan will finally make it to dealer showrooms by the end of the month, the company announced at the "launch" of the new truck here last week.

Ford Chairman Donald E. Petersen indicated that the Aerostar was delayed to assure that production kinks would be worked out from the start.

He said, "All right, so Aerostar is coming to market a few weeks later than we planned four or five years ago. But we've accomplished so much more than our competition through the use of new technology that we're actually far ahead."

He said the St. Louis plant, which produced Ford Crown Victoria and Mercury Grand Marquis models until January, was "literally gutted" and an entirely new plant employing the latest in advanced technology was built in its place.

Although the St. Louis ceremony was Ford's official launch of the truck, production units have actually been rolling off the assembly line since May 31, and 2,000 have been shipped to dealers, according to Philip M. Novell, Ford Division general sales manager. Dealers, he said, may sell the minivans as soon as they arrive. They will be sold as 1986 models.

Novell said Ford has more than 40,000 dealer orders for the Aerostar with 12,000 pre-sold to customers.

Base price are $9,064 for the five-passenger Aerostar and $8,222 for the cargo van version. Novell said the passenger van will probably account for 60 to 70 percent of total production.

The Aerostar will initially be offered with a standard electronically fuel-injected 2.3-liter four-cylinder engine and an optional 2.8-liter V-6 that produces 115 HP. Next February, the new 145-HP, 3.0-liter V-6 engine, which will power the Ford Taurus and Mercury Sable, will replace the 2.8-liter engine as an Aerostar option, Novell said.

Daniel L. Rivard, Ford manager of light-truck product development, said the smaller engine, which is not related to the new 3.0-liter V-6, will continue to power Ford products but will be punched out to 2.93 liters as "Job 1" in 1986.

NHTSA won't reopen Ford Park-to-Reverse

By Jake Kelderman
Washington Reporter

WASHINGTON.—Saying there is no new technical evidence to support it, NHTSA has refused to reopen an investigation into whether millions of 1970-1979 Ford Motor Co. cars with automatic transmissions are prone to shift without warning from Park to Reverse.

The Center for Auto Safety asked for the investigation in March, saying that it was still receiving reports of fatalities involving the cars (an alleged 117 since 1980).

The safety group said it had new data indicating a "dramatic" drop in alleged fatal Park-to-Reverse accidents involving later-model Fords following a redesign of the Ford shifter system in 1980.

The latest development in this long-running case does not spell an end to it, however.

Clarence Ditlow, head of the safety center, said his organization will file suit in the U.S. District Court for the District of Columbia, seeking to overturn the NHTSA decision. It will be the second time the center has been in court on the Park-to-Reverse issue.

In October, 1980, NHTSA Administrator Joan Claybrook recommended that some 23 million 1970-era Ford Motor Co. cars should be labeled as having a safety-related defect.

But in an unusual settlement of the issue, the Department of

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Dennis to handle Yugo and Niva in Canada

By Michelle Krebs
Financial Editor

Peter Dennis Motor Corp., formerly Lada Cars of Canada, has obtained the Canadian distributorship for the Yugoslavian-built Yugo and also will do final assembly for the Russian Niva in Canada.

David Hunt, the corporation's newly appointed deputy chairman, said Peter Dennis Motor Corp. has obtained the Canadian distributing rights for the Yugo, the low-priced, Yugoslavian-built automobile that will be imported into the U.S. by Malcolm Bricklin.

Hunt said that once U.S. Yugo operations are in full swing, operations in Canada will gear up.

The company will appoint 80 Yugo dealers throughout Canada. Sales volume for the first full year in Canada will be in the 6,000-to-8,000 range, Hunt said.

He said he sees the Yugo not as a direct competitor to the phe-

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As underwriters screen clients more scrupulously

Dealers taking closer look at self-insurance

By Richard Johnson
Detroit Reporter

Auto-dealer risk managers are reportedly taking a closer look at self-insurance options now that underwriters in today's constricted property-and-casualty market have begun choosing dealer clients more carefully.

A combination of self-funding and purchased insurance for excessive losses is being hailed by some as an attractive alternative to the hazards of conventional carrier coverage, including dwindling capacity and rising premiums.

But several insurance professionals remain skeptical of self-funding by individual dealers or groups of dealers, citing high costs, high risks and the complexity of packaging comprehensive property and casualty plans.

Some industry observers cite a built-in resistance among auto dealers to insurance links with other dealers. But a general movement toward insurance restructuring in other commercial fields may portend the same trend in the retail auto business.

"There is a lot of pressure for self-insurance going on," said Roger Heckman, vice president—marketing and underwriting at Dealer Cover, Torrance Calif., which has designed a property and casualty program for dealer groups. "It is time for dealers through local associations and dealer bodies to begin to looking at this as an alternative."

Last of a Series

Self-funded programs can be tailored to either individual dealers or to groups of dealers sponsored by formal associations or loosely defined alliances.

Other risk alternatives include single-parent and group captive insurance companies, which are usually created by medium- to large-sized corporations interested in underwriting their own exposures. The option essentially involves getting into the insurance business, with the risk spread through reinsuring.

"There is a major insurance problem in this country as far as capacity is concerned," said James Kinder, executive vice president of the nonprofit Self-Insurance Institute of America, Santa Ana, Calif.

"There are many more restrictions on the type of risks companies are willing to underwrite. It is very difficult to find coverage and if you do, the question is at what price. But if you're talking about property/casualty exposures, price may not necessarily be the most important factor. It may be survival."

Industry pros say dealers have traditionally been less than desirable risks. High-loss-exposure operations have been heavily impacted by conditions in the commercial insurance market, where huge underwriting losses were reported last year.

Capacity has fallen off because of the collapse of a number of firms, lower returns on insurance companies' cash holdings and a slowdown of investor funds into the industry.

Carriers who have survived the

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Subcompact book

ST. LOUIS.—Nowadays, everything in the automotive industry is being downsized. Even Chrysler Corp. Chairman Lee Iacocca's best-selling book has been condensed in the July issue of Reader's Digest.

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60th year—No. 5084

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Al Fleming

Beijing Jeep gears up for Cherokee production

Robert Steinseifer, director of enterprise management for Beijing Jeep Corp., Ltd., Beijing, People's Republic of China, is preparing for the Oct. 1 production launch of the U.S.-designed Jeep Cherokee XJ. The company is a joint venture between American Motors and Beijing Automotive Works.

Will it form a supply base for AMC in the U.S.?

A visit to Jeep venture in China

By Al Fleming
Industry Editor

BEIJING, People's Republic of China.—Beijing Jeep Corp., Ltd., has designated Oct. 1 as official production launch date for the U.S.-designed Jeep Cherokee XJ vehicle to be built here.

BJC is the joint-venture company started last year by American Motors and China's government-owned Beijing Automotive Works. AMC owns 31 percent of the operation; BAW, 69 percent.

According to Robert Steinseifer, director of enterprise management for BJC, only the base four-door, four-cylinder Cherokee XJ model, with four-wheel-drive, will be turned out. The vehicle will be called the BJ-213.

Steinseifer said production schedules call for 750 BJ-213s to be made in the fourth quarter of 1985. He said the production-launch target is 12 units a day, and later will climb to 18 a day.

Besides the BJ-213, the company will continue to build the BJ-212, a Russian-designed utility vehicle that has been produced here by BAW for many years; 17,000 were made in 1984.

Steinseifer said the Russian vehicle, which he terms "technologically outdated," is available only in one color—traditional army olive-drab—and will be phased out in three or four years. He said 21,000 will be built in 1985.

Noting that the BJ-212, all of whose parts are made in China, currently is priced at the equivalent of $10,500, Steinseifer said, "The 212 is very cheap; it's a 20-year-old vehicle. The XJ will cost more, but it's state-of-the-art. The plan is to phase out the 212 while boosting volume and reducing cost of the 213."

Meantime, the facilities that have been used to turn out the Russian vehicle are being completely revamped. To prepare for Jeep production, two new paint shops and expanded stamping facilities are being installed. Equipment for the body shop, which is being doubled in size, will arrive today (July 22) from the U.S., Steinseifer said, and body production will start shortly after.

The new paint operation, which will run two shifts, was launched in mid-July, with trim operations getting under way the last week in July.

A structure housing a new final assembly line will start receiving equipment July 27.

"It's a conveyorized moving line, modern in every way except that it won't be automated," Steinseifer said.

He said the new production-line equipment is like that used in Toledo, where AMC's U.S. Jeep manufacturing and final assembly plant is located. However, Chinese "hand labor," rather than robots, will be used in such operations as body welding and painting.

1st U.S.-built London taxi is piped off assembly line

By Jenny L. King
Detroit Reporter

MT. CLEMENS, Mich.—With a puddle of champagne beneath its grille and Scottish pipers stationed at the rear fenders, the first U.S.-built London Taxi sat at the end of the spotless assembly line here July 17.

Its keys were presented to Michigan Lieutenant Governor Martha Griffiths by Don Landers, president of LondonCoach and a veteran special-vehicles designer and builder through his company, PSI, Inc., also at the site.

This hybrid taxi looks like something out of the '50s, and in fact it is. The body was designed in the late 1950s in England where it has been built and used ever since. Landers' firm is the only licensed London Taxi production source outside the U.K.

The Mt. Clemens taxis are definitely Anglo-American, with about 50 percent of their content coming from U.S. sources, a point Landers emphasized. The bodies come from Carbodies of Coventry, England. They travel first to Germany, then are shipped with exports of Volkswagens and Audis to the port of Wilmington, Del.

Because they will be powered by Ford 2.3-liter engines, they must be towed from their ship berths to the backs of transports which bring them to this small city north of Detroit.

"The engine, transmission, wiring, battery, brakes are bought from U.S. companies and added in our factory," Landers said. "Some cities here have 'made-in-America' requirements.

"In Chicago, for example, we explained to the city's Taxi Commission that half the vehicle was of domestic content."

(Chicago has no regulations per se but the city wanted the specifics for future reference, according to a Taxi Commission spokeswoman.)

LondonCoach has a production target of 500 vehicles its first year. Landers said he plans to keep output at that level to control quality and service. Sales will be handled from Mt. Clemens and through regional sales reps in Washington, Boston, Detroit and a roving salesman, he said.

Powertrains, with 12,000-mile warranties, can be serviced by any of Ford Motor Co.'s 6,000 dealers, he said. LondonCoach also will set up authorized service outlets.

Landers made the decision to expand his business to include taxicab production a couple of years ago. The demise of Checker Motors Corp. in 1982, after almost 60 years in business, opened a niche in the market.

That void looked like an opportunity,he said, explaining his interest in building taxis.

"There's quite a difference between a vehicle built for taxi purposes and a regular production car altered to serve as a taxi. There even are stories of people standing in the rain, passing up rides in the latter to wait for a Checker-type car, with its room and passenger conveniences," he said.

The $19,610 London Taxi has room for seven persons and has a high enough roof for a graceful entrance and exit.

Corrosion protection includes galvanized steel panels in critical areas; use of zinc and aluminum-based paints inside door panels and wheel well surfaces; phosphate-processed steel to inhibit rust creep if painted surface is chipped, and an undercoating with protective wax.

Chrysler, Ford up; GM down

Early-July sales trail last year's

By Jenny L. King
Detroit Reporter

Early-July new-car sales, while short of the year-ago total by some 5,000 units, looked respectable when compared with July 1-10 sales during the past decade.

Traditionally, sales taper off during the summer months, with July down from June and May. The record for the early-July period is 214,912 in 1973.

Last year, 179,026 new cars were delivered during the period; this year, the total was 174,176. Ten years ago, the early-July total was 167,101.

Domestic sales this year were down 2.71 percent from 1984. On a daily-rate basis, they dropped 14.87 percent, to 21,772 from 25,575. There were eight selling days in the period this year, seven in 1984.

General Motors reported a 6.99-percent sales decline, slipping to 96,410 from 103,655. Ford Motor Co. was up 3.34 percent, to 45,803 from 44,323. Chrysler Corp. domestic sales of 23,631 were up 8.26 percent from 21,827.

American Motors reported estimated sales of 3,060, down 43.33 percent from last year's 5,400. Honda was up 9.09 percent, to 2,833 from 2,597. Volkwagen's 15-vehicle increase, to 1,239 from 1,224, figured to a 1.23-percent gain. Nissan Sentra sales were estimated at 1,200.

GM earned 55.35 percent of the early-July domestic market, dropping from 57.90 percent a year earlier. Ford captured 26.30 percent, up from 24.76 percent. Chrysler increased its share to 13.57 percent from 12.19 percent.

AMC sales accounted for 1.75 percent, down from 3.02 percent. Honda had 1.63 percent, up from 1.45 percent. VW held 0.71 percent, up from 0.68 percent, and Nissan earned 0.69 percent this year, its first on the domestic market.

Domestic makes reporting July 1-10 sales increases included Plymouth, up 4.46 percent; Chrysler, up 0.23 percent; Dodge, up 19.36 percent, and Ford, up 0.95 percent. Mercury was up 8.70 percent; Lincoln was up 5.82 percent; VW was up 1.23 percent, and Honda was up 9.09 percent.

At GM, Cadillac managed a record for the period along with a sales gain of 3.83 percent over the year-ago record. Cadillac sales numbered 7,213 this year compared with the previous high of 6,947 last year.

Buick sales plunged 20.88 percent, Pontiac was off 14.35 percent, Oldsmobile was down 3.41 percent and Chevrolet dropped 0.45 percent. AMC Eagle sales were off an estimated 25.00 percent while Renault sales dropped 44.80 percent. VW was up 1.23 percent and Honda climbed 9.09 percent.

Sales since the first of the year were up 1.43 percent, to 4,488,843 from 4,425,369.

Chevrolet's Celebrity was the top domestic nameplate July 1-10, with sales of 9,754. Ford Escort was second at 8,453, followed by Chevrolet Cavalier at 8,418, Oldsmobile Ciera at 7,306 and standard Chevrolet at 5,426.

DOMESTIC SALES

	June 1-10, 1985	June 1-10, 1984
Renault Alliance-Encore	2,760†	5,000†
AMC	300†	400†
AMERICAN MOTORS	3,060†	5,400†
Chrysler	7,803	7,785
Plymouth	6,538	6,259
Dodge	9,290	7,783
CHRYSLER CORP.	23,631	21,827
Ford	29,630	29,352
Mercury	12,500	11,500
Lincoln	3,673	3,471
FORD MOTOR CO.	45,803	44,323
Buick	15,868	20,056
Cadillac	7,213	6,947
Chevrolet	36,707	36,873
Oldsmobile	22,528	23,323
Pontiac	14,094	16,456
GENERAL MOTORS	96,410	103,655
VOLKSWAGEN	1,239	1,224
HONDA	2,833	2,597
NISSAN	1,200†	0
U.S. INDUSTRY TOTAL	174,176	179,026

†—Estimate

Dennis gets Yugo in Canada; will build plant for Niva

Continued from Page 3

nomenally successful Hyundai Pony but as a vehicle to fill a gap in the lower end of the market.

Hunt also said final assembly of Niva, a Russian four-wheel-drive vehicle like General Motors' Jimmy, will be done in a plant in Halifax, N.S., with the first prototype scheduled as early as September. The subassemblies and bodies will come from Russia and will be put together in Canada.

The plant will employ up to 250 people and will turn out about 25,000 vehicles a year, which will be exported as well as sold in Canada.

A third prong of Peter Dennis Motor Corp.'s new strategy and redefined market thrust is to revitalize its Signet dealer network. Signet is the upgraded version of the Russian-built Lada.

Hunt said the dealer network deteriorated when the Lada nameplate was replaced by Signet. The Signet, base priced at under $5,000 (Canadian), has not caught on well in Canada and has been clobbered by competition from the Korean-built Pony.

However, Hunt said the number of Signet dealers will be increased from 85 to 100 in time for the spring, 1986, introduction of the 2108, a new series of Russian-built cars.

The 2108 is a Porsche-engineered, front-wheel-drive vehicle that will be offered first as a three-door hatchback and soon after as a five-door. The car is expected to be priced under $7,000 (Canadian), and sales volume is estimated at about 15,000 vehicles a year in Canada.

Another important part of Hunt's job will be to improve the image of motor vehicles imported from the Soviet Union.

A challenge will be to squelch rumors regarding the difficulty in obtaining parts for Russian-made vehicles. Hunt said his company has a 40,000-square-foot warehouse that will stock $10 million (Canadian) worth of parts, and the company has first pick of parts from Russia.

His first move will be to hire two parts people to make sure dealers have ample parts supplies.

In addition, increased use of Canadian-made components in the manufacture of the Russian-built vehicles will help their image, Hunt said.

He hopes for the same success he had with Satra Corp., the Lada importer in Europe, in which he established ties between British suppliers, most notably Goodyear, and the Russians. A deal already has been struck between Michelin in Canada and the Russians for tires.

Hunt also said GM transmissions will be used in the Niva, and discussions are in progress to purchase diesel engines from GM.

Mitsubishi dealer incentive hikes truck sales 56 pct.

FOUNTAIN VALLEY, Calif.—Cash incentives to dealers on all Mitsubishi pickup trucks will continue through July.

Dealers who sell 21 to 35 units during June and July get an extra $300 per unit. Sales of 36 or more earn $500 per unit. The program is non-retroactive. Mitsubishi truck sales rose 56 percent during the first month of the incentives.

Please turn to Page 26, Col. 1

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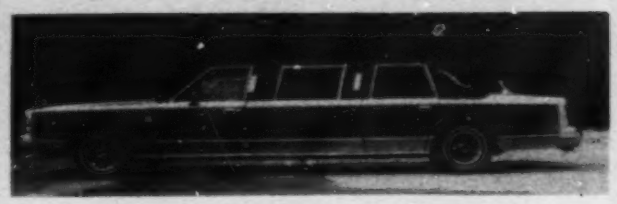

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NEW-CAR MARKET SHARES IN U.S.

	MAY					5 MONTHS				
	Regis., May, 1985	Percent Share of Market	Regis., May, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 5 Mos., 1985	Percent Share of Market	Regis., 5 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	142,109	15.58	146,079	16.49	−0.91	642,169	14.81	651,740	15.94	−1.13
Ford	122,346	13.42	108,160	12.21	+1.21	585,474	13.50	518,918	12.69	+0.81
Oldsmobile	96,881	10.62	99,575	11.24	−0.62	431,346	9.95	457,453	11.19	−1.24
Buick	78,249	8.58	85,105	9.60	−1.02	355,438	8.20	367,068	8.98	−0.78
Pontiac	72,681	7.97	64,345	7.26	+0.71	310,666	7.16	280,242	6.86	+0.30
Mercury	43,900	4.81	44,912	5.07	−0.26	219,554	5.07	206,329	5.05	+0.02
Dodge	37,951	4.16	33,528	3.78	+0.38	194,494	4.48	144,267	3.53	+0.95
Chrysler	32,524	3.57	26,903	3.04	+0.53	145,930	3.37	119,972	2.94	+0.43
Plymouth	27,740	3.04	25,579	2.89	+0.15	156,659	3.61	116,005	2.84	+0.77
Cadillac	25,220	2.77	26,120	2.95	−0.18	116,494	2.69	122,217	2.99	−0.30
Lincoln	11,020	1.21	11,971	1.35	−0.14	66,392	1.53	53,071	1.30	+0.23
AMC	10,264	1.13	14,871	1.68	−0.55	57,586	1.33	75,690	1.85	−0.52
GENERAL MOTORS	415,140	45.52	421,224	47.54	−2.02	1,856,113	42.81	1,873,720	45.96	−3.15
FORD MOTOR CO.	177,266	19.44	165,043	18.63	+0.81	871,420	20.10	778,318	19.04	+1.06
CHRYSLER CORP.	98,215	10.77	86,010	9.71	+1.06	497,083	11.46	380,244	9.31	+2.15
AMC	10,264	1.13	14,871	1.68	−0.55	57,586	1.33	75,690	1.85	−0.52
IMPORTS	211,025	23.14	198,796	22.44	+0.70	1,053,764	24.30	974,480	23.84	+0.46
MISC. DOMESTIC	22	0.00	30	0.00	−0.00	91	0.00	108	0.00	−0.00
TOTAL	911,932		885,974			4,336,057		4,087,560		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

May total is highest in six years

Month's registrations up 3 pct.

By Jenny L. King
Detroit Reporter

New-car registrations continued their slow but steady climb in May, posting a 2.93-percent overall increase, a 2.00-percent domestic improvement and a 6.15-percent import gain.

Table on Page 32

The May registration total was only third best for this calendar year, down from both April and March. It was the best May in six years, though, with 911,932 new domestics and imports added to the rolls.

According to statistics from R. L. Polk & Co., there were 700,907 new domestic registrations in May, up 2.00 percent from 687,178 a year earlier.

May import registrations of 211,025 were up 6.15 percent from 198,796. Their share of the total market was up 0.70 percentage points, to 23.14 percent from 22.44 percent.

Record May registrations of 1,061,204 were reported in 1973. This year's total was the best since 1979 when 986,523 new domestics and imports were tabulated.

Chrysler Corp. and Ford Motor Co. joined the imports in increasing their shares of the May market. Chrysler was up 1.06 percentage points, to 10.77 percent from 9.71 percent last year. Ford's May share of the market advanced 0.81 percentage points, to 19.44 percent from 18.63 percent.

General Motors plunged 2.02 percentage points, to 45.52 percent from 47.54 percent, while American Motors shrank to 1.13 percent from 1.68 percent.

All three Chrysler makes—Dodge, Plymouth and Chrysler—were up, May to May. Ford's 1.21-percentage-point gain overcame losses in share for Lincoln and Mercury. Pontiac was the only GM make to improve its portion (up 0.71 percentage points); Buick dropped the most (down 1.02 percentage points).

The domestics-only May market included GM at 59.23 percent, Ford at 25.29 percent, Chrysler at 14.01 percent and AMC at 1.47 percent. Miscellaneous domestics, with 22, failed to earn even 0.01 percent of the market. A year earlier, there were 30.

Intermediate domestics represented the largest single piece of the total May market, with 29.22 percent. Imports were second with 23.14 percent, followed by compacts at 19.04 percent, subcompacts at 11.99 percent, standards at 9.26 percent and 7.35 percent.

The May, 1984, breakdown included intermediates at 27.68 percent, imports at 22.44 percent, compacts at 19.17 percent, subcompacts at 12.33 percent, standards at 10.42 percent and luxuries at 7.96 percent.

Excluding imports, this year's May market featured intermediates at 38.01 percent, compacts at 24.78 percent, subcompacts at 15.60 percent, standards at 12.05 percent and luxury models at 9.56 percent.

Registrations for the first five months of 1985 were up 6.08 percent over the same period a year earlier and were 27.90 percent ahead of January-May, 1983. The combined domestic-import total for 1985 was 4,336,057, compared with 4,087,560 in 1984 and 3,390,119 in 1983.

Year-to-date domestic registrations edged ahead 5.44 percent, to 3,282,293 from 3,113,080 in 1984. Two years ago, they totaled 2,431,488.

The five-month imports total was 1,053,764, up 8.14 percent from 974,480 a year earlier. Their share increased to 24.30 percent from 23.84 percent.

Chrysler increased its share of the year-to-date market 2.15 percentage points, climbing to 11.46 percent from 9.31 percent. Ford was up 1.06 percentage points, to 20.10 percent from 19.04 percent. GM skidded to 42.81 percent from 45.96 percent, and AMC was down to 1.33 percent from 1.85 percent.

Chrysler, Plymouth and Dodge were up through May as were Ford, Lincoln and Mercury. Pontiac was the only GM make to improve its lot, up 0.30 percentage points year to year.

Without imports, the five-month market was shared this way: GM at 56.55 percent, Ford at 26.55 percent, Chrysler at 15.14 percent and AMC at 1.76 percent. The preceding year GM had 60.35 percent, Ford had 25.00 percent, Chrysler had 12.22 percent and AMC had 2.43 percent.

Tester developed to gauge injuries in side impacts

DETROIT.—Development of a device that will simulate the injury effects on passengers in side-impact automobile collisions has been announced by the MVMA.

The unit, Component Test System (CTS), has been produced by MGA Corp., Akron, N.Y., to specifications prepared by MVMA's Engineering Research Committee.

It is a pneumatically powered steel ram that impacts a car door with the force equivalent to a human hitting the door at a speed of up to 25 MPH. The system includes a dual mass element to assess injury potential from internal organ damage and rib fractures.

"While companies will continue to crash entire cars to determine their safety performance in side collisions, the Component Test System will allow engineers to do a great deal more research in this area in less time and at less expense," said Thomas H. Hanna, MVMA president.

Details of CTS were presented at the 10th International Experimental Safety Vehicle Conference in Oxford, England, by MVMA's Ronald J. Wasko, manager of technical liaison for the Safety and International Department.

"The prototype device has been three years in the making," Wasko said. "It not only represents a new research method but in many ways is superior to the actual crashing of two cars." He said CTS can be computer-programmed for a multitude of tests.

"For example, CTS allows a change of occupant positions, adjustment for passenger weight and height and permits a choice of impact areas like the windshield pillar, the mid-car side pillar or the upper door area," Wasko said.

The instrument measures injury forces to the upper part of the human body. The entire CTS unit weighs about 80 pounds. The force of the ram on impact can be between 2,000 and 4,000 pounds depending on the size of the passenger and speed of impact.

Cooke's 25th

John R. Cooke, left, John Cooke Motors, Inc., Lexington, Ky., receives a Volkswagen 25-year-dealer plaque from Paul C. Moneypenny, manager, Columbus region, Volkswagen of America, Inc.

Seeks growth in its traditional non-auto fields

EDS wants to expand outside GM

By Marjorie Sorge and Michelle Krebs
Automotive News Staff

AUBURN HILLS, Mich.—Electronic Data Systems will reduce its dependence on General Motors' business by boosting the other sides of its business over the next four years.

Mort Meyerson, president of the GM subsidiary, said the auto maker now makes up two-thirds of EDS' business, but within four years will represent only half of EDS' business.

EDS will accomplish its goal by increasing the business EDS was in before being purchased by GM in October, 1984, he said.

More than 40 percent of EDS's $774 million in sales for fiscal 1984 was in Federal Government contracts, 30 percent in the financial and industrial sectors, 23 percent in the insurance business, 4 percent in health services and 2 percent in international work.

"We hope old EDS will grow so fast that GM becomes less and less an important part," Meyerson said, adding GM's business has tripled EDS's size.

EDS sales grew at a 25-percent annual rate for the eight years prior to the GM buyout, and EDS Chairman H. Ross Perot said it would be "inexcusable" for EDS not to maintain that dramatic growth level.

The two EDS executives spoke at the dedication of a new 75,000-square-foot information processing center in this Detroit suburb. The dedication was held on the 23rd anniversary of the founding of EDS.

The new facility houses 170 EDS and former GM employes who were transferred to EDS to handle the information processing and communicaton needs of GM's Truck and Bus Group. The center's future customers include the GMT-400 Project (the re-design of GM's full-size pickup trucks and related plant modernizations), the Chevrolet Customer Assurance System, Buick-Oldsmobile-Cadillac Group engineering and GM's professional workstation system.

Perot called the center and its staff the "brains and nervous system of GM," which allows the flow of information to the brains of humans at GM. He called it the largest, most modern data center in the world.

He said EDS will build three more such centers in the next year, giving the company a total of 13 centers of the same magnitude. The center computes more information than all of EDS' centers did in 1981, Perot said.

Ground was broken for the facility last November, and it is in full operation today. It can be doubled in size if needed, Perot said.

That will create more jobs in the area. EDS has no job classifications, no management-labor differential and no work rules. Its philosophy is being integrated into GM's Saturn project.

EDS is working closely with GM on that project and many others.

"The EDS/GM team is like the Dallas Cowboys in a good year," Perot said.

EDS's success has come from its people, he added, and GM's will do the same.

"The people at General Motors are a whole lot better than the cars, which means they have enormous potential to improve the cars," he said.

60-cent Ford dividend OK'd for third quarter

DEARBORN.—Ford Motor Co. declared a third-quarter dividend of 60 cents payable Sept. 3 to shareholders of record on Aug. 5.

The 60-cent dividend is the same amount paid in the previous quarter.

Japanese plan to make glass in Ohio for autos

TOKYO.—Asahi Glass Co., Ltd., said it has established two wholly owned subsidiaries in the Columbus (O.) area to manufacture glass for Japanese auto makers in the U.S.

Asahi said the new companies, AP Technoglass Corp. and Belle Tech Corp., will employ about 240 persons and produce enough glass for 200,000 cars annually. Production will be doubled later, the firm said.

The first Japanese glass maker to invest in the U.S., Asahi said investment totaled about $30.3 million and the two firms project sales of $26.3 million annually.

Asahi said the new companies are scheduled to start delivering glass products to Nissan and Honda in the spring of 1986. Asahi now is one of several glass suppliers to Nissan and Honda in Japan.

Asahi also said PPG Industries, Pittsburgh, will invest in AP Technoglass in the future.

VW dealers elect Atamian

BOSTON.—Members of the Volkswagen of America Boston Region Dealer Council have elected Chuck Atamian, Atamian Motors, Worcester, Mass., 1985 chairman.

Breaking ground for L-M deal

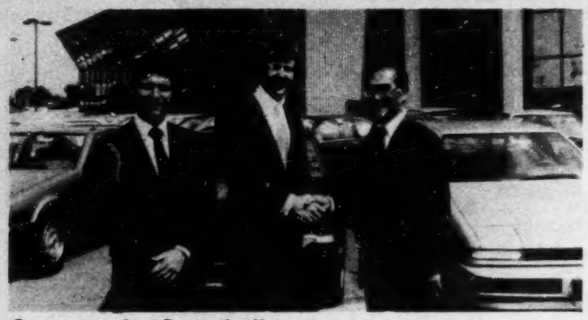
Attending groundbreaking ceremonies for Airway Lincoln-Mercury, Bolingbrook, Ill., are, from left: William Neil, Lincoln-Mercury's Chicago district manager; Mayor Bob Bailey; John Keporos, Airway president; Kenneth Coffey, L-M Central region representation development manager, and Airway's George Keporos.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
MAY, 1985 VERSUS MAY, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,630	30,918	7,930	38,702
Encore FWD	3,766	20,806	5,421	27,992
Eagle 4WD	199	1,356	370	1,809
Eagle 4WD SW	669	4,506	1,150	7,187
TOTAL AMC	10,264	57,586	14,871	75,690
Chrysler Laser FWD	4,945	25,201	4,780	21,184
LeBaron GTS FWD	6,857	19,912	0	0
LeBaron FWD	7,838	34,951	8,020	33,129
LeBaron SW FWD	621	3,077	881	4,139
E Class-NY FWD	4,686	23,873	7,039	33,565
NY Fifth Ave-Newport	7,777	38,916	6,203	27,955
Imperial	0	0	0	0
Total	33,524	145,930	26,903	119,972
Plymouth Horizon FWD	6,687	44,431	6,423	32,118
Turismo FWD	4,674	27,345	4,350	18,220
Reliant FWD	8,375	46,610	10,140	43,576
Reliant SW FWD	2,836	14,451	3,280	16,371
Caravelle FWD	3,266	15,767	0	0
Gran Fury	1,902	8,055	1,386	5,720
Total	27,740	156,659	25,579	116,005
Dodge Omni FWD	6,258	37,552	5,959	27,162
Charger FWD	5,275	29,679	4,741	20,609
Daytona FWD	4,654	23,114	3,963	18,011
Aries FWD	7,872	38,257	7,894	33,175
Aries SW FWD	2,257	11,237	2,885	13,586
Lancer FWD	4,401	14,333	0	0
600'84/400'83 FWD	4,884	24,639	5,812	23,866
Diplomat	3,140	15,583	2,274	8,058
Mirada	0	0	0	0
Total	37,951	194,494	33,528	144,267
TOTAL CHRYSLER CORP.	98,215	497,083	86,010	380,244
Ford Escort FWD	30,197	120,141	22,779	106,475
Escort SW FWD	7,578	30,487	7,151	34,637
EXP FWD	1,927	12,961	2,664	10,156
Tempo FWD	21,059	139,520	19,342	102,216
LTD	15,534	66,132	13,034	57,952
LTD SW	3,713	18,407	4,724	22,773
LTD Crn. Victoria	11,795	55,861	12,578	53,675
LTD Crn. Victoria SW	2,204	10,889	2,835	12,870
Mustang	13,530	66,589	10,819	53,431
Thunderbird	14,809	64,507	12,244	64,723
Total	122,346	585,474	108,160	518,918
Lincoln Town Car	8,911	44,832	7,348	29,818
Mark VII	1,289	8,642	2,022	14,144
Continental	1,720	12,918	2,601	9,109
Total	11,920	66,392	11,971	53,071
Mercury Lynx FWD	6,122	24,973	4,407	21,350
Lynx SW FWD	1,333	5,516	1,288	5,871
LN7 FWD	0	0	0	0
Capri	1,240	6,603	1,474	8,199
Zephyr	0	0	0	0
Topaz FWD	5,686	38,175	6,236	30,907
Marquis	7,240	38,209	8,022	30,409
Marquis SW	855	4,065	1,034	5,333
Grand Marquis	9,583	49,515	11,296	48,858
Grand Marquis SW	1,010	5,146	1,394	6,214
Cougar	10,830	49,352	9,781	46,218
Total	43,900	219,554	44,912	206,329
Lincoln-Mercury Division Total	54,920	285,946	56,883	259,400
TOTAL FORD MOTOR CO.	177,266	871,420	165,043	778,318
Buick Skylark FWD	8,390	44,131	9,662	41,802
Skyhawk FWD	7,955	35,990	11,501	41,019
Skyhawk SW FWD	552	2,866	1,012	4,051
Somerset Regal FWD	12,356	39,559	0	0
Century FWD	16,202	72,465	17,705	71,492
Century SW FWD	2,199	10,487	2,936	11,479
Regal	8,670	41,547	17,424	80,196
Regal SW	0	0	0	0
LeSabre	10,439	53,431	11,342	57,132
Electra	0	0	4,442	27,099
Electra FWD	6,192	28,556	3,327	5,259
Buick SW	1,306	5,986	1,308	5,857
Riviera FWD	3,988	20,420	4,446	21,892
Total	78,249	355,438	85,105	367,068
Cadillac DeVille	109	1,451	9,062	48,928
DeVille FWD	6,918	34,996	2,486	3,888
Cimarron	2,321	8,657	1,456	7,382
Fleetwood & Chassis	4,244	18,900	3,358	19,017
Fleetwood FWD	2,436	13,290	1,130	1,725
Eldorado FWD	6,188	26,442	5,603	27,095
Seville FWD	3,004	12,758	3,025	14,182
Total	25,220	116,494	26,120	122,217
Chevrolet Nova	17	45	0	0
Chevrolet Chevette	8,565	50,694	15,945	77,916
Camaro	17,771	82,537	18,796	79,222
Cavalier FWD	37,049	151,775	26,819	109,738
Cavalier SW FWD	8,534	34,468	8,270	35,554
Citation FWD	5,491	29,834	8,014	43,370
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	22,672	99,634	20,995	95,841
Celebrity SW FWD	7,470	31,619	9,203	36,670
Monte Carlo	10,467	45,871	12,367	57,281
Impala	4,921	21,182	4,626	21,091
Caprice	11,047	56,195	13,056	59,745
Chevrolet SW	4,694	22,364	5,614	23,368
Corvette	3,411	15,951	2,374	11,935
Total	142,109	642,169	146,079	651,740
Oldsmobile Omega FWD	0	0	4,579	19,304
Firenza FWD	4,267	20,752	4,308	17,450
Firenza SW FWD	983	4,757	1,289	5,530
Calais FWD	15,785	50,241	0	0
Cutlass Ciera FWD	24,628	109,364	19,598	86,738
Cutlass Ciera SW FWD	3,915	16,955	4,685	16,628
Cutlass Supreme-Calais	18,186	85,996	32,126	150,284
Cutlass SW	0	0	0	0
Delta 88	15,192	76,187	21,191	93,942
98	0	0	2,410	33,251
98 FWD	8,929	43,609	3,334	5,279
Oldsmobile SW	2,203	9,021	2,691	12,845
Toronado FWD	2,793	14,464	3,364	16,202
Total	96,881	431,346	99,575	457,453
Pontiac 1000	1,655	8,918	2,330	11,093
Firebird	10,036	41,407	9,602	40,804
Sunbird FWD	12,170	46,953	11,066	42,983
Sunbird SW FWD	840	3,585	1,053	4,862
Grand Am FWD	10,704	43,802	0	0
Phoenix FWD	0	0	1,256	5,616
Bonneville	4,376	21,113	6,505	29,614
Bonneville SW	0	0	0	0
6000 FWD	12,080	51,454	9,553	41,947
6000 SW FWD	1,232	5,572	1,880	7,834
Grand Prix	4,534	22,455	7,263	31,623
Parisienne	3,778	19,279	3,255	14,764
Pontiac SW	1,248	5,751	1,504	6,271
Fiero	10,028	40,377	9,078	42,831
Total	72,681	310,666	64,345	280,242
TOTAL GM CORP.	415,140	1,856,113	421,224	1,878,720
Miscellaneous Domestic	22	91	30	108
Domestic Station Wagon Total	58,262	261,192	68,037	299,930
Domestic Grand Total	700,907	3,282,293	687,178	3,113,080
Import Total	211,025	1,053,764	198,796	974,480
Grand Total All Registrations	911,932	4,336,057	885,974	4,087,560

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

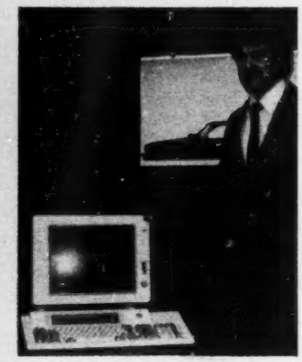


Congrats for Campbell

Tetsuo Arakawa, right, president of Nissan Motor Corp. in U.S.A., congratulates John Campbell, Campbell Nissan of Buena Park, Inc., Buena Park, Calif., and Al Parajeckas, dealership vice president, at the dealership's grand opening.

VWoA computer may have all dealers on-line by year-end

TROY, Mich.—Volkswagen of America is launching the DCS-XP (Dealer Computer System-Extended Processor) dealer management system, with the goal of having every dealership on-line by the end of the year, the company said.



Dealer-friendly

Gary Nixon, manager, marketing and administration for Volkswagen of America's Dealer Computer Services, introduces the DCS-XP (Dealer Computer System-Extended Processor) system. All VWoA dealerships are slated to be on-line by the end of 1985.

VWoA plans to have as many as 120 dealerships trained and on-line each month.

The new system "was designed with valuable input from our dealer body," said Frank Berger, director, Sales Systems and Dealer Services.

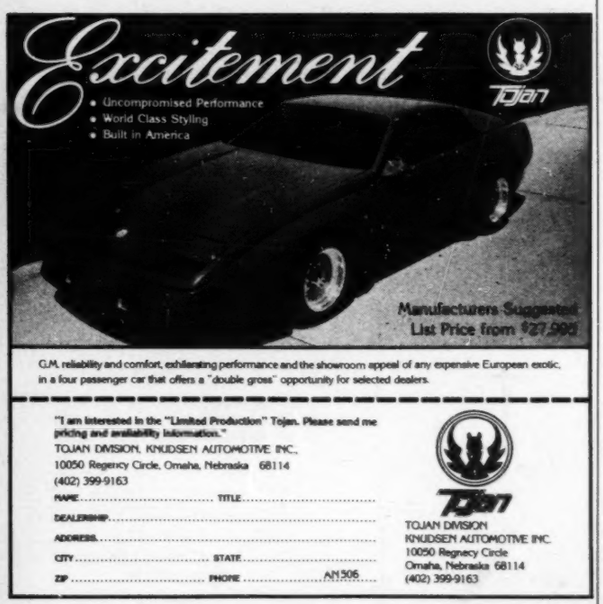
Input from dealers will continue to direct improvements made to the system, Berger said.

DCS-XP, which has been in active use at several pilot dealerships, has met with enthusiastic support, according to the company.

Among features of the new system are: Instant access to complete parts inventories; on-line vehicle sales reporting; complete automated accounting package; automatic follow-up on each vehicle's service needs, and on-line warranty input, the company said.

Berger cited Dealer Computer Services' expanded organization, upgraded data centers, a toll-free support center and a redesigned network for greater capacity and diagnostic capabilities as examples of readiness to service dealers' needs.

So far, the DCS-XP system has been sold to all of the dealers contacted, the company said.



G.M. reliability and comfort, exhilarating performance and the showroom appeal of any expensive European exotic, in a four passenger car that offers a "double gross" opportunity for selected dealers.

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TOJAN DIVISION
KNUDSEN AUTOMOTIVE INC.
10050 Regency Circle
Omaha, Nebraska 68114
(402) 399-9163

Truck deliveries highest of 1985

Canada car sales rise for 4th month in a row

By Jenny L. King
Detroit Reporter

New-car sales in Canada were up for the fourth consecutive month in June and reached the second highest total thus far in the calendar year.

June truck sales notched their greatest year-to-year sales gain, up 38.13 percent, and their best 1985 total: 36,100.

Sales of North American-built cars climbed 8.43 percent June to June, to 84,832 from 78,234. April's 94,959 total was best to date in 1985.

The car sales gain was due to the advances by Chrysler and Ford, since General Motors, American Motors and Volvo all were down.

Chrysler sales climbed 26.19 percent, to 19,436 from 15,402 last year. In addition, Chrysler dealers retailed 926 Mitsubishi-built imports and 101 Peugeots in June. Ford sales were up 25.20 percent, to 22,329 from 17,834.

GM reported a sales decline of 2.02 percent, dropping to 40,100 from 40,925 last year. American Motors was off 30.92 percent, to 2,232 from 3,231 (with 770 imported Renaults this year versus 1,437 in 1984). Volvo was down 12.71 percent, to 735 from 842.

GM's 2-percent sales drop cost it 5 percentage points in market share. GM finished the month with 47.27 percent of the total, down from 52.31 percent a year earlier. Ford was up to 26.32 percent from 22.79 percent. Chrysler earned 22.91 percent, up more than 3 percentage points from 19.69 percent.

AMC finished June with 2.63 percent, down from 4.13 percent, and Volvo slipped to 0.87 percent from 1.08 percent.

First-half new-car sales were up 7.95 percent, to 439,063 from 406,739. For the six months, GM sales reached 215,974, up 1.72 percent from 212,320. Ford was up 24.23 percent, to 106,755 from 85,932. Chrysler reported a total of 99,136, up 14.84 percent from 86,324.

AMC dropped 26.44 percent, to 12,966 from 17,627, and Volvo was off 6.70 percent, to 4,232 from 4,536.

Truck sales, January through June, were up 22.09 percent, to 170,253 from 139,448. Year-to-year sales were up each month in the first half, with increases ranging from 6.81 percent in March to the 38.13-percent jump in June.

For the six months, all the domestic truck makers reported gains, ranging from 12.26 percent at GM to 29.90 percent at Chrysler. Chrysler sales climbed to 36,702 from 28,254. GM was up to 68,508 from 61,025 in the first half of 1984.

Ford truck sales were up 29.85 percent, to 59,749 from 46,014, while AMC Jeep sales rose 27.41 percent, to 5,294 from 4,155.

Total June truck sales were up 38.13 percent, to 36,100 from 26,135 a year ago. Chrysler reported the largest year-to-year gain for the month as well as its fourth consecutive any-month record. Sales reached 8,187, up 67.94 percent from 4,875 a year earlier.

Ford truck sales in June were up 42.89 percent, to 12,013 from 8,407. GM was up 24.01 percent, to 14,980 from 12,080, and AMC Jeep sales were up 19.02 percent, to 920 from 773.

The truck market in June was divided in this manner: GM dropped to 41.49 percent from 46.22 percent a year earlier; Ford was up to 33.28 percent from 32.17 percent; Chrysler climbed to 22.68 percent from 18.65 percent, and AMC dipped to 2.55 percent from 2.96 percent.

25 for Fitzpatrick

Thomas H. Fitzpatrick, right, Fitzpatrick Chevrolet-Buick, Inc., Storm Lake, Ia., receives a 25-year-dealer award from Hampton S. Braun, assistant manager of Chevrolet's Omaha zone.

96-point checklist helps U.C. dealer guard quality

By Jenny L. King
Detroit Reporter

Bristol Auto Sales, Inc., sells quality in the form of late-model used vehicles, which number up to 85 cars and light trucks at any one time on the Utica (N.Y.) lot.

Bristol owner Raymond Romanus has his team of mechanics give each vehicle a 96-point check. He offers the customer a one-, two- or three-year warranty and provides loaners and free towing service when needed.

Romanus admits his products aren't cheap. "I'm not offering the lowest prices, just the best in used cars, he said.

"I have four mechanics and four lifts. The mechanics go over each vehicle we buy, to tighten it up. I wholesale any that aren't up to our standards.

"We get most of our cars from new-car dealerships, with a few through individuals," said Romanus, a 20-year sales veteran who uses newspaper ads to stimulate sales from his lot adjacent to a brand-new building. He and members of his family handle the retail end of the business.

Competition from sales between private individuals may be stiff, he said, but those buyers get none of the protection from the used-car lemon law that covers customers who buy from licensed dealers.

His mix, he said, ranges from luxury cars to compacts, with a smattering of pickups and vans. There are imports on the lot, but because they tend to be more specialized and more expensive to repair, he prefers domestics, Romanus said.

U.S. TRUCK REGISTRATIONS

FIVE MONTHS, 1985 VS. 1984★

Make	5 mos., 1985	Percent Share of '85 market	5 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Ford	508,620	27.37	465,407	29.13	−1.76
Chevrolet	481,048	25.89	444,596	27.83	−1.94
Dodge	217,614	11.71	165,482	10.36	+1.35
GMC	133,406	7.18	118,981	7.45	−0.27
Jeep	64,126	3.45	55,210	3.46	−0.01
Plymouth	43,412	2.34	31,795	1.99	+0.35
International	28,731	1.55	22,690	1.42	+0.13
Mack	12,849	0.69	8,553	0.54	+0.15
Freightliner	7,588	0.40	6,149	0.38	+0.02
Peterbilt	5,197	0.28	4,921	0.31	−0.03
Kenworth	4,787	0.26	5,711	0.36	−0.10
White	3,638	0.20	2,970	0.19	−0.01
Mercedes	1,856	0.10	796	0.05	+0.05
Volvo	945	0.05	695	0.04	+0.01
Autocar	656	0.03	452	0.03	—
Western Star	484	0.02	213	0.01	+0.01
*Miscellaneous	343,354	18.48	262,784	16.45	+2.03
TOTALS	1,858,311	100.00	1,597,405	100.00	—

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
*—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

FIVE MONTHS, 1985 VS. 1984★

Make	5 mos., 1985	Percent Share of '85 market	5 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
Ford	19,272	21.34	14,081	19.45	+1.89
International	18,922	20.95	16,417	22.67	−1.72
GMC	11,600	12.84	9,492	13.11	−0.27
Mack	11,162	12.36	7,268	10.04	+2.32
Freightliner	7,588	8.40	6,149	8.49	−0.09
Peterbilt	5,197	5.75	4,921	6.80	−1.05
Kenworth	4,787	5.30	5,711	7.89	−2.59
Chevrolet	4,279	4.74	3,312	4.57	+0.17
White	3,638	4.03	2,970	4.10	−0.07
Volvo	945	1.05	695	0.96	+0.09
Mercedes-Benz	755	0.84	266	0.37	+0.47
Autocar	656	0.73	452	0.62	+0.11
Western Star	484	0.53	213	0.29	+0.24
Miscellaneous	1,035	1.14	463	0.64	+0.50
TOTALS	90,320	100.00	72,410	100.00	—

★—Group 7 and 8 trucks only.

Rassier takes helm at Ford Aerospace

DETROIT.—Donald B. Rassier has taken over as president of Ford Aerospace & Communications Corp., the $1.5-billion subsidiary of Ford Motor Co.

Prior to joining Ford Aerospace, Rassier was executive vice president of Fairchild Industries, Inc., and chief executive officer of its Aerospace Group.

Hansen takes the helm

Randy V. Hansen signs for Randy Hansen Chevrolet, Twin Falls, Id. He succeeds his father, Ace V. Hansen, who had been a Chevrolet dealer since 1958. Witnessing are the new dealer's wife and D.B. Domres, Chevrolet's Salt Lake City zone manager.

Telecar dealer system eliminates wholesaler/auctioneer

Network automates U.C. stocks

By Patricia A. Kelsey
Staff Correspondent

VENICE, Fla.—A computerized networking service that allows new-car dealers to communicate directly in the buying and selling of used cars, thus avoiding the middleman wholesaler/auctioneer, made its debut in Orlando this month.

The system, known as Telecar, was designed and developed by Telecar Data Systems, Inc., a newly formed Venice-based information management company, with support from Martin Marietta.

The Telecar system operates through the automation of new-car dealers' and rental firms' used-car inventories.

Martin Marietta Data Systems (MMDS) has designed the Telecar system to be compatible with computer hardware currently in dealerships. No additional equipment or extensive training sessions are required, Telecar said.

A user access code and a local phone number provided by Telecar through Martin Marietta are all that are needed for installation, according to Telecar.

The network will be expanded to Miami and other major Florida cities and launched nationally in late 1986, the company said.

By year end, Telecar plans to make access available to rental firms such as Hertz and Avis. Used-car dealers will not be approached at this time, however, because "a lot of used-cars dealers simply are not automated," said Loriann Tyler, marketing associate for Telecar.

The system will locate used cars for inventory and/or customers, market cars, manage and control inventory and improve the overall level of service to car buyers, Telecar said.

The new network concept will allow any Telecar dealer to search the inventories of other Telecar dealers for any number of desired units.

Access provides dealers with Telecar's 8-menu system, which includes such functions as sales analysis, inventory and inquiry reports. The latter cover information such as make, model, color and body features. Those details are matched with cars available at participating dealers.

However, the system does not allow viewing of a dealer's sensitive or proprietary data such as dealer's unit cost or source of purchase. As a primary security measure, each subscribing dealer receives an access code and a systems password.

In addition, two other passwords are made available to dealers for their own use in restricting access to confidential data within the dealership, Telecar said.

"When a dealer finds the used car he is looking for, he can then reach the dealer who has that car directly by phone, using the system's roster function to gain that information," Tyler said.

The cost of becoming a Telecar authorized dealer includes a one-time licensing fee of $2,500, a $275 monthly maintenance charge and usage fees that vary depending on the patterns of individual dealer usage.

Once the full network is in place, consumers will be able to check lists of authorized Telecar dealers in trade and consumer magazines, go to a dealer and find a used car that meets their exact specifications, Tyler said.

When the desired car is located, the dealer will make arrangements to buy it; then he will resell it to the customer, Tyler said.

The new network will also help financing companies sell their repossessions and company cars.

In addition, by centralizing a tracking system, the Telecar network will help law enforcement agencies combat auto theft, the company said.

If Congress passes the anti-odometer-fraud bill, which would require odometer readings to be printed on vehicle registrations and titles, the Telecar system would provide extensive cross-referencing capabilities, said Damon Lansaw, Telecar president.

factories list auction dates

Chrysler Corp.

July 23—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

July 24—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

July 25—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

July 26—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 30—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 31—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

American Motors

July 23—Arena Auto Auction, Chicago; High Point Auto Auction, High Point, N.C.; D-A Auto Auction, New Stanton, Pa.

July 24—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia.; Metro Milwaukee Auto Auction, Caledonia, Wis.

July 25—Evansville Auto Auction, Evansville, Ind.; Corry Auto Auction, Corry, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn.; Todd Auto Auction, Telford, Pa.; Northway Exchange, Clifton Park, N.Y.

July 26—Floyd Hauhe Auto Auction, Bridgeton, Mo.

July 30—Aptco Auto Auction, Taylor, Mich.

July 31—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend.

Aug. 1—Fredericksburg Auto Auction, Fredericksburg, Md., and Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

July 24—Lakeland Auto Auction, Lakeland, Fla., and Brahser's Southern California Auto Auction, Fontana, Calif.

July 25—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

July 31—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Aug. 1—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

General Motors

July 23—Southern Auto Auction, East Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and Clanton's Auto Auction, Darlington, S.C.

July 24—Omaha Auto Auction, Omaha, and Indianapolis Auto Auction, Indianapolis.

July 31—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 1—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Aug. 6—Dallas Auto Auction, Dallas.

Aug. 7—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Aug. 8—Aptco Auto Auction, Detroit, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 13—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Aug. 14—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Aug. 15—Nashville Auto Auction, Nashville.

Aug. 20—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Aug. 21—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

auction directory

SOUTH CAROLINA

Rawls Auto Auction — Since 1938. Pickup, delivery unlimited. Recon facilities. Sale every Tues., 11 A.M. 803-657-5111 or 657-7244, Leesville, South Carolina.

TEXAS

Fort Worth Auto Auction, 2245 Jacksboro Hwy., Ft. Worth, TX 76114. Sale every Thursday. Contact: Frank Post, 817-626-5494.

VIRGINIA

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Harrisonburg Auto Auction
P.O. Box 1086
Harrisonburg, Va. 22801-1086
(703) 434-5994

WASHINGTON

So. Seattle Auto Auction. The lease & Fleet Specialists. Bob McConkey, Jr., 1-800-872-6800. P.O. Box 5189, Kent, Washington 98064.

Used Car Sales
Auction Averages

July to date	$4,891
Month ago	$5,281
Year ago	$5,580

Model Breakdown
Auction Averages

	JULY, TO DATE	JUNE, 1985	MAY, 1985
1985	$10,895	$11,181	$11,515
1984	$7,654	$8,061	$8,553
1983	$5,903	$6,306	$6,474
1982	$5,280	$5,544	$5,381
1981	$4,040	$4,536	$4,339
1980	$3,242	$3,528	$3,226
1979	$2,625	$2,953	$2,706
1978	$2,122	$2,114	$2,039
Overall Average	$4,891	$5,296	$5,293

Western Star introduces '86 conventionals at ITS

Continued from Page 18

added around the engine compartment for a quieter ride.

The company offers a deluxe 66-inch sleeper box, tall enough for a 6-foot-3 driver to stand up in. The standard 42-inch mattress sleeps two comfortably. All sleeper box sizes (36-inch, 42-inch, 60-inch and 66-inch) can be spec'd with engine start panels.

The new models improve fuel economy by reducing weight. They use aluminum castings and parts without compromising strength, the company said.

Engine compartment sizes were increased to accommodate diesels, including the new Caterpillar air-to-air engine.

The 1986 models have new lightweight, one-piece fiberglass hoods with torsion bar assists for easy, full 90-degree opening. Traditional tilt-out dash panels and a centralized electrical junction block in the cab kick panel provide easy accesss to wiring, plumbing and relays.

The new models retain the previous all-steel welded cab construction, custom-drilled frame rails, extra-strong tubular steel crossmembers and Ross 16,000-pound-capacity power steering gears as standard components.

Dashboards are made of steel. New heavy-duty tow hooks are connected to frame rails for extra strength and stability.

Western Star now offers a full-year, unlimited mileage warranty. The warranty covers severe service applications, such as logging, construction and mining.

It covers the air conditioner and heater; air intake and exhaust; air system; cab instruments, trim and accessories; cab structure including sheet metal; paint, and radiator and cooling system.

It also covers the battery box and tool box; fuel system including tanks, lines, filters and valves; electrical system and wiring; alternator and starter; springs, and steering system.

The company's extended 5-year, 500,000 mile pro-rated warranty covers rear axle housings, chassis mounting, brackets, crossmembers and frame rails, front axle I-beams and steering knuckles.

Since establishing independent U.S. operators March 2, 1983, the company has built a solid nationwide dealer network, more than doubled its parts distribution service and captured a fair share of the Class 8 heavy truck market, said President James V. Koziak.

Western Star was formerly affiliated with White Motor Co. (now Volvo/White). It has operated in Canada for 18 years and is owned by NOVA and Bow Valley Resource Services, Ltd., both of Calgary, Alta.

Working toward its goal of a 100-member U.S. dealer network, Western Star Trucks signed up 13 new dealers in the first half of 1985.

It expects to announce its 100th dealer later this year.

In an effort to speed parts service to dealers, it established a new parts distribution facility in Memphis and doubled the size of its parts warehouse in Clearfield, Utah.

Both facilities are equipped with high-bay racks and rail-controlled order pickers.

The Memphis facility will allow it to quick-ship parts to dealers anywhere in the U.S.

dealing with dealers

Chevy adds four dealers in Cincinnati zone

CINCINNATI.—Four new dealers have recently signed on in Chevrolet's Cincinnati zone.

They are: Edward N. Forman, Ed Foreman Chevrolet-Oldsmobile, Inc., Ottawa; Timothy L. White, White-Allen Chevrolet Co., Dayton; James J. Gusweiler, Jim Gusweiler Chevrolet, Inc., Washington Court House, and George F. Bush, Bush Chevrolet-Buick, Inc., Wilmington.

Cronic buys Pontiac deal

GRIFFIN, Ga.—June Cronic has purchased Hardin Pontiac, Inc., here and now will operate as Cronic Chevrolet-Pontiac, Inc.

Pollak Cadillac opens

ELMHURST, Ill.—Pollack Cadillac has opened here. Owners are Len Pollak and Dale Pollak.

Signing with Isuzu

DANBURY, Conn.—Charles Monaco has signed with Isuzu for Fair Isuzu.

Chevy's Omaha zone gains four dealers

OMAHA.—Four new dealers have recently signed on in Chevrolet's Omaha zone. All of the dealerships are located in Iowa.

They are: James E. Jobe, Jim Jobe Chevrolet-Buick-Pontiac, Inc., Mount Ayr; Carlos M. Beardmore, Mark Beardmore Chevrolet, Inc., Carroll; Keith E. Diekevers, D&H Motors, Inc., Sheldon, and Carl C. Wilson, Dal-Co Auto Center, Ltd., Perry.

Oldsmobile signs three dealers in Illinois

CHICAGO.—Oldsmobile recently signed three new dealers in Illinois.

They are: William V. Wiebking, Liberty Oldsmobile-Cadillac, Inc., Jacksonville; John J. Wright, J.J. Wright Oldsmobile, Inc., Lansing, and Zollie S. Frank, Z. Frank Oldsmobile, Inc., Des Plaines.

Signing with Subaru

CERRITOS, Calif.—Kent Browning has signed for Cerritos Subaru.

New with Chevrolet

ATLANTA.—Two new dealers have recently signed on in Chevrolet's Atlanta zone. They are David D. Kirk, Sexton Chevrolet-Oldsmobile, Inc., Crossville, Tenn., and Edward E. Kirby, Edd Kirby Chevrolet, Dalton, Ga.

Isuzu signing

VALLEY STREAM, N.Y.—Rick DeMarco has signed with Isuzu for Valley Stream Isuzu.

New Olds dealer

FORT PIERCE, Fla.—Tom Perona has signed with Oldsmobile for Ken Perona Oldsmobile, Inc.

New Pontiac point

COLBY, Kans.—Patrick McLaughlin, McLaughlin Motors, Inc., has signed with Pontiac.

Second-generation dealer

QUINCY, Fla.—Bruce H. Thomas has signed with Pontiac for Thomas Motor Cars. The new dealer's father, Howard E. Thomas, was the former dealer.

Chevy's Detroit zone gets three new dealers

DETROIT.—Three new dealers have recently joined Chevrolet's Detroit zone.

They are: P.J. Kool, Kool Chevrolet, Sturgis, Mich.; Walter Norris, Holiday Chevrolet, Farmington, Mich., and J.W. Lazar, Walt Lazar Chevrolet, Inc., Taylor, Mich.

New Pontiac dealers

ST. LOUIS.—Two new dealers recently have joined Pontiac's St. Louis zone. They are Roger Sparks, Sparks Buick-Pontiac-GMC, Potosi, Mo., and Richard Blumenstock, Blumenstock Motor Sales, Inc., Cairo, Ill.

New with Chevrolet

SALT LAKE CITY.—Two new dealers have recently joined Chevrolet's Salt Lake City zone. They are Lama O. Means, Pioneer Chevrolet-Oldsmobile-Pontiac, Inc., Polson, Mont., and Robert L. Faw, Bob Faw Chevrolet-Oldsmobile, Inc., Big Timber, Mont.

Jimmy Bryan Toyota sold

CLEARWATER, Fla.—Toyota of Clearwater has purchased the former Jimmy Bryan Toyota dealership here and plans to build a new facility in 1986.

Wiese purchases Dodge and Nissan deals

SOUTH BEND.—The Gurley-Leep Dodge and Nissan dealerships have been sold to Norman E. Wiese, of Indianapolis. Gurley-Leep will continue to operate its Buick and Mercedes-Benz dealerships in Mishawaka, where it moved from downtown South Bend late last year.

Wiese plans to move the Dodge dealership to a new site; the Nissan store will remain at the present site. Wiese operates dealerships in Indiana, Florida and Illinois.

Olds deal for Spyies

PORT RICHEY, Fla.—Harry Spyies has signed with Oldsmobile for Golden Oldsmobile, Inc.

New spot for Toyota deal

MODESTO, Calif.—Lynn Stinson and Bill Heath, of Modesto Toyota, have broken ground for a new dealership which will feature 20 service stalls and a 15-car showroom on a four-acre site.

Shockley Honda moves

FREDERICK, Md.—Shockley Honda has moved to a new location here. This is the dealership's ninth year of operation.

Car Store breaks ground for new dealership

LEBANON, N.H.—The Car Store has broken ground for a new dealership here.

Plans are to move its Dodge and Mazda franchises to the new 12,000-square-foot building. The Subaru franchise will expand at the current dealership in Norwich, Vt. Charles Ffolliott is president.

Baxter named president

MADISON, Wis.—Patrick J. Baxter has been named president and general manager of Kayser Ford, Inc. He has also acquired an ownership interest in the business.

Tasha Corp. acquires C-P-VW dealership

FREMONT, Calif.—Tasha Corp. has acquired assets of the Chrysler-Plymouth-Volkswagen dealership formerly owned by Leon Mezzetti. The new dealership is called Auto West Chrysler-Plymouth-Volkswagen.

Tasha Corp. owns and operates Hayward Dodge, Dodge Country, Riverside Dodge, BMW Auto West, Honda City, Mobility Industries, Cherry Creek Dodge and Colorado Chrysler-Plymouth.

Brewster Motors sold to Johnson and Bleyer

HERRIN, Ill.—Bobby Johnson and Frank Bleyer have taken over Brewster Motors, Inc. The business was formerly owned by Clyde Brewster and is now known as Williamson County Ford-Lincoln-Mercury, Inc.

Johnson serves as vice president and general manager and Bleyer is president.

Miss Texas snips the ribbon

Laura Herring, Miss Texas USA, cuts the ribbon at the Dallas Auto Show. Also participating in the ceremony are, front row, from left: Sam Pack, board chairman of the New Car Dealers Assn. of Metropolitan Dallas and president of Lee Jarmon Ford; Lyle Ozmun, chairman of the 1986 auto show committee and president of Ozmun-Herring Volkswagen-Subaru, and Lee Maas, chairman of the auto show committee and president of Classic BMW-Ferrari, Inc. In back, from left, are: Kim Rose, president of the dealer group; Galen Poss, show manager, and Ralph Gaden, 1984 auto show committee chairman and president of Metroplex Mitsubishi.

Fisher deal moves

ST. LOUIS.—Terry Fisher Buick-Pontiac-GMC-Mazda in nearby St. Charles, Mo., is moving west to St. Peters, Mo., where ground has been broken on a 15-acre site.

Louisiana Chevy dealers

NEW ORLEANS.—Two new Louisiana dealers have recently signed on in Chevrolet's New Orleans zone. They are Geroge D. Clark, Clark Chevrolet-Olds, Inc., Bastrop, and Rodney D. Hendrick, Hendrick Chevrolet, New Roads.

Three Saab deals open

ORANGE, Conn.—Saab-Scania of America, Inc., has announced the opening of three new Saab dealerships. They are: Treadwell Saab, Mobile, Ala.; Pacific Valley Motor Co., Inc., Stockton, Calif., and L.T. Boswell, Inc., San Benito, Tex.

Carson Subaru completed

CARSON CITY, Nev.—Construction has been completed for Carson Subaru here. General manager is Mike Fowler.

Honda point opens

CHARLOTTE, N.C.—LaPointe Honda has opened in a 30,000-square-foot facility here. Dealer is Frank J. LaPointe.

Steffen, Johns sign

MENOMONEE FALLS, Wis.—Walter N. Steffen and Daniel W. Johns have signed for Martz Chevrolet, Inc., here.

Adding Pontiac

FARMINGTON, N.M.—James M. Copeland and Charlie Craven have added Pontiac to their dealership which is now known as Copeland/Craven Pontiac-Oldsmobile-Nissan.

Dealership relocates

SHAWNEE, Okla.—Shawnee Lincoln-Mercury-AMC-Jeep-Renault has moved. Marion Davidson, president, also owns Enid Lincoln-Mercury, Enid, Okla., and has an interest in Zoller-Davidson Ford-Lincoln-Mercury, Weatherford, Okla.

New in North Carolina

SMITHFIELD, N.C.—Deacon Jones Buick-Pontiac, Inc., has opened here.

Where auto market was, First Half, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	789,681	14.02
COMPACT	1,026,206	18.22
INTERMEDIATE	1,535,769	27.27
STANDARD	535,845	9.51
LUXURY	427,166	7.59
IMPORTS	1,316,959	23.39
TOTAL	5,631,626	100.00

Truck registrations set record through May

Continued from Page 18

over the lead from International Harvester which had held it since February, 1983. Ford registrations through May, 1985, tallied 19,272, compared with 18,922 for International.

Ford, in fact, gained 1.89 percentage points in heavy-duty market share this year while International lost 1.72 percentage points.

The light, Class 1-3 segment tallied 1,743,085 units through May, up 15.7 percent from last year's 1,506,474.

Class 1 registrations numbered 1,202,149, up 40.9 percent from the year-earlier 852,997. Registrations in the lightest class accounted for 64.7 percent of the industry total. Of Class 1 registrations, 334,962 units, representing 27.9 percent, were imports. The imported Class 1 trucks accounted for 18.0 percent of the entire truck industry.

Class 2 registrations were off 17.4 percent, down to 526,229 from 637,116 through May a year-earlier.

Class 3 registrations through May numbered 14,707, down 10.1 percent from 16,361 last year.

Class 4 registrations were up 57.8 percent with 385 through May, up from 244 a year earlier.

The medium-duty Class 4-6 segment scored a 34.5 percent increase in registrations through May, 1985, with a total of 24,906, up from 18,521 in the 1984 five-month period.

Class 5 registrations were up 218.6 percent with a total of 2,740, compared with 860 in 1984.

Class 6 registration were up 25.6 percent. They numbered 21,781 tallies, compared with 17,417 last year.

The heavy-duty Class 7-8 segment notched a 24.7 percent increase through May with 90,320 registrations, up from 72,410 in the year-earlier five-month period.

Class 7 registrations were up 36.6 percent and numbered 32,442 through May, 1985, up from 24,472 last year.

Class 8 registrations totaled 57,878, up 20.7 percent over the year-earlier 47,938.

Nissan recalls 66,400 Maxima and 'Z' models

WASHINGTON.—In the matter of emission controls, it is now quite common for auto manufacturers to specify a change of the oxygen sensor at 30,000-mile intervals. Nissan Motor Corp. in U.S.A., however, requires only that the sensor in its Z and Maxima models be checked and replaced if necessary.

Apparently that is not good enough for the EPA, which has asked the company to recall 66,400 of its non-California 1981 280-ZX and Maxima models with gasoline engines, recheck the oxygen sensors and replace them if necessary. Nissan is recalling the cars.

According to a spokesman for the agency's enforcement division, the criteria Nissan uses to assess the condition of the oxygen sensor is not stringent enough, leading to the use of sensors that cannot keep the cars from failing EPA standards for hydrocarbon and carbon monoxide emissions.

Under the terms of the recall agreement, Nissan will tighten its standards in rechecking those 1981 models that have already gone beyond its normal 30,000-mile sensor check as well as those that have not reached that level. Only owners of vehicles having more than 30,000 miles will be asked to bring them back to dealers.

Will project fall short of expectations?

Publicity barrage may hurt Saturn

Continued from Page 1

touch in the car.

Some of the confusion has come from GM. It doesn't appear that GM is absolutely sure what kind of car Saturn will be. Some say GM announced the project prematurely to assure the American public that it was not abandoning small car development in the U.S.

With all the talk of futuristic manufacturing techniques, GM has left the public with the impression that the Saturn car will be a high-tech automobile.

All that is known about the Saturn car at this point is that it will be modularly constructed. It will have electronic power steering, remote electronics and the radio will be on the steering pod. It will be front-wheel drive and will get 45 MPG in city driving and 60 MPG on the highway.

GM insiders say it will be the first time this amount of electronics, which will be commonplace in the upper-end of the market, will be available on lower-priced cars.

The Saturn car has been billed as a low-priced, fuel-efficient import fighter. If the Saturn automobile rolled out on the streets today, it would be priced just above GM's lowest-priced model, the Suzuki-built Sprint priced at $5,151. The Saturn price is expected to be about $6,500.

Nevertheless, observers note, high-tech items are expensive and calling the Saturn car high-tech and low-priced is inconsistent unless GM expects to lose money on Saturn.

"It could be another ho-hum car that's not making money," said one analyst, who said GM would have a better shot if Saturn were a competitor in the BMW 3 Series class of cars.

But GM Chairman Roger B. Smith made clear at the press conference announcing Saturn Corp. that the car would be competitively priced but still would show a profit.

The entire profit-making scenario and high-tech additions to the car hinge on the Saturn project's ability to cut out the $2,400-per-car cost advantage the Japanese currently enjoy. That would be done through what have been termed revolutionary manufacturing processes.

However, observers say the Saturn manufacturing process will not be all that revolutionary by the time the car goes into production. Instead it will be a step in the the evolutionary process taking place on the factory floor.

Saturn is only one more step in updating GM's manufacturing operations. It is the 12th or 13th step in a long series of planned modernizations scheduled over the next few years. GM, as it has done with all of its new plants, will take the best of all its plants up to that point and combine them in Saturn.

Officials of other auto companies say they see nothing new in Saturn. They say they have already done the things they have heard about Saturn.

The only two revolutionary items seem to be the Saturn/UAW labor agreement and the separate dealer franchise required to sell the car.

The announcement that dealers would have to apply for a separate franchise to sell Saturn cars initially infuriated Chevrolet dealers, who had expected the Saturn model in their lineup and who want a low-priced, small car to replace the Chevette.

While still unsettled, the preliminary information about the labor agreement shows it to be revolutionary, paving the way for cutting labor costs and creating equality among all Saturn workers.

About 6,000 jobs will be associated directly with Saturn, with another 15,000 or so indirectly linked.

The community chosen for the Saturn plant may be expecting jobs to be created for its residents. However, the proposed agreement stipulates that the majority of those initial 6,000 jobs will come from current GM operations.

The states not chosen for the project may see other businesses seeking the same kind of deal that was offered to Saturn. The states have set a precedent by offering GM the sun and the moon to build the complex in their state.

Nevertheless, some states have said that the effort to win the Saturn plant has been beneficial in attracting other businesses. It has resulted in the states taking stock of their high and low points in luring industry and has united the forces of business, state government and the public in a common cause.

For Ford Motor Co. and Chrysler Corp., all the focus on GM's Saturn car may not be all bad.

Both companies have offically said they have futuristic manufacturing projects similar to Saturn —the Ford Alpha and the Chrysler Liberty.

It may be that those cars will do better in the marketplace than Saturn since they have received less hype and have fewer expectations to meet.

However, the public, which can fool you, may associate those cars with Saturn and turn away from all three and into the waiting arms of the imports.

Fiat Uno to be powered by Fire 1000

The Fiat Uno will receive a new engine—the Fire 1000. Actual capacity of the new engine is 999 cc. It delivers 45 HP, the same power delivered by the old 903-cc engine.

NHTSA to reduce CAFE to 26 MPG for '86 cars

Continued from Page 1

no more than a 0.2 percent increase in gasoline use over the period, he said that GM "would have been forced to lay workers off without this reduction."

He added that because it makes no sense to lay people off, "GM will seek reductions in future year CAFEs as well."

Helen O. Petrauskus, Ford vice president for environmental and safety engineering, hailed the decision as a "victory for common sense and consumers who need and want to buy family sedans and station wagons."

She said Ford was committed to producing fuel-efficient vehicles. She noted that its largest car this year delivered better fuel economy than its smallest car did in 1975. In explaining the company's fuel-economy situation for 1985 and 1986, she said that Ford could not control the demands of the marketplace.

"We're pleased the agency will consider easing the standard for future years and hope that it will give prompt consideration to any requests it might receive, given the lead time requirements of our industry," she said.

At Chrysler, Chairman Lee Iacocca was less than overjoyed.

Chrysler has argued long and hard against easing the standard, saying it would be unfair to Chrysler in view of the billions it has spent to boost fuel economy and unfair to the country because it amounts to a virtual abandonment of the nation's energy program.

"The whole country was held hostage by OPEC in the 1970s. Now, were setting ourselves up to be hostage again in the 1990s," Iacocca said in decrying the rollback as nothing more than a handout to the rich.

"If you're going to have the privilege of driving big cars, you should pay for it," he said.

Meanwhile, the Department of Commerce estimated that 110,000 American jobs would be lost if the standard is not changed.

Bill seeks 25-pct. tariff on all Japanese imports

Continued from Page 3

gency and temporarily grant the President extraordinary powers to reduce the merchandise trade and current account deficits.

The President would also be charged with initiating action under the General Agreement on Tariffs and Trade (GATT) or "other appropriate international bodies" to obtain redress against the "unfair policies" of major trading partners to the U.S.

If those actions fail to reduce the U.S. trade deficit, the bill would mandate a "standby" duty of 25 percent on major trading countries that maintain "inequitable surplus in their trade with the U.S. or with the world as a whole."

The duty would not be assessed until October, 1986, and would be levied only against nations which maintain "unfair" trade barriers.

Nations which qualify for the duty may escape it one year later if they reduce the size of their trade surplus or eliminate their unfair barriers. Nations that maintain unfair trade barriers or excessive trade surpluses after one year of the 25-percent tariff would have to reduce their trade surplus by an additional 10 percent in each subsequent year of excessive trade surplus.The emergency measure would be in effect for five years after passage.

The bill requires that duties collected under the emergency measure be used to reduce the federal budget deficit, which lawmakers believe is a primary cause of U.S. non-competitiveness internationally and at home against foreign goods.

The Treasury Secretary would also be required to draw up a plan to bring the value of the dollar more in line with foreign currencies. The Trade Representative's office would also be strengthened under the proposal, making that office the "final decision-making authority" under various U.S. trade laws.

Inventory of import cars climbs to 28-month peak

Continued from Page 1

both from a month earlier (296,915) and from a year earlier (216,815). The July 1 days-supply figure of 31 also is up from a month ago (29 days) and a year ago (25 days), but is below the May 1, 1985, figure of 34 days.

Not surprisingly, it is the Japanese makes, with their relaxed quotas, that are adding the most to import inventories lately. The inventory of Japanese cars increased nearly 11,000 units during June, to reach its highest level since July 1, 1983.

The stockpile of German makes increased by nearly 4,000—and at about half the percentage-rate increase of the Japanese. The stockpile of other European makes decreased during June.

The July 1 stockpile was shared this way: Japan, 54.96 percent; Germany, 33.11 percent, and other countries, 11.93 percent.

One month earlier, the split was Japan, 53.80 percent; Germany, 33.33 percent, and other countries, 12.87 percent.

The big decreases in the days-supply figures for Dodge and Plymouth Colt can be attributed to giant leaps in their daily selling rates. Sales of the other Chrysler Corp. captive imports stayed on an even keel, but because their volumes are so low, even a miniscule sales-rate decline increases their days-supply levels.

The Merkur's bloated inventory can be attributed to increased shipments: Sales were actually up a hair from May levels. Merkur is a new German model sold by Lincoln-Mercury dealers.

The stockpile of import trucks—including domestic Nissans—rose to a five-month high. The unit count on July 1 was 94,705, good for 36 selling days. One month earlier the count was 92,815, a 31-day supply. On July 1, 1984, there were 79,783 trucks in inventory, a 34-day supply.

The only big change in days-supply figures for the import trucks came at Mitsubishi. A dealer incentive program that began June 1 and runs through this month increased its truck sales by 56 percent. Even though its inventory count was just about the same as on June 1, the increased sales severely trimmed the company's days-supply figure.

The July 1 import vehicle count —cars and trucks combined—rose to 404,926, the highest total since March 1, 1983. One month ago, there were 389,730 imports in iventory; one year ago, 296,598.

There was a 32-day supply of import vehicles on July 1, compared with a 29-day supply one month earlier and a 39-day supply a year earlier.

The import car lines by country of origin and their July 1 days supply levels:

Japan—Isuzu, 71; Mitsubishi, 30; Nissan, 27; Subaru, 20; Mazda, 19; Toyota, 13, and Honda (imports only), 7. In addition, there was an 83-day supply of Chevrolet captive imports: 89 for Isuzu-built Spectrum and 69 for Suzuki-built Sprint.

The Chrysler captives built by Mitsubishi averaged a 49-day supply: Dodge Conquest, 106; Plymouth Conquest, 91; Plymouth Colt, 51; Dodge Colt, 49; Dodge Vista, 40, and Plymouth Vista, 40.

Germany—Merkur, 172; BMW, an estimated 85; Audi, 70; Volkswagen, 69; Porsche, 63, and Mercedes-Benz, 46.

Other European makes—Renault, 276; Peugeot, 82; Volvo, 51; Saab, 37; Alfa Romeo, 28, and Jaguar, 25.

Light-trucks and their days' supplies: Isuzu, 75; Chrysler Ram 50, 46; Nissan (including domestics and imports), 39; Toyota, 33; Mitsubishi, 25, and Mazda, 13.

IMPORT STOCKS

	July 1, 1985	June 1, 1985	July 1, 1984
Spectrum	89	85	0
Sprint	69	66	18
Chevrolet	83	80	18
Plymouth Colt	51	80	67
Dodge Colt	49	76	60
Plymouth Conquest	91	77	109
Dodge Conquest	106	78	127
Plymouth Vista	40	72	61
Dodge Vista	40	66	61
Chrysler Corp.	49	75	67
Honda	7	7	13
Isuzu	71	82	57
Mazda	19	20	20
Mitsubishi	30	28	34
Nissan	27	28	22
Subaru	20	22	20
Toyota	13	9	13
JAPAN	22	20	18
Audi	70	70	31
BMW**	85	87	57
Mercedes-Benz	46	35	8
Merkur	172	128	0
Porsche	63	56	13
VW	69	51	108
GERMANY	70	59	53
Alfa Romeo	28	26	109
Jaguar	25	23	11
Peugeot	82	85	46
Renault	276	261	152
Saab	37	50	41
Volvo	51	46	47
Other Countries	53	54	51
Total Import Cars	31	29	25
Isuzu	75	62	60
Mazda	13	19	26
Mitsubishi	25	41	36
Nissan*	39	34	24
Toyota	33	23	29
Chrysler	46	46	81
Total Import Trucks	36	31	34
Total Imp. Vehicles	32	29	27

*Includes domestic trucks
**July 1, 1985 estimated

Underwriters screen dealer clients more scrupulously

A closer look at self-insurance

Continued from Page 2

fallout are becoming extremely selective.

"Trying to find the right dealer to do business with is our objective," said Tom Nerney, vice president of Wheelways Insurance and Financial Services, Wynnewood, Pa., which insures about 650 auto dealers nationally for property/casualty.

"We won't quote an account without three years documented loss experience. We're looking for a dealer who is going to work with us to control losses."

Risk managers say the first step in today's market is a comprehensive look at loss control. And some say self-funding is the ultimate incentive for reducing controllable exposures.

"If you start underwriting yourself and your fellow dealers, loss prevention takes on a whole different perspective," said Kinder.

Andrew Cmiel, director of the Dallas-based Risk Management Service Co., a third-party administrator for self-funded programs, said self-insurance boils down to higher risk retention—up to a negotiated level—by individual companies or pools of companies.

Insurance companies pick up the first layer over and above the self-insured risk. The carrier in turn sells part of the risk to another insurance company on a reinsurance contract, and an excess insurer normally provides the final layer of coverage.

Several state dealer associations say they are considering self-funded programs for members as a response to conditions in the property and casualty field.

"Liability is a very, very important problem that is growing all the time," said Barry McGuire, executive vice president of the Michigan Automobile Dealers Assn. "We're looking into some type of self-insurance. But it has to be a program that we can get into with an umbrella—Lloyd's of London or some type of carrier for excess insurance."

McGuire said members are fearful of some potential drawbacks, including selectivity and the possibility of a big loss early in the program.

"You have to be sort of lucky the first couple of years," he said. "Then you can handle pretty much anything that comes along. But you can't have a disaster in the first couple of years.

"Another problem is that there are some pressures put on by the state insurance bureau and others to accept everybody," he added. "You can't pick and choose. We would be in a position of having to include some people we wouldn't want to."

"I don't see us going into self-insurance," said Tim Doran, executive vice president of the Ohio Automobile Dealers Assn. "The up-front money is pretty significant."

David Bresnahan, senior vice president, marketing at Universal Underwriters Group, Kansas City, the nation's leading insurer of auto dealers, dismissed self-insurance as "a popular buzzword."

"I doubt if there is an awful lot of interest in it," he said. "It is not a game you can play with just a few dollars. It takes an association with 400 or 500 members. One hundred is pretty low, too small a base."

"I've heard some talk about self-insurance, but I'm not aware of any case along the property and casualty lines," said Grover Lewis, operations manager for the National Automotive Insurance and Service Agency, a wholly owned subsidiary of NADA. "The potential risk is so high even for your big guys. The loss of several million is more than they want to sleep with at night."

Lending institutions present another obstacle, according to Lewis.

"Banks aren't going to stand for it," he said. "If I have a $3 million building with a $2 million mortgage, the bank is going to insist that I have it covered for hazards. If the bank is floorplanning a $1 million or $1½ million inventory, they ain't going to let me self insure it."

"There is a lot of talk in the industry about self-insurance, but I haven't heard much about it in individual dealerships," said Nerney. "The difficulty in the auto industry is due to the many variations of exposures dealers have. There are so many different areas, you have to cover that it is real tough."

Nerney said Wheelways offers a form of self-insurance on physical damage through restructuring of deductibles.

"We've started that on physical damage," he said. "There is more and more acceptance of it. It helps loss control and it helps premiums. One way a dealer can get involved in controlling losses is to get himself financially involved, but it is very difficult on the liability end. You generally need substantial capital to do that."

As for banker nervousness, Heckman said that "most successful" programs work with an insurance company that guarantees funds will be there to meet obligations. Several other mechanisms exist for satisfying banks, he said, including posting of bonds and letters of credit.

"Self-insurance, where you just say 'I'll take the first $10,000 or $25,000 of each loss,' is where a lot of programs have failed and leave a bad taste," he said, noting that such basic self-funding approaches generally do not involve a fundamental loss-control review.

Heckman said selectivity in a comprehensive group self-insurance program can be achieved by establishing and upholding loss-control bylaws.

"It's legal, it has been tested in court," he said. "What you can't do is discriminate in the application of rules."

Proponents of self-insurance argue that individuals or groups need not take on any more risk than they can handle. Self-funding, they say, is merely a way to restructure risk financing.

"The important point is that dealers do have alternatives," said Heckman. "There are lots of ways to deal with the problem other than paying whatever premium the insurance company asks."

Heckman said dealers considering self-insurance should seek professional assistance in the design and implementation of programs, receive a full explanation, understand all financial and insurance risks associated with the plan and "actively support and practice enlightened loss prevention."

He warned dealers not to try to assume all of its exposure or sacrifice needed protection for dollar savings.

"The probability that a loss might occur is less important than the possible severity of it, in dollar cost, if it should occur," he said.

Individual dealers and associations considering self-insurance must decide whether to handle claims internally or hire a third-party administrator (TPA).

"On a smaller level, third-party administration gets a little awkward," said Cmiel, who noted that commercial carriers frequently service relatively small, self-insured accounts, such as moderate-sized dealers, with the understanding that losses come out of the dealer's pocket.

There are other risks and responsibilities which companies should come to grips with before insuring their own shops. TPAs, if used, must be carefully chosen; time must be taken to monitor the TPA's claims work, and the self-insurer has to comply with applicable state regulations and be aware of federal and state tax laws.

The U.S. Deficit Reduction Act of 1984 disallows current-year tax deductions on reserves set up to pay future claims, thereby reducing the financial benefits of self-insuring.

Cmiel said the Federal Government and most states won't allow writeoffs until a specific loss is covered since self-insurers, unlike admitted insurance carriers, are not mandated by law to establish reserves.

Because of high dealer risk exposure, most experts cite the advantages of pooling with other auto retailers in self-insurance programs. Associations can not only lower premiums through volume, but dealers may share the cost of loss control measures, such as roving security guards.

Kinder said association plans are governed by committees made up of both insurance specialists and auto dealers. As a result, he said, programs can be fitted specifically for the insurance needs of an auto dealership.

"It's the best of both worlds," he said. "You have people who know their business coupled with insurance professionals."

Yet Kinder cited a natural reluctance among auto dealers to go into self-insurance arrangements with cross-town competitors.

"Certain industries will come together and others won't," he said. "One of the most difficult to bring together is dealers. They don't want to let their rivals know what they are doing. It is purely egotistical.

"Jack's Used Car Shop can affect the premiums of the (better-managed) dealer," he said. "So the question is, how do you get these people together? The answer is they come together when conditions force them to, when they have common problems. They will talk when their personal assets are on the line every time someone walks into the dealership.

Americans in Paris

Nancy and Bill Davidson, Beverly, Mass., stand with their new Peugeot 505 while in Paris for the French Open Tennis Championships. The couple won the trip and Peugeot in a drawing at the Boston Garden's Peugeot Tennis Invitational. The Boston-area Peugeot dealers joined forces to offer the prizes.

DOE analysis finds buyers moving to smaller U.S. cars

Continued from Page 2

hand, increased their fleet average nearly one MPG (0.88 MPG) because of an increase in sales of less fuel-efficient cars, a decline in fuel economy of some existing models, and an increase in sales of larger cars.

Said the DOE report, "The market continues to gravitate toward the compact class, with domestic makers decreasing the size and weight of their vehicles and import makers increasing the size and weight of their products."

The DOE report utilizes EPA fuel-economy numbers, curb weights, engine sizes, transmission types and interior volume figures, in combination with published sales figures to develop its trend lines.

It says the sales-weighted average of curb weights of automobiles continued to drop in 1985, with the fleet losing an average of 30 pounds from the previous year. The most significant drop of 150 pounds was observed in large cars.

Smaller cars, meanwhile, gained weight. So did imports, which added an average of 50 pounds since the 1984 model year.

Interior space for domestic and import cars continued to decline, although by a miniscule 0.4 cubic inches.

Engine size also dropped slightly for the new-car fleet in spite of the fact that all domestic and import car size classes except domestic large cars and imported minicompacts increased their engine sizes, the report said.

In the light-truck market, DOE attributed the improvement in fuel economy largely to the sales shift toward more fuel-efficient vehicles and to improved technology.

Mirroring the trends in passenger cars, domestic light trucks averaged a 0.55-MPG improvement for the first six months of the 1985 model year while import models showed a worsening of 1.74 MPG in their sales-weighted fuel economy.

Since 1978 when the DOE first began compiling sales-weighted fuel-economy averages, the new-car fleet has improved its fuel economy from 19.7 MPG to 26.9 in 1985. The light-truck fleet has improved its fuel economy from 17.3 MPG in 1978 to 20.5 MPG.

Broken out, the domestic new-car fleet has improved its fuel economy from 18.6 MPG in 1978 to 26.0 MPG in 1985. The import new-car fleet has gone from 27.9 MPG to 30.4 MPG.

In light trucks, the American makers have gone from 16.6 MPG in 1978 to 19.5 MPG in 1985. The imports, meanwhile, find themselves at a 26.5-MPG level, just 0.1 MPG better than they were in 1978, after having fallen to as low as 23.1 in 1979 and reaching as high as 28.2 in 1982 and 1984.

New-vehicle fuel economy averages

Sales weighted averages for the first six months of model years

	1978	1979	1980	1981	1982	1983	1984	1985
Domestic autos	18.6	19.4	21.8	23.9	24.9	24.5	25.2	26.0
Import autos	27.9	26.8	28.6	30.3	31.0	31.9	31.3	30.4
Total auto	19.7	20.5	23.2	25.3	26.3	26.1	26.3	26.9
Domestic trucks	16.6	15.6	16.6	18.1	18.6	19.3	18.9	19.5
Import trucks	26.4	23.1	25.2	27.7	28.2	27.9	28.2	26.5
Total truck	17.3	16.5	18.1	19.8	19.9	20.5	20.1	20.5

Source: U.S. Department of Energy

South Dakota dealers elect Rypkema president

The South Dakota Automobile Dealers Assn. has elected new officers. From left are: Dan Cotton, Dan Cotton Chevrolet, Beresford, past president; Milo Rypkema, Dodge Town, Rapid City, president; Roger Davidson, Davidson Chevrolet, Inc., Mobridge, vice president; Tom Graham, Soo Imports, Inc., Sioux Falls, treasurer; Merlin Fauth, Courtesy Lincoln-Mercury, Rapid City, secretary, and Jerry Wheeler, Sioux Falls, executive vice president.

All auto makers are producing again

Week's output jumps to 166,310

By Louise Kertesz
Detroit Reporter

With all domestic manufacturers contributing to the weekly build for the first time since mid-June, auto production climbed to 166,310 units last week, 25.48 percent more than the previous week's 132,539.

Plants of Ford Motor Co. and Nissan Motor Mfg. Co., U.S.A., resumed production last week after two weeks' vacation, and Volkswagen of America's Westmoreland (Pa.) facility reopened after being idled for two weeks by a parts shortage.

Last week's build was 18.59 percent more than the year-ago week's 140,244.

Year-to-date, 4,790,792 cars have been assembled, 3.88 percent more than the 4,611,962 completed last year at this time.

Companies shared last week's targeted production as follows: General Motors, 58.71 percent; Ford, 19.80 percent; Chrysler Corp., 15.03 percent; Honda of America Mfg. Co., 1.89 percent; American Motors, 1.65 percent; Volkswagen, 1.13 percent; New United Motor Mfg. Co., 1.02 percent, and Nissan, 0.77 percent.

GM's Pontiac G and Lakewood (Ga.) plants worked two overtime shifts Saturday (July 20).

Chrysler's Jefferson (Detroit) plant is closed this week (July 22) for model changeover, with production slated to resume Aug. 5.

Chrysler's Sterling Heights (Mich.) plant also is down this week for vacation and model changeover. The plant is due to reopen Aug. 19.

Chrysler's St. Louis plant (No. 2) is slated for two nine-hour daily shifts this week.

Ford scheduled daily overtime this week at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Overtime is scheduled Saturday (July 27) at Ford's Chicago plant.

Record model runs for Chrysler Canada

WINDSOR, Ont.—Chrysler's plants in Canada, which built out their 1985 models last Friday (July 19), posted records at both facilities, the company said.

The Pillette Road plant built 125,207 full-size vans in the 1985 model run, topping the previous record of 121,540 set in 1984. The minivan plant built 274,296 units, topping the previous record for the plant by 3 units: 274,293 compact cars in 1973.

AMC workers OK contract; Wisconsin plants survive

DETROIT.—UAW members at American Motors' plants in Kenosha and Milwaukee have ratified a three-year concessions contract which guarantees that the two plants will stay open at least until 1989.

The workers approved the pact by a vote of 3,994 to 984, or 80 percent. The agreement expires Sept. 16, 1988, and covers about 8,000 workers in Kenosha and Milwaukee.

The contract contains job security provisions, reduces union representation, cuts wages by 61 cents an hour, allows the company to pay back the Employe Investment Plan through profit sharing, reduces paid time off and provides annual lump-sum payments in the final two years of the agreement instead of the traditional annual improvement factor.

"UAW-AMC members have taken the most responsible positive action available to them to save their plants and begin building a solid foundation for their future and that of AMC as a major employer in Wisconsin," said UAW Secretary-Treasurer Raymond Majerus, head of the union's AMC department.

Truck makers schedule 63,818 units, up 48 pct.

With production resuming last week at plants of Ford Motor Co., International Harvester and Nissan Motor Mfg. Co., U.S.A., domestic truck output of 63,818 units was 47.81 percent more than the previous week's 43,175.

The three manufacturers had been down two weeks for vacations.

Last week's output was about the same (down 0.71 percent) as the year-ago week's 64,277.

So far this year, 1,919,166 trucks have been built, 9.65 percent more than the 1,750,207 completed last year at this time.

American Motors' Jeep plant in Toledo closed for vacation last week. It is scheduled to reopen July 29.

After the vacation break at International Harvester's Springfield (O.) plant, production resumed at a slower pace last week to adjust inventories. With one line down, output was cut by 72 units a day.

Ford's Louisville plant built the one-millionth Ranger and its four-wheel-drive version, Bronco II, on July 16, 3½ years after production of the Ranger began. (Output of the Bronco II started in January, 1983).

That was a record pace for a single Ford plant, the company said.

General Motors scheduled two overtime shifts Saturday (July 20) at its No. 2 and No. 5 plants in Pontiac.

Ford has scheduled daily overtime this week (July 22) at its Kansas City, Twin Cities, Louisville, Norfolk and Wayne (Mich.) plants.

Canadian autos post lowest week this year

Vacations last week cut Canadian car production to its lowest point this year.

Ford Motor Co. plants were closed last week for their final week of vacation; General Motors' St. Therese (Que.) was down for its first of two weeks' vacation, and American Motors' Brampton (Ont.) plant continued its six-week vacation.

The manufacturers planned to build 10,785 cars last week, 24.64 percent fewer than the previous week's 14,312, and 9.66 percent fewer than the year-ago week's 11,938.

Year-to-date, 585,738 cars have been assembled, 7.03 percent fewer than the 630,104 completed last year at this time.

Truck makers estimated a build of 12,989 units last week, down 2.46 percent from the previous week's 13,316, but 117.39 percent higher than the year-ago week's 5,973. (Last year's total reflected vacation downtime at several plants.)

The truck build this year is approaching half a million; 498,832 units were completed by the end of last week.

This year's pace is 7.49 percent ahead of last year's at this time, when 464,077 trucks had been assembled.

It was reported earlier that Ford plants were scheduled to resume production July 15. They are due to reopen today (July 22).

Chrysler Corp.'s Windsor (Ont.) plants are closed for vacation and changeover this week. They are scheduled to resume production Aug. 5.

CANADIAN PRODUCTION - CARS

	Week Ended July 20, 1985	Week Ended July 21, 1984	Week Ended July 13, 1985	July to Date	Jan. 1 to July 21, 1984	Jan. 1 to July 20, 1985
AMERICAN MOTORS	0	0	0	0	12,250	5,493
FORD MOTOR	0	0	0	4,370	237,736	257,569
GENERAL MOTORS	10,560	11,713	14,087	35,055	373,771	306,670
VOLVO	225	225	225	630	6,257	6,006
Total Cars, Canada	10,785	11,938	14,312	40,055	630,014	585,738

TRUCK PRODUCTION IN U.S.

	Week Ended July 20, 1985	Week Ended July 21, 1984	Week Ended July 13, 1985	July to Date	Jan. 1 to July 21, 1984	Jan. 1 to July 20, 1985
CHEVROLET	22,846	21,158	25,831	61,915	565,808	674,946
DODGE	4,100	3,198	4,180	11,613	116,837	121,940
FORD	24,013	24,763	0	24,013	653,472	650,341
GMC	7,230	6,920	7,064	19,978	184,196	208,252
INTERNATIONAL	1,300	1,752	0	1,300	40,639	43,005
JEEP	0	3,210	4,291	7,836	103,109	112,924
NISSAN	2,540	2,196	0	2,540	55,473	55,826
AM GENERAL	50	50	50	130	1,470	1,380
MISCELLANEOUS	1,759	1,000	1,759	4,522	29,200	50,542
Total Trucks, U.S.	63,818	64,277	43,175	132,845	1,750,207	1,919,166

CANADIAN TRUCK PRODUCTION

	Week Ended July 20, 1985	Week Ended July 21, 1984	Week Ended July 13, 1985	July to Date	Jan. 1 to July 21, 1984	Jan. 1 to July 20, 1985
CHRYSLER	6,964	0	7,535	21,459	201,210	236,869
FORD	0	0	0	0	84,442	89,320
GENERAL MOTORS	5,750	5,798	5,781	16,159	174,512	166,922
INTERNATIONAL	265	177	0	265	3,913	5,921
Total Trucks, Canada	12,989	5,975	13,316	37,883	464,077	498,832
N. American Trucks	76,807	70,252	56,491	170,738	2,214,284	2,417,998

r—Now includes window van production. *—Estimated
Jeep includes commercial only. All General includes government-chassised vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended July 20, 1985	Week Ended July 21, 1984	Week Ended July 13, 1985	July to Date	Jan. 1 to July 21, 1984	Jan. 1 to July 20, 1985
AMERICAN MOTORS	2,750	4,852	2,009	4,759	108,906	58,831
Renault Total	2,750	4,852	2,009	4,759	108,906	58,831
Alliance	1,865	2,800	1,449	3,314	58,472	36,242
Encore	885	2,052	560	1,445	50,434	22,589
CHRYSLER CORP.	25,000	17,028	29,037	78,032	751,800	802,704
Plymouth Total	6,800	5,607	7,776	21,267	220,759	230,456
Horizon	2,800	2,856	3,182	8,626	91,674	85,446
Reliant	2,900	1,804	3,400	9,074	111,030	102,423
Caravelle	1,000	99	960	2,784	5,585	31,538
Gran Fury	100	848	234	783	12,470	11,049
Chrysler Total	8,500	4,889	9,750	26,612	253,096	266,698
LeBaron	1,700	1,684	2,029	5,483	77,841	62,027
LeBaron GTS	2,700	0	2,775	7,560	0	60,851
Laser	800	1,413	1,185	3,010	45,651	33,107
New Yorker/E-Class	1,500	0	1,497	4,274	63,070	43,632
Fifth Avenue	1,800	1,792	2,264	6,285	66,534	67,081
Dodge Total	9,700	6,532	11,511	30,153	277,945	305,550
Omni	2,600	2,674	2,738	7,646	86,343	84,371
Aries	2,700	2,157	3,022	8,136	87,086	84,454
Daytona	600	656	1,293	2,879	34,651	30,010
Dodge 600	1,200	447	1,529	3,896	47,933	42,077
Lancer	1,700	0	1,775	4,862	0	42,985
Diplomat	900	598	1,154	2,734	21,932	21,653
FORD MOTOR	32,925	30,466	0	32,925	957,084	927,844
Ford Division	21,658	19,668	0	21,658	622,032	615,464
Escort	7,552	6,487	0	7,552	192,859	176,927
Mustang	3,709	3,037	0	3,709	74,398	98,505
LTD	3,367	3,557	0	3,367	119,142	121,074
Thunderbird	3,283	198	0	3,283	83,621	105,553
Crown Victoria	0	1,709	0	0	42,063	7,122
EXP	0	1,081	0	0	18,954	3,863
Tempo	3,747	3,599	0	3,747	90,995	102,420
L-M Division	11,267	10,798	0	11,267	335,052	312,380
Mercury Total	8,063	6,896	0	8,063	241,168	223,938
Lynx	1,753	1,433	0	1,753	37,479	40,284
Capri	722	279	0	722	9,658	10,125
Marquis	1,729	2,383	0	1,729	62,726	60,875
Cougar	2,625	204	0	2,625	56,054	76,412
Grand Marquis	0	1,822	0	0	52,126	4,733
Topaz	1,234	775	0	1,234	23,125	31,509
Lincoln Total	3,204	3,902	0	3,204	93,884	88,442
Continental	448	1,024	0	448	20,994	14,967
Lincoln	2,401	2,441	0	2,401	55,496	63,689
Mark VI/VII	355	437	0	355	17,394	9,786
GENERAL MOTORS	97,640	84,911	97,635	253,785	2,666,607	2,829,649
Buick Total	23,080	22,180	21,765	57,723	589,725	578,415
Skylark	0	2,273	0	0	57,532	40,953
Skyhawk	2,370	2,856	2,343	6,217	91,101	64,754
Somerset Regal	2,800	152	2,241	6,339	763	68,380
Century	6,092	4,638	6,239	15,875	130,519	151,434
Regal	4,151	4,673	3,385	9,306	127,596	72,198
LeSabre/Electra(rwd)	2,445	4,626	2,460	6,519	126,111	80,106
Riviera	1,180	1,111	1,148	3,039	29,941	38,112
Electra(fwd)	4,042	1,851	3,949	10,428	26,162	62,478
Cadillac Total	6,983	6,923	6,993	18,126	190,827	209,105
Cimarron	535	0	541	1,398	9,741	16,449
Seville	715	722	696	1,850	23,507	22,230
Eldorado	1,405	1,596	1,370	3,635	45,599	41,932
Cadillac (rwd)	425	2,084	508	1,179	82,989	28,341
DeVille (fwd)	3,903	2,521	3,878	10,064	28,991	100,153
Chevrolet Total	28,593	25,466	30,548	76,417	904,471	961,872
Chevette	3,652	2,661	3,884	9,340	110,949	93,893
Cavalier	9,796	4,545	10,017	25,467	235,999	283,479
Celebrity	5,420	5,756	5,422	14,054	173,115	161,889
Camaro	3,780	4,996	4,833	11,669	149,671	134,231
Citation	0	3,316	0	0	65,774	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	1,945	1,454	2,013	5,147	67,777	80,582
Chevrolet	3,000	1,964	3,393	8,155	65,812	153,539
Corvette	1,000	774	986	2,585	19,028	25,562
Oldsmobile Total	25,769	20,545	25,696	65,806	665,524	701,288
Omega	0	661	0	0	29,320	0
Firenza	830	1,299	847	2,264	43,167	38,476
Cutlass Supreme	5,489	3,508	5,055	13,618	164,591	129,301
Cutlass Ciera	6,608	5,181	6,619	17,182	161,902	207,536
88/98 (rwd)	6,213	6,667	7,258	17,089	209,016	140,108
Olds 98 (fwd)	2,869	2,231	2,854	7,413	29,978	79,958
Calais	3,060	137	2,382	6,433	547	83,555
Toronado	700	861	681	1,807	27,003	22,894
Pontiac Total	13,215	9,797	12,633	35,713	316,060	378,969
Acadian**	0	254	237	410	9,655	7,818
2000 Sunbird	3,014	3,387	2,793	7,975	87,976	82,251
1000	758	724	476	1,732	23,109	13,207
Firebird	2,282	2,642	2,264	6,571	67,409	71,901
Phoenix	0	0	0	0	14,116	0
6000	1,560	0	1,306	4,004	0	28,061
Grd Prix/Bonville	0	0	0	0	29,733	0
Parisienne	1,542	405	1,252	4,092	15,956	42,280
Fiero	2,400	2,385	2,027	6,369	68,106	67,360
Grand Am	1,659	0	2,278	4,460	0	66,091
HONDA	3,135	2,987	2,233	7,225	72,134	88,961
NISSAN	1,280	0	0	1,280	0	11,896
NUMMI (Nova)*	1,700	0	1,625	4,300	0	16,649
VOLKSWAGEN	1,880	0	0	1,880	55,431	54,258
Total Cars - U.S.	166,310	140,244	132,539	384,186	4,611,962	4,790,792
Total Cars - Canada	10,785	11,938	14,312	40,055	630,014	585,738
N. American Cars	177,095	152,182	146,851	424,241	5,241,976	5,376,530
N. American Trucks	76,807	70,252	56,491	170,738	2,214,284	2,417,998
North American Cars and Trucks	253,902	222,434	203,342	594,979	7,456,260	7,794,528

r—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

July 29, 1985

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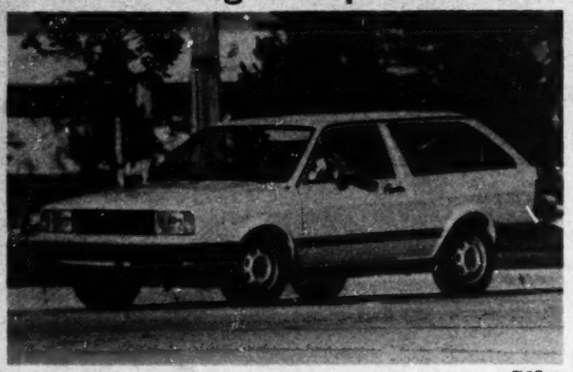
Wrong hemisphere



Phil Berg

Brazilian VWs traveling Detroit roads

This Brazilian-built VW Parati station wagon, kin to the German Polo/Derby, is one of several spotted near Volkswagen of America headquarters north of Detroit. VWoA is evaluating whether to bring in the Brazilian cars as price leaders: Less than $5,200, sources say. Parati/Polo/Derby is smaller than the former Rabbit.

Saturn labor pact OK'd; Tennessee likely home

By Marjorie Sorge and Michelle Krebs
Automotive News Staff

CHICAGO.—The UAW's executive board Friday overwhelmingly approved a contract to cover workers at General Motors's Saturn Corp., clearing the way for the auto maker to announce the location for the plant.

And by late last week, it was expected that Spring Hill, Tenn., a town of about 1,000 people in the midst of scenic horse country, would be Saturn's new home. GM was expected to hold a news conference in Tennessee to make it official.

The contract approved by the UAW's 25-member executive board turned out to be similar to the outline for the agreement distributed several weeks ago but with more detailed language.

However, UAW President Owen Bieber warned that the contract did not represent the "Saturnization"—as GM Chairman Roger B. Smith has referred to it—of the auto industry. Bieber sent GM a letter to that effect.

"We view the Saturn agreement as a special case and not a precedent for any other facility," Bieber told reporters in Chicago.

The contract provides for a two-class workforce divided into those who do not have layoff protection and those who cannot be laid off except under extenuating circumstances.

Initially, the 6,000 Saturn jobs will be offered to GM active workers and those on the inactive rolls. Those jobs will receive the lifetime employment coverage.

Later, outsiders will be hired and they can move to the permanent job status through seniority so that at least 80 percent of the workforce ultimately will have lifetime job status.

The contract extends from now until one year after the first car is built. Negotiations on another contract will begin midway in the first production year.

The starting wage is $13.45 an hour for production workers; $15.49 for skilled workers. There is one job classification for production workers and three to five for skilled workers.

In addition, quarterly payments will reflect increases comparable to those received by other GM workers, cost-of-living increases, performance and attendance bonuses, profit sharing and any increases in negotiated in the 1987 UAW national contract.

The contract further contains a clause demanding that a "high degree" of domestic content be used in Saturn cars, though no specific percentages are spelled out.

The pension program will be patterned after the pension plan covering workers at the GM-Toyota joint-venture plant in California. However, the union is waiting to see how it works there before it firms up details for Saturn's pension plan.

There is a no-strike clause, but either side can seek to reopen negotiations at any time.

It appears that despite all the perks offered by the 39 states which had vied for the coveted Saturn plant, GM will not receive all that much from Tennessee.

"If Saturn comes here, it is a strong statement about the way we are moving," Tennesee Gov. Lamar Alexander said at a press conference late last week.

"We are not in a bidding war. We can't be in one, and we don't think it is a good policy to be in one," he said, noting that it would be in violation of the state's constitution to offer incentives like

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Company will also get cars from NUMMI

Toyota plants due in U.S., Canada

By Francis J. Gawronski
Tokyo Bureau Chief

TOYOTA CITY, Japan.—Toyota Motor Corp. last week ended the speculation about its plans to produce cars in the U.S.

And the Japanese company surprised the auto world by announcing that it will build not one but two assembly plants in North America by 1988—one in the U.S.(200,000 cars a year) and the other in Canada (50,000 cars a year).

In addition to the two new plants, Toyota also said that it would supply its U.S. dealers with a 1,500-1,600-cc Corolla-type car through New United Motor Mfg., Inc., the Toyota-General Motors joint venture in Fremont, Calif. NUMMI will begin making cars for Toyota in the fall of 1986 at an annual rate of 50,000.

Among Japanese car makers, Honda Motor Co. and Nissan Motor Co. are already building cars in the U.S., while Mazda Motor Corp. is preparing to produce vehicles there. Honda also is building a plant in Canada that should be ready to assemble cars in 1987.

Eiji Toyoda, Toyota chairman, said the U.S. plant, to be built on a site yet to be selected in the Midwest or mid-South, will produce a 2,000-cc class car at an anual rate of 200,000 units, beginning in 1988. The company hinted that the car may be a version of the Camry series.

The smaller Canadian plant will have an annual capacity of 50,000 units and will begin producing a 1,600-cc model, possibly a version of the Corolla series, also beginning in 1988.

When in full operation, Toyota's three new production sources could supply approximately 300,000 more vehicles to its North American dealers.

The new plants in the U.S. and Canada also will permit Toyota to ship cars tariff-free across the U.S.-Canada border as the sales demand for cars varies from time to time in each country. However, Toyota said the determining factors in building the Canadian plant were requests for it from dealers and the Canadian Government.

When asked during a press conference whether the additional supply of cars would necessitate

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Makers, dealers 'concerned,' but helpless

Haulers' strike halts flow of cars

By Richard Johnson
Detroit Reporter

A nationwide auto transporters' strike by more than 20,000 Teamsters-represented truckers has halted the flow of new cars and trucks to dealer showrooms.

The impact may be softened by plant changeovers and a recent climb in inventories. But dealer spokesmen were concerned late last week that the strike will quickly shut off supplies of hot models, tie up customer orders and possibly cause a ballooning of 1985 models on the eve of the new model year.

The walkout began at midnight last Thursday (July 25) after two days of meetings in Washington between Teamsters and the nation's car haulers, and was sanctioned by the union's general executive board.

Earlier, Teamsters Vice President Walter Shea had dismissed the final offer from negotiators for the auto transporter industry as "totally unacceptable."

"Obviously, we are disappointed," said R. Ian Hunter, executive director of the National Automobile Transporters Labor Division.

"We bargained in good faith and made what we thought was a very fair offer, including a substantial wage increase package. This could have a tremendous impact on the automotive industry."

"If this strike lasts more than a few days, auto production will certainly be affected," said Hunter, who added that no date has been set for new negotiations.

Spokesman for the Big Three domestic auto makers said last Friday that it was too early to gauge the affects of the walkout or say how long before plants are forced to close. The company spokesmen were also unaware of any alternative distribution systems set up by manufacturers.

"We're concerned about the effect of a prolonged strike," said a Chrysler Corp. representative Friday morning. "But in the short term we have model changeover. We have two plants already down, three going down today and the remaining two (shutting down) next week, and nothing is coming back until the week of Aug. 5."

During the early stages of a strike, he said, Chrysler facilities could absorb some of the overflow.

"Most of our plants have ade-

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Hard line on subsidies is adopted by NADA

By John A. Russell
New York Staff Writer

NEW YORK.—After six weeks of heated controversey with many of its members, NADA has terminated its negotiations with the House Energy and Commerce Committee on the anti-fleet-subsidy issue.

NADA President William J. Symes said the talks broke down after Rep. John Dingell, Michigan Democrat and chairman of the committee, told the NADA negotiating team he could not agree to its requirements.

Those requirements were that the association will not support a bill permitting fleet subsidies and also preempting states from regulating the subsidies on their level.

That move by NADA—taking a hard line on those two issues—marks a reversal of the earlier position taken by the NADA leadership which basically said the subsidy price issue was dead and the

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breaking news

Ford profit scaled back to $699 million

DEARBORN.—Ford Motor Co. reported net income in the second quarter of $699 million, $210 million less than the record level achieved in the year-earlier period. Worldwide dollar sales totaled $13.8 billion, down 2 percent from a year earlier. In the U.S. Ford earned after-tax profit of $611 million, $131 million below the year-earlier period. Outside the U.S., Ford earned a profit of $88 million, compared with $167 million a year earlier. Cash balance was $5.4 billion on June 30.

Petersen to be NADA keynoter

WASHINGTON.—Donald E. Petersen, Ford Motor Co. chairman, will be the keynote speaker at the NADA convention Feb. 1 in New Orleans. As announced earlier, Vice Presi-

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NEWSPAPER

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NHTSA official savages Japanese subcompacts

Where death risk is the greatest

By Helen Kahn
Washington Bureau Chief

OXFORD, England.—Japanese subcompacts are more likely to be involved in the types of highway accidents that cause deaths or serious injuries than their European and American counterparts.

Not only do the Japanese small cars have more single-occupant accidents and rollovers—whether before or after impacts—but the risk of death is also much higher than for comparable European or U.S. cars

In addition, Japanese subcompacts also have a higher risk of the rarer but extremely serious fire and explosion accident than the European cars but not higher than the U.S. subcompacts.

Those are basic findings of two research papers by Dr. A.C. Malliaris, director of NHTSA's Office of Vehicle Research. The papers were presented at the Tenth International Technical Conference on Experimental Safety Vehicles at Oxford in July.

The views (those of the author and not necessarily NHTSA) were some of the most startling to come before the international audience of technical experts. They are more disturbing since there is no immediate and obvious explanation—they are merely what careful analyses of years of the best available accident data show.

At least on the surface, there appears nothing that is significantly different between the Japanese small cars and the European and U.S. subcompacts.

That in itself tends to raise the question of whether there is indeed a significant but unknown difference among subcompact cars or whether the Japanese have merely been caught in the forefront and the pattern may eventually be extended to that entire market class, wherever made.

Special attention was given to front-wheel drive in 1983 models: This was 72 percent for Japanese subcompacts, 99 percent for European, 80 percent for U.S. In wheelbase and weight categories, U.S. subcompacts were getting lower but the European and Japanese were getting bigger.

Other factors—driver age, sex, alcohol involvement, time and place of travel, road problems, etc. —were basically no different for subcompacts, nor for Japanese subcompacts, than for other vehicles. The high-risk vehicles—trucks, motorcycles, commerical trucks, sports cars—were eliminated.

Malliaris looked at the last 10 years of the types in which there have been enormous changes in the mix, design, engineering and new components and equipment. He noted that a recession had limited travel, especially for the higher-risk teenagers, and anti-drunk-driving and seat-belt-use campaigns had been mounted.

The first Malliaris paper reports that the "risk of new-car involvement in all types of fatal accidents per 10,000 new-car registrations" is higher for Japanese subcompacts.

It is not only somewhat higher for impacts with motor vehicles, but Japanese subcompacts collide even more often with an object and they suffer much, much higher overturns and rollovers as a subsequent event to impact.

The overturn rate for calendar

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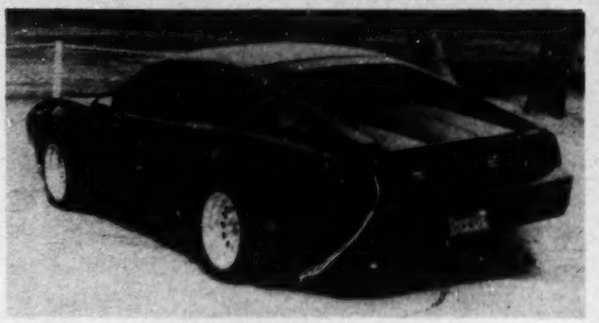

Adding to the Firebird

Contempo Vans, Sun Valley, Calif., replaces the original hatchback on Pontiac's Firebird with a custom rear deck of steel-reinforced fiberglass and a new window, and has added front and rear fender flares, rocker panels and door extensions. A similar package is available for the Chevrolet Camaro.

Problems carried to factory doorstep

Angry Peugeot dealers organize

By John A. Russell
New York Staff Writer

NEW YORK.—In an effort to combat what they term unresponsive management at Peugeot Motors of America, 44 dealers have formed the Northeast Peugeot Dealers Assn.

Their first move was to send a representative to France to lay their problems on the doorstep of the factory.

Ben Chamis, president of the association and general manager of Ken Smith Motors, Ridgewood, N.J., told Automotive News that a series of events led to the formation of the association. But their biggest complaints center on distribution, advertising and marketing of the Peugeot 505 cars in this country, he said.

"The dealers are very unhappy about what's happening with Peugeot," Chamis said.

Consequently, he was sent as their emissary to Paris to talk with Peugeot management. The problems were presented in writing, he said, but there was no resolution at the time.

PMA President Pierre Lemaire was slated to be in France this week and, according to Chamis, the matter will be discussed.

Ed Doran, a Dallas dealer and president of the Peugeot Dealers Council, countered many of Chamis' objections. He said most of the alleged problems have been corrected.

On the distribution, Chamis said, PMA's selection of model mix from the factory on the 505 causes problems. Under the system, PMA selects the models and this year the company ordered 25 percent diesels.

"Mercedes can sell that amount," he said. "We can't."

Another example, he said, was bringing the Peugeot Turbo 505 gasoline-engine model to the U.S. available with only the 5-speed transmission. The Peugeot market, according to Chamis, is made of primarily automatic transmission cars, but PMA "flooded the market" with the 5-speed version.

He said that 5-speeds account for only 20 percent of Peugeot's sales, and dealers have had to sell them at little or no profit.

"When they make a mistake, it takes six to nine months to recover," Chamis said, since the cars are built specifically for the U.S. market.

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Slow buildup of production speed at automated plants blamed

'87 GM regular pickups to be late

By Joseph Bohn
Truck Editor

ANAHEIM, Calif.—General Motors' new line of 1987 full-sized, light-duty pickups will be delayed about six months. They'll bow as midyear entries because of the longer startup time required in automated plants, according to a company official.

The 1987 Chevrolet/GMC light-duty pickups will be built in a new $500 million facility in Fort Wayne, Ind.; in a Pontiac plant that formerly built medium duties and is being expanded and upgraded, and in an Oshawa (Ont.) plant that is also being modernized.

They will be GM's first all-new line of light-duty conventionals in 14 years.

Confirming reports of the delay, John D. Rock, manager, GMC Truck & Coach Operation, said, "The one thing we're learning is that automated plants have an acceleration time of about 35 weeks. Under our old manufacturing process, it was about 14 weeks.

"If you take the Orion plant experience and the experience we had in Baltimore on the M van plant and the experience we're now beginning to have (on the new pickup plants)—that means you have to overlap those products. You literally have to build some trucks and park them," he said.

Getting quality in volume is the key to the delay, Rock added, because the light-duty conventionals are GM's bread-and-butter trucks.

"If we brought those trucks out like the M van, we'd have a helluva problem," he said.

GM can't afford to be without an ample supply of light-duty trucks at all times, and it can't afford as expensive a launch as the new pickups will represent without having a good supply in dealers' hands at public intro.

"You've got to literally be building both of them (old and new versions of the pickups) at the same time to satisfy the market," Rock said.

Sources had previously credited the trucks' delay to cost-cutting efforts.

If GM saved money, fine, Rock said, but that would only be a side benefit of the delay.

He anticipated production on the new trucks would probably start "just before Christmas, 1986, because then you can shut down for Christmas and adjust everything you've found, and then come back after the first of the year and start that acceleration."

GM doesn't have a handle on when it will publicly introduce the new pickups, because of major variables affecting its plant conversions, Rock said.

But it now appears the new trucks will be delayed until at least March, 1987.

GM's new truck line will go against redesigned conventional pickups also being offered by Ford. The latter are expected to debut in the fall of 1986 as 1987 models.

Exterior changes on Ford's pickups will be much less dramatic. GM's trucks will shed on average of nearly 500 pounds of weight, according to industry sources. Exterior dimensions will be about the same as those of present models. Inside, they will have a bit more hiproom, shoulder room, etc.

GM is also expected to introduce some additional new models-like a Maxi-Cab. GM currently has Maxi-Cab versions of the S-10/S-15, but none in the full-sized line.

The Maxi-Cab allows extra jump seats or a small second bench in two-door models. (Ford currently offers comparable Super-Cab style full-sized pickups in its F-150 and F-250 series.)

In styling, the new GM trucks

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DOMESTIC SALES

	July 11-20, 1985	July 11-20, 1984
Renault		
Alliance-Encore	3,430†	6,780†
AMC	300†	500†
AMERICAN MOTORS	3,730†	7,280†
Chrysler	9,908	10,447
Plymouth	8,046	7,765
Dodge	11,795	10,579
CHRYSLER CORP.	29,749	28,791
Ford	36,981	34,411
Mercury	15,204	14,699
Lincoln	4,531	4,109
FORD MOTOR CO.	56,716	53,219
Buick	20,882	28,031
Cadillac	8,225	9,437
Chevrolet	42,249	50,286
Oldsmobile	29,236	30,927
Pontiac	19,532	20,906
GENERAL MOTORS	120,124	139,587
VOLKSWAGEN	1,816	2,216
HONDA	3,603	2,733
NISSAN	1,200†	0
U.S. INDUSTRY TOTAL	216,938	233,826

†—Estimate

Car sales drop again; 4th period in a row

By Jenny L. King
Detroit Reporter

New-car sales for July 11-20 were off for the fourth consecutive period as U.S. makers reported a 7.22-percent decline.

The 216,938 total, though below 233,826 from a very strong mid-July in 1984, stacked up well when compared with years going back to 1979.

The series of sales drops narrowed the gap in year-to-date numbers: 1985 is only 1.00 percent ahead of 1984, with sales of 4,705,-781 compared with 4,659,195.

The mid-month total 216,938 included increases for Ford Motor Co., Chrysler Corp. and Honda.

General Motors continued its tailspin, down 13.94 percent to 120,124 from 139,587 last year. Volkswagen and American Motors both lost ground, and Nissan is in its first year as a domestic maker.

Ford reported a 6.57-percent boost in sales, to 56,716 from 53,-219. Chrysler was up 3.33 percent, to 29,749 from 28,791, and Honda sales of 3,603 were up 31.83 percent from 2,733.

AMC's estimated mid-July sales of 3,730 were down 48.76 percent from 7,280 a year earlier. VW dropped 18.05 percent, to 1,816 from 2,216. Nissan sales were estimated at 1,200 U.S.-built cars.

GM's share of the mid-month market dropped to 55.37 percent from 59.70 percent last year. Ford was up more than three percentage points, to 26.15 percent from 22.76 percent, and Chrysler moved up to 13.71 percent from 12.31 percent.

AMC plunged to 1.72 percent from 3.11 percent. Honda had 1.66 percent, up from 1.17 percent; VW slipped to 0.84 percent from 0.95 percent, and Nissan had 0.55 percent of this year's market.

Domestic makes reporting mid-July increases were Dodge, up 11.49 percent; Plymouth, up 3.62 percent; Ford, up 7.47 percent; Mercury, up 3.44 percent; Lincoln, up 10.27 percent, and Honda, up 31.83 percent.

At GM, Buick was down 25.50 percent, Cadillac was off 12.84 percent, Chevrolet dropped 15.98 percent, Oldsmobile was off 5.47 percent and Pontiac dropped 6.57 percent.

Chrysler sales were down 5.16 percent; AMC was down an estimated 40.00 percent, and Renault dropped 49.41 percent.

With nine selling days in the period both this year and last, the daily rates were 7.22 percent apart, with a 24,104 average this year versus 25,981 in 1984.

Chevrolet's Celebrity was the top-selling nameplate, followed by Chevrolet Cavalier, Ford Escort, Oldsmobile Cutlass Ciera and Oldsmobile 88.

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60th year—No. 5085

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Market share also climbs for May

Import registrations rise 6 pct.

By Jenny L. King
Detroit Reporter

Registrations of new imported cars in the U.S. in May climbed 6.15 percent above the year-ago total for the month and gained 0.70 percentage points in their share of the market.

Figures from R.L. Polk & Co. showed imported cars claiming 23.14 percent of the May market, up from 22.44 percent a year earlier and up from 23.05 percent in April, 1985.

May import registrations numbered 211,025 this year compared with 198,796 in 1984. In April, the import figure was 215,602.

Four of the top 10 imports increased their shares of the import market May to May with the first-place car, Honda, making the greatest advance. Honda (whose registrations include imported and U.S.-built cars) gained 1.11 percentage points, moving up to 20.72 percent from 19.61 percent.

Second-place Toyota edged up 0.37 percentage points, to 19.34 percent from 18.97 percent. Audi was up 0.28 percentage points and Mercedes-Benz gained 0.19 percentage points.

Nissan, occupying third place, slipped 1.70 percentage points, finishing at 16.33 percent compared with 18.03 percent in 1984. Volkswagen, Mazda, Subaru, Volvo and BMW all lost ground.

Ten imports accounted for 88.73 percent of the import total, down from 90.49 percent in May, 1984.

At the end of five months, import registrations were up 8.14 percent and their share of the market increased to 24.30 percent from 23.84 percent. January-through-May registrations totaled 1,053,764 this year compared with 974,480 in 1984.

• Only Honda and BMW came out ahead of 1984 in year-to-date market shares. Honda was up 0.56 percentage points, to 20.43 percent from 19.87 percent, and BMW gained 0.24 percentage points, moving up to 3.16 percent from 2.92 percent.

Ten imports claimed 88.25 percent of the 1985 year-to-date market, down from 89.70 percent in 1984.

Japanese-built passenger cars captured 67.44 percent of the May, 1985, import total, down slightly from 67.83 percent in 1985.

German imports claimed 15.34 percent, down from 14.86 percent. U.S.-assembled imports (Volkswagen, Honda and Nissan cars) represented 9.71 percent, up from 9.37 percent. Registrations by countries of origin included:

	May, 1985	May, 1984
Japan	142,310	134,844
W. Germany	32,367	29,535
United States	20,487	18,637
Sweden	11,463	10,938
France	2,210	2,551
Great Britain	1,495	1,607
Italy	693	627
Ireland	0	57
TOTAL	211,025	198,796

After five months, Japanese imports had risen somewhat in numbers but accounted for a smaller portion of the total: Down to 69.68 percent from 70.07 percent. German cars claimed 14.24 percent, up from 13.83 percent, and U.S.-assembled imports increased to 8.72 percent from 8.10 percent. The numbers were as follows:

	5 Mos., 1985	5 Mos., 1984
Japan	734,285	682,838
W. Germany	150,087	134,795
United States	91,908	78,916
Sweden	56,120	55,395
France	10,681	12,810
Great Britain	7,768	7,256
Italy	2,915	2,291
Ireland	0	179
TOTAL	1,053,764	974,480

Registrations of new imported trucks were up 23.88 percent May to May, to 71,811 from 57,968. Toyota was were up 27.29 percent and Nissan grew by 23.55 percent. The totals were:

	May, 1985	May, 1984
Toyota	26,800	21,054
Nissan	19,738	15,976
Mazda	7,611	9,399
Dodge Ram 50	5,704	0
Isuzu	0	3,806
Others	11,958	7,733
TOTAL	71,811	57,968

January-through-May imported-truck registrations of 376,664 were up 34.50 percent from 280,041 and included a 36.82-percent gain for Toyota and a 34.10-percent climb for Nissan.

	5 Mos., 1985	5 Mos., 1984
Toyota	140,240	102,498
Nissan	109,246	81,464
Mazda	41,700	47,192
Dodge Ram 50	29,971	15,934
Others	55,507	32,953
TOTAL	376,664	280,041

MARKET SHARES

5 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.81	15.94	−1.13
Ford	13.50	12.69	+0.81
Oldsmobile	9.95	11.19	−1.24
Buick	8.20	8.98	−0.78
Pontiac	7.16	6.86	+0.30
Mercury	5.07	5.05	+0.02
Honda	4.97	4.74	+0.23
Dodge	4.48	3.53	+0.95
Toyota	4.46	4.47	−0.01
Nissan	4.30	4.37	−0.07
Plymouth	3.61	2.84	+0.77
Chrysler	3.37	2.94	+0.43
Cadillac	2.69	2.99	−0.30
VW	1.62	1.67	−0.05
Mazda	1.56	1.53	+0.03
Lincoln	1.53	1.30	+0.23
Subaru	1.34	1.40	−0.06
AMC	1.33	1.85	−0.52
Volvo	0.93	1.01	−0.08
Mercedes	0.83	0.81	+0.02
BMW	0.77	0.70	+0.07
Audi	0.67	0.68	−0.01
Other Imports	2.85	2.46	+0.39
Misc. Dom.	0.00	0.00	−0.00
TOTAL	4,336,057	4,087,560	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

TOP CARS

U.S. registrations for Five Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984 Position
1	642,169	Chevrolet	651,740 — 1
2	585,474	Ford	518,918 — 2
3	431,346	Oldsmobile	457,453 — 3
4	355,438	Buick	367,068 — 4
5	310,666	Pontiac	280,242 — 5
6	219,554	Mercury	206,329 — 6
7	215,289	Honda	193,653 — 7
8	194,494	Dodge	144,267 —10
9	193,509	Toyota	182,626 — 8
10	186,609	Nissan	178,531 — 9
11	156,659	Plymouth	116,005 —13
12	145,930	Chrysler	119,972 —12
13	116,494	Cadillac	122,217 —11
14	70,228	VW	68,239 —15
15	67,596	Mazda	62,695 —16
16	66,392	Lincoln	53,071 —18
17	58,085	Subaru	57,317 —17
18	57,586	AMC	75,690 —14
19	40,494	Volvo	41,333 —19
20	35,752	Mercedes	33,297 —20
21	33,336	BMW	28,430 —21
22	29,097	Audi	27,976 —22
	123,769	Other Imports	100,383
	91	Misc. Dom.	108
	4,336,057	TOTAL	4,087,560

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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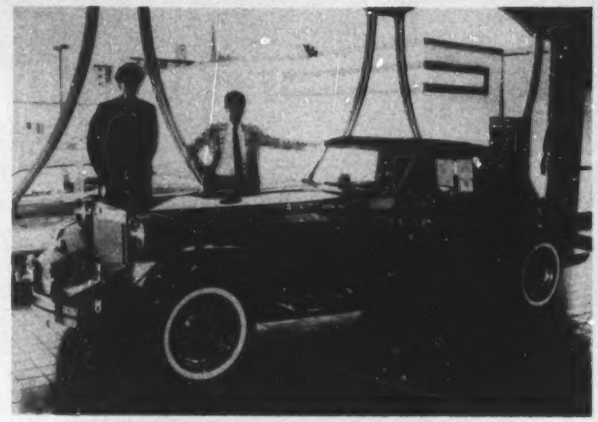
IMPORT REGISTRATION SHARES IN U.S.

	APRIL Regis., May, 1985	Percent Share of Market	Regis., May, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		FIVE MONTHS Regis., 5 mos., 1985	Percent Share of Market	Regis., 5 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Honda	43,688	20.72	38,974	19.61	+1.11	Honda	215,289	20.43	193,653	19.87	+0.56
Toyota	40,815	19.34	37,720	18.97	+0.37	Toyota	193,509	18.36	182,626	18.74	−0.38
Nissan	34,466	16.33	35,843	18.03	−1.70	Nissan	186,609	17.71	178,531	18.32	−0.61
VW	15,696	7.44	15,209	7.65	−0.21	VW	70,228	6.67	68,239	7.00	−0.33
Mazda	12,448	5.90	12,905	6.49	−0.59	Mazda	67,596	6.42	62,695	6.44	−0.02
Subaru	11,506	5.45	11,842	5.96	−0.51	Subaru	58,085	5.51	57,317	5.88	−0.37
Volvo	6,127	3.85	7,737	3.89	−0.04	Volvo	40,494	3.84	41,333	4.24	−0.40
Mercedes	7,142	3.38	6,444	3.24	+0.19	Mercedes	35,752	3.39	33,297	3.42	−0.03
BMW	6,914	3.27	6,595	3.32	−0.05	BMW	33,336	3.16	28,430	2.92	+0.24
Audi	6,439	3.05	6,621	3.33	+0.28	Audi	29,097	2.76	27,976	2.87	−0.11
Others	23,784	11.27	18,906	9.51	+1.76	Others	123,769	11.75	100,383	10.30	+1.45
TOTAL	211,025		198,796			TOTAL	1,053,764		974,480		
Share of U.S. Total		23.14		22.44	+0.70	Share of U.S. Total		24.30		23.84	+0.46

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.



Morris L-M gets Clenet

Clenet Coachworks has added Morris Lincoln-Mercury, Canton, O., to its dealer roster. Shown with an Asha Series III are Pete Bouldis, left, owner and general manager of the dealership, and Doh Keehen, Clenet sales manager at the dealership.

Sales in Japan trail year ago for 3rd month in row

TOKYO.—June sales of new cars, trucks and buses in Japan remained below their year-earlier level for the third consecutive month, according to the Japan Automobile Dealers Assn.

Sluggish June sales contributed to the decline in sales for the first half of 1985. The total was 2,045,969 units, which was 0.3 percent below the year-ago figure, according to JADA.

JADA said June sales reached 318,717 units, a dip of 1.4 percent from June a year ago. It cited the lingering effects of an increase in auto accident compensation insurance premiums in April as the reason for the lower sales.

Of the vehicle sales in the six-month period, cars accounted for 1,484,796 of the total, down 0.04 percent from a year ago, while trucks totaled 548,951, down 1.0 percent and buses totaled 12,222, up 6.3 percent.

The Japan Mini-Vehicle Assn. reported that sales of cars of 550 cc or less totaled 122,447 in June, a decline of 6.6 percent from the year-ago figure, while first-half sales jumped 3.8 percent to 765,784.

Wisconsin DOT issues study on seat-belt and air-bag use

MADISON, Wis.—The Wisconsin Department of Transportation has published a compilation of statistical data relating to the use of seat belts and air bags.

The study was undertaken to provide information for discussion of the mandatory safety-belt-use law currently being proposed in Wisconsin. The report does not present a policy position either in favor of or in opposition to a mandatory belt law, according to Robert St. Clair, the DOT policy analyst who developed the report.

The study covers a range of information from accident data to analysis of belt usage by age, sex and time of day, plus a cost/benefit comparison of mandatory laws, air bags and automatic belts.

The study found that safety belts, when properly used, provide the highest degree of protection at the lowest cost. But the report warned that the people most likely to be involved in crashes (drunk drivers, young people and those driving at night) often are not using seat belts now and probably would not use them, even with a mandatory use law.

Based on a sampling of accident reports, current seat-belt usage in the state is about 16 percent, the Wisconsin DOT said.

Seat belts are more likely to be worn by people under the age of 5 and least likely to be worn by those between the ages of 16 and 25—the age group which is most likely to be involved in accidents, the study found.

The report said that the cost of a mandatory seat-belt-use law would be small, but the benefits—measured in a reduction of injuries and deaths—would be worth between $408 million and $1.3 billion during the next 15 years.

Installation of air bags at current prices would cost Wisconsin auto buyers $920 million and save $364 million in reduced deaths and injuries from 1987-2000. Automatic belt systems would cost consumers $167 million and save $218 million during the same period, the study found.

The Wisconsin DOT said those calculations were based on the National Safety Council's estimate of the average cost of motor-vehicle injuries and deaths—$210,000 per death and $8,600 per injury.

Those figures were then applied to the reduction in deaths and injuries estimated by NHTSA for seat-belt users and the actual reductions in deaths and injuries in Canadian provinces that have mandatory seat-belt-use laws.

O'Gara, BancAmerica offer lease program for limos

By Michelle Krebs
Financial Editor

O'Gara Coachworks and BancAmerica Acceptance Corp. have teamed up to provide O'Gara dealers with a leasing program for limousine customers.

The 60-month lease guarantees that the vehicle's value when the lease term expires will be 23 percent of the suggested retail price when the lease was initiated, said Michael Haslam, president of BancAmerica. The lease is closed-end, meaning the limousine must be returned to the dealer.

Robert Johnson, vice president of marketing for O'Gara, said that as the company saw the demand for limousines rise, it also saw the need to provide its dealers with alternative financing programs.

O'Gara produces extended-wheelbase limousines based on Cadillac and Lincoln models. The company builds about 750 limousines a year.

At the same time, Haslam said BancAmerica has been expanding its automotive financing business. It now has six branches offering automotive financing services and will open four more this year.

The finance company also provides leasing and conventional retail financing to 1,100 automobile dealers in the U.S.

O'Gara and BancAmerica executives said they know of no other limousine leasing program.

The program is available to all 35 O'Gara dealers nationwide on 1985 models.

Ball joins MVMA

DETROIT.—Kevin M. Ball has been named legislative information associate in the State Relations Department of MVMA. Ball will coordinate and analyze legislative information on motor vehicle issues. He formerly was with a Detroit law firm.

IMPORT SALES BY MODEL

	June 1985	June 1984	6 Mos. 1985	6 Mos. 1984
ALFA ROMEO	361	360	2,488	1,731
AUDI	6,707	7,814	37,071	39,823
4000	0	1,129	0	8,313
4000D	0	0	0	0
4000S	1,629	763	8,568	905
4000S Quattro	379	506	2,065	2,199
5000S	3,644	4,322	20,238	22,605
5000S turbo gas	648	643	4,082	3,731
5000D/td	0	0	0	0
Quattro turbo	7	14	48	42
Coupe	400	437	1,963	2,028
Tourist	0	0	0	0
BMW	7,821	6,655	42,348	36,945
318/320	2,213	2,677	12,774	18,927
325e	178	1,630	396	5,838
524 TD	2,762	0	14,234	0
528/533	1,720	1,366	9,074	6,650
633CSI	268	249	1,678	1,510
733	680	733	4,192	4,020
CHEVROLET	6,419	2,346	31,530	3,078
Spectrum	4,508	0	22,907	0
Sprint	1,911	2,346	8,623	3,078
CHRYSLER/MITSUBISHI	8,293	6,425	40,406	39,719
Colt	5,478	4,662	28,566	29,431
Conquest	453	581	2,750	4,214
Vista	2,362	1,182	9,090	6,074
FIAT	0	0	0	0
HONDA	35,414	29,882	202,849	195,873
Civic	13,275	11,425	74,993	66,289
Civic CRX	5,357	4,018	26,841	21,219
Accord	9,179	9,306	63,762	71,643
Prelude	7,603	5,131	37,253	36,722
I.A.I.	0	0	0	0
ISUZU	2,597	1,651	11,686	7,993
I-Mark	1,382	330	3,527	1,967
Impulse	1,215	1,321	8,159	6,026
JAGUAR	1,713	1,829	9,322	8,874
XJ6	1,437	1,451	7,554	7,363
XJS	276	378	1,768	1,511
LANCIA	0	0	0	0
MASERATI BITURBO	178	240	694	240
MAZDA	16,175	14,223	86,350	82,030
GLC	3,970	3,997	19,223	21,798
626	7,516	5,886	39,690	33,304
RX-7	4,689	4,340	27,437	26,428
MERCEDES BENZ	7,476	5,926	43,899	40,526
190D	258	436	1,803	3,421
190E	1,947	1,393	12,006	7,307
240D	0	0	6	21
300D	1,678	1,184	9,273	8,663
300CD	162	143	863	845
300TD	353	203	1,715	1,306
300SD	755	911	3,900	7,977
380SE	672	561	4,813	3,226
500SEL	644	270	3,380	2,039
380SL/SLC	861	701	5,337	4,782
500SEC	146	124	803	939
MERKUR	747	0	2,324	0
MITSUBISHI	5,023	3,106	21,881	19,593
Starion	529	418	2,732	3,841
Cordia	736	1,450	3,656	8,039
Tredia	950	1,238	4,300	7,713
Mirage	1,681	0	6,003	0
Galant	1,127	0	5,190	0
NISSAN	53,473	46,398	251,293	244,245
Sentra/210	17,815	19,489	85,345	97,459
Pulsar/310	6,464	3,225	25,004	18,160
Stanza	6,411	3,591	23,314	22,405
Maxima	9,359	6,401	42,503	32,642
200SX	6,266	5,960	35,331	30,846
300ZX	5,860	6,255	36,234	38,931
Hawaii	1,298	1,477	3,562	3,802
PEUGEOT	1,275	1,553	7,536	9,593
PORSCHE	1,879	1,713	12,100	12,458
944	1,193	1,132	8,195	8,293
911	476	350	2,731	2,828
928	210	231	1,174	1,337
RENAULT	453	1,341	4,251	6,486
LeCar	0	0	0	0
18i	185	444	1,394	1,335
Fuego	268	897	2,857	5,151
SAAB	4,224	3,436	20,300	18,143
900	1,279	779	5,687	4,517
900S	1,336	1,072	6,302	5,531
Turbo	1,406	1,491	7,774	7,714
Tourist	203	94	537	381
SABARU	14,554	14,306	78,499	78,550
TOYOTA	52,125	57,836	283,932	269,458
Starlet	0	0	0	258
Corolla	14,733	16,754	74,813	76,268
Tercel	8,249	10,306	43,276	47,364
Celica	6,181	8,631	37,071	43,432
Supra	2,114	3,000	12,798	14,356
Cmry	10,310	10,692	56,160	45,826
Cressida	3,524	3,166	20,517	16,503
Land Cruiser	298	308	866	1,398
Van	2,956	3,159	17,796	18,050
4Runner SR 5	260	946	2,984	1,531
MR2	2,768	0	14,048	0
Hawaii	732	874	3,600	4,472
Other	0	0	3	0
VOLKSWAGEN	12,260	8,837	68,033	59,521
Rabbit Convertible	1,363	1,291	6,833	6,964
Jetta	6,988	2,860	37,330	22,963
Vanagon	1,581	1,918	9,684	11,050
Quantum	1,240	1,401	6,623	8,802
Scirocco	1,088	1,367	7,853	9,742
VOLVO	9,492	9,206	57,580	57,014
DL	3,514	4,268	22,290	27,041
GL	3662	2,386	5,352	15,252
GLT Turbo	89	874	1,879	5,461
DL/GL	55	419	1,858	2,147
Coupe	0	0	0	0
740 Series - Gas	3,270	0	17,679	0
740 Series - Diesel	393	0	502	0
760 Series - Gas	992	1,004	5,357	4,277
760 Series - Diesel	183	255	1,598	1,724
Tourist	34	0	1,065	1,112
IMPORT TOTAL	248,659	225,083	1,316,555	1,231,892

27 pct. in survey say 'maybe next time'

Japanese sales may rise in Detroit

DETROIT.—More residents of this area will buy Japanese vehicles in the future, leading to a sizeable expansion of the Japanese auto market here, according to a report on a recent survey sponsored by the University of Detroit and the Detroit News.

The survey was the second telephone poll taken by a research team directed by Prof. Paul H. Tai, director of the university's Asian Studies Program.

This year's poll was taken in June and covered 844 residents in a tri-county area.

It was conducted in the light of three new events that have occurred since last year's survey: President Reagan's decision to lift auto import quotas; rising protectionism in Congress and in the nation, and Mazda Motor Corp.'s decision to invest in Southeast Michigan, the report said.

Currently, one out of six people (16 percent) here owns a Japanese car or truck, but more than one out of four (27 percent) would consider buying a Japanese product the next time he or she makes a vehicle purchase, the survey found.

However, as many as 87 percent of those polled think the American trade deficit with Japan is a serious problem. Seventy-seven percent think that Congress should pass a law to restrict Japanese imports.

The increasing consumer preference for Japanese vehicles and the rising protectionist sentiment in the Detroit area appear to indicate that the population is fairly sophisticated in its judgment on complex issues, the report said.

- By a margin of 51 to 17 percent, respondents said Japanese vehicles are of higher quality than American vehicles; by a margin of 48 to 14 percent, they said Japanese vehicles are lower priced as well.

Those surveyed were evenly divided on the question of whether Americans should buy only American cars (44 percent on each side); 12 percent didn't feel strongly one way or the other.

Eighty-eight percent of those polled feel that the President is doing only a fair or poor job in solving the trade problem.

Sixty-five percent disagreed with his decision to lift the auto import quotas, compared with 58 percent of the national sample in the Business Week/Harris poll.

Asked if they would be willing to pay $500 more for an American car than for a similar Japanese car in order to save American jobs, 68 percent of those polled in the Detroit survey said yes. Sixty-four percent said they were willing to take a pay cut to achieve the same purpose.

Sixty-four percent of those surveyed think American auto companies are not as well managed as the Japanese firms; 69 percent consider American auto workers less productive than the Japanese.

American auto executives are overpaid, said 74 percent of survey participants; 54 percent said American auto workers are overpaid.

But 43 percent said they thought the U.S. auto industry will be better off in the next 10 years; 27 percent said its condition will not change, and 30 percent said it will be worse or much worse off.

Some respondents believe that competition from the Japanese has led to significant improvements in the American industry in terms of managerial style, technological competence and commitment to product quality, according to the report.

Respondents believe that those benefits, which take time to realize their full potential, eventually will enable American companies to regain their international competitiveness, the report said.

Fifty-eight percent of those polled support the idea of having Japanese investment in their community (such as the Mazda plant in Flat Rock, Mich.); 70 percent are willing to work in a Japanese-owned company.

But 42 percent oppose Japanese investment, and 30 percent would not work in a Japanese-owned company.

Education and income appear to be important factors affecting respondents' answers to some of the survey questions, the report said.

On protectionist issues, the survey showed that only 19 percent of those with advanced degrees take the position that Americans should buy only American cars; 33 percent of those with college degrees take that position.

But as many as 64 percent of those with a high school education or less take that position.

Similarly, 54 percent of respondents with incomes of $50,000 or more would be willing to pay more money to buy an American car rather than a comparable Japanese car.

But as many as 76 percent of those in income brackets below $30,000 would be willing to pay more money for an American car.

60 pct. wage hike averts strike at VW Mexico

MEXICO CITY.—A strike that threatened to shut down Volkswagen's Puebla assembly plant was averted when management granted a 60-percent wage increase to the plant's 10,000 workers. The union had asked for a 90-percent increase.

Jose Anselmo Ochoa, director of the Independent Volkswagen Union, said union and management agreed on a direct 35.6-percent wage increase, plus the general 18 percent emergency salary adjustment granted in accord with government stipulations. Because of the pyramidal structure of wage scales at the plant, the increase came to 60 percent, Anselmo Ochoa said.

Grimm's 25th year

MORTON, Ill.—Robert N. Grimm, Bob Grimm Chevrolet, Inc., has received a 25-year-dealer award from Chevrolet.

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Ajax Bolt & Screw honored by Ford

Louis R. Ross, center, executive vice president—Ford North American Automotive Operations, presents Ajax Bolt & Screw Division, Warren, Mich., with Ford's Q1 Preferred Quality Award. Representing Ajax Bolt & Screw and its parent company, Cold Heading Co., are Don DeSeranno, right, vice president, Ajax Bolt & Screw, and John Lee, vice president, Cold Heading. Ajax Bolt & Screw produces fasteners for Ford vehicles.

Factory vans compete with converter offerings

Continued from Page 1B

vantage in that some minivan manufacturers, like General Motors and Toyota, scheduled more cargo units than the market demanded.

GM skewed most of its early production of M vans toward cargo models, but has lately began balancing it off with more passenger versions, according to Mike Erdman, Chevrolet's truck marketing manager.

Toyota wants to sell more cargos in the conversion market to help it meet cargo van sales goals.

The cargo models, imported as trucks, are subject to a 25-percent tariff which, coupled with the cost of the conversion, pushes their price close to that of factory passenger units.

Contempo developed a conversion package to keep its price just under the factory passenger unit.

Although similar in appearance, it does not offer some of the factory features like a sliding sunroof in the main passenger area and a cooler connected to the dual air conditioning system.

Contempo built 200 for rental firms in Southern California.

Sold through Longo Toyota, 150 will go to Alamo Rent-A-Car and 50 to Enterprise Rent-A-Car. The Toyota deal pushed Contempo's small-van volume to 40 percent of its output, up from a traditional 20 percent.

Most of Contempo's business is still in full-sized conversions. About 5 percent is van pool conversions.

It is also looking at the high-top shuttle van market.

An offshoot of its van business is a car conversion for Camaro and Firebird.

The appearance package features a new louvered hatch, paint and other appearance items.

Although volumes are small, Klein considers the special vehicles as enhancing the company's relationship with dealers who carry its products.

Contempo also converts Chevrolet Suburbans and Toyota 4Runners. It also recently introduced a new high-top model called the Traveller which it hopes to position in the luxury segment between limos and 12-to-15-person commuter vans.

By continuing to bring new products to market, Klein said Contempo will be able to keep ahead of competitors in what he feels is a limited-growth market.

RV sales off, but van upturn begins in May

Continued from Page 1A

trailer shipments of 8,200 were off 9.9 percent; folding camper trailer shipments of 3,400 were off 19.0 percent, and truck camper shipments of 900 were equal to last year's.

Ford's Tarrant said towable RVs are a cyclical business, and they are coming off a peak year.

A decline in that segment is not necessarily bad news for OEMs like Ford, he added, because people who buy towables generally can't afford to buy tow vehicles in the same year they buy trailers.

Even though trailer sales are off, he added, from Ford's viewpoint it is a peak year for sales of tow vehicles.

"Based on the customer and dealer inquiries and looking at the sales rates for vehicles used in towing and the engines installed, it's knockout good business for us," Tarrant concluded.

For five months of 1985, RV shipments totaled 169,600, according to RVIA, off 9.4 percent from like 1984.

Van conversion shipments of 73,200 were off 2.5 percent from a year ago.

Motor home shipments of 34,600 were off 15.6 percent.

Within the segment, conventional (Type A) shipments of 16,700 were off 15.2 percent; van campers (Type B) at 3,100 were off 11.4 percent, and chopped vans at 14,800 were off 16.9 percent.

Towable RV shipments for five months totaled 61,800, off 13.0 percent.

Within the segment, travel trailer shipments of 40,500 were off 15.1 percent; folding camper trailer shipments of 17,900 were off 7.7 percent, and truck camper shipments of 3,400 were off 12.8 percent.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

MAY 1985 VS. 1984*

		Group 1 6,000 lbs. and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	May '85	.....	.....	.....	.....	.....	.....	.....	173	173
	May '84	.....	.....	.....	.....	.....	.....	.....	79	79
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	656	656
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	452	452
CHEVROLET	May '85	58,843	40,232	2,580	.....	15	322	729	43	102,744
	May '84	49,981	43,004	3,655	.....	15	523	769	58	98,005
	Year to Date '85	267,126	196,358	11,116	.....	85	2,084	4,112	167	481,048
	Year to Date '84	224,624	190,709	15,787	.....	94	2,070	3,111	201	444,596
(Memo Units)#	May '85	44,896	15,974	.....	.....	.....	.....	.....	.....	60,873
	May '84	35,067	17,925	.....	.....	.....	.....	.....	.....	53,012
	Year to Date '85	202,386	74,458	.....	.....	.....	.....	.....	.....	276,844
	Year to Date '84	154,148	79,860	.....	.....	.....	.....	.....	.....	234,008
DODGE	May '85	30,453	13,162	.....	.....	.....	.....	.....	.....	43,615
	May '84	24,091	12,583	.....	.....	.....	.....	.....	.....	36,674
	Year to Date '85	145,982	67,632	.....	.....	.....	.....	.....	.....	217,614
	Year to Date '84	109,589	55,893	.....	.....	.....	.....	.....	.....	165,482
(Memo Units)#	May '85	23,439	7,345	.....	.....	.....	.....	.....	.....	30,784
	May '84	17,942	7,866	.....	.....	.....	.....	.....	.....	25,808
	Year to Date '85	111,328	35,740	.....	.....	.....	.....	.....	.....	147,068
	Year to Date '84	77,388	34,775	.....	.....	.....	.....	.....	.....	112,163
FORD	May '85	54,200	41,351	.....	.....	.....	822	2,842	1,537	100,752
	May '84	29,225	67,735	.....	.....	.....	1,054	2,436	1,083	101,553
	Year to Date '85	286,351	197,966	.....	.....	.....	5,031	13,353	5,919	508,620
	Year to Date '84	130,050	318,140	.....	.....	.....	5,136	9,731	4,350	465,407
(Memo Units)#	May '85	35,710	13,461	.....	.....	.....	.....	.....	.....	49,171
	May '84	29,050	22,349	.....	.....	.....	.....	.....	.....	51,399
	Year to Date '85	197,529	64,916	.....	.....	.....	.....	.....	.....	262,444
	Year to Date '84	126,582	104,640	.....	.....	.....	.....	.....	.....	231,222
FREIGHTLINER	May '85	.....	.....	.....	.....	.....	.....	.....	1,466	1,466
	May '84	.....	.....	.....	.....	.....	.....	.....	1,639	1,639
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	7,588	7,588
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	6,149	6,149
GMC	May '85	14,062	11,217	344	.....	469	314	1,379	1,050	28,735
	May '84	11,186	11,651	109	.....	117	434	1,140	1,140	25,777
	Year to Date '85	82,048	52,838	2,355	.....	2,546	2,019	6,592	5,008	133,406
	Year to Date '84	51,610	54,513	498	.....	766	2,102	5,090	4,402	
										118,981
(Memo Units)#	May '85	10,561	4,006	.....	.....	.....	.....	.....	.....	14,567
	May '84	7,207	4,349	.....	.....	.....	.....	.....	.....	11,556
	Year to Date '85	45,059	18,344	.....	.....	.....	.....	.....	.....	63,403
	Year to Date '84	32,066	19,742	.....	.....	.....	.....	.....	.....	51,808
INTERNATIONAL	May '85	.....	.....	.....	.....	.....	2,089	1,329	2,419	5,837
	May '84	.....	.....	.....	.....	.....	1,509	1,369	2,707	5,585
	Year to Date '85	.....	.....	.....	.....	.....	9,809	6,447	12,475	28,731
	Year to Date '84	.....	.....	.....	.....	.....	6,273	5,543	10,874	22,690
JEEP	May '85	12,647	1,096	.....	.....	.....	.....	.....	.....	13,743
	May '84	10,454	1,547	.....	.....	.....	.....	.....	.....	12,001
	Year to Date '85	56,893	7,233	.....	.....	.....	.....	.....	.....	64,126
	Year to Date '84	46,291	8,919	.....	.....	.....	.....	.....	.....	55,210
(Memo Units)#	May '85	12,647	917	.....	.....	.....	.....	.....	.....	13,564
	May '84	10,454	1,221	.....	.....	.....	.....	.....	.....	11,675
	Year to Date '85	56,893	6,356	.....	.....	.....	.....	.....	.....	63,249
	Year to Date '84	46,291	7,343	.....	.....	.....	.....	.....	.....	53,634
KENWORTH	May '85	.....	.....	.....	.....	.....	.....	.....	910	910
	May '84	.....	.....	.....	.....	.....	.....	.....	1,124	1,124
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,787	4,787
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	5,711	5,711
MACK	May '85	.....	.....	.....	.....	.....	286	72	2,173	2,531
	May '84	.....	.....	.....	.....	.....	264	74	1,873	2,211
	Year to Date '85	.....	.....	.....	.....	.....	1,687	443	10,719	12,849
	Year to Date '84	.....	.....	.....	.....	.....	1,285	200	7,068	8,553
MERCEDES-BENZ	May '85	.....	.....	.....	.....	.....	179	152	.....	331
	May '84	.....	.....	.....	.....	.....	89	64	.....	153
	Year to Date '85	.....	.....	.....	.....	.....	1,101	755	.....	1,856
	Year to Date '84	.....	.....	.....	.....	.....	530	266	.....	796
PETERBILT	May '85	.....	.....	.....	.....	.....	.....	.....	1,154	1,154
	May '84	.....	.....	.....	.....	.....	.....	.....	1,132	1,132
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	5,197	5,197
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	4,921	4,921
PLYMOUTH	May '85	9,900	.....	.....	.....	.....	.....	.....	.....	9,900
	May '84	7,497	10	.....	.....	.....	.....	.....	.....	7,507
	Year to Date '85	43,412	.....	.....	.....	.....	.....	.....	.....	43,412
	Year to Date '84	31,708	87	.....	.....	.....	.....	.....	.....	31,795
VOLVO	May '85	.....	.....	.....	.....	.....	.....	127	65	192
	May '84	.....	.....	.....	.....	.....	.....	92	52	144
	Year to Date '85	.....	.....	.....	.....	.....	.....	585	360	945
	Year to Date '84	.....	.....	.....	.....	.....	.....	497	198	695
WESTEPN STAR	May '85	.....	.....	.....	.....	.....	.....	.....	97	97
	May '84	.....	.....	.....	.....	.....	.....	.....	64	64
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	484	484
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	213	213
WHITE	May '85	.....	.....	.....	.....	.....	.....	.....	592	592
	May '84	.....	.....	.....	.....	.....	.....	.....	437	437
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	3,638	3,638
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	2,970	2,970
MISCELLANEOUS+	May '85	64,265	708	294	71	24	11	35	211	65,619
	Apr.'84	53,279	666	24	51	.....	9	6	153	54,188
	Year to Date '85	336,337	4,202	1,236	385	109	50	155	880	343,354
	Year to Date '84	259,125	2,855	76	244	.....	21	34	429	262,784
TOTALS	May '85	244,370	107,766	3,098	71	508	4,023	6,665	11,890	378,391
	May '84	185,713	137,218	3,788	51	132	3,882	5,950	11,541	348,273
	Year to Date '85	1,202,148	526,229	14,707	385	2,740	21,781	32,442	57,878	1,858,311
	Year to Date '84	852,997	637,116	16,361	244	860	17,417	24,472	47,938	1,597,405

*—Manufacturers' sales reports used for compiling Oklahoma and New York in 1984.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet Van, El Camino, Blazer and S-10; Dodge compact trucks; Ford Econoline and Bronco; GMC Vandura, Jimmy, Caballero and S-15. +—Miscellaneous includes imports, PAD, Freightliner, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

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July 31—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend.

Chrysler Corp.

July 30—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; Golden Gate Auto Auction, Fremont, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

July 31—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Aug. 1—Fredericksburg Auto Auction, Fredericksburg, Md., and Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

July 31—Northway Exchange, Clifton Park, N.Y., and Clanton's Auto Auction, Darlington, S.C.

Aug. 1—Floyd Hauhe Auto Auction, Bridgeton, Mo.; Big H Auto Auction, Houston, and Denver Auto Auction, Englewood, Colo.

Aug. 6—Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 7—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 14—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Aug. 15—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Aug. 21—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

General Motors

July 31—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 1—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Aug. 6—Dallas Auto Auction, Dallas.

Aug. 7—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Aug. 8—Aptco Auto Auction, Detroit, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 13—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Aug. 14—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Aug. 15—Nashville Auto Auction, Nashville; Big H Auto Auction, Houston, and Ohio Auto Auction, Grove City, O.

Aug. 20—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Aug. 21—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Aug. 22—Southwest Auto Auction, Phoenix.

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Used Car Sales
Auction Averages

July 1985	$4,815
Month ago	$5,296
Year ago	$5,069

Model Breakdown
Auction Averages

	JULY, 1985	JUNE, 1985	MAY, 1985
1985	$10,804	$11,181	$11,515
1984	$7,727	$8,061	$8,553
1983	$5,971	$6,306	$6,474
1982	$5,326	$5,544	$5,381
1981	$4,141	$4,536	$4,339
1980	$3,245	$3,528	$3,226
1979	$2,590	$2,953	$2,706
1978	$2,139	$2,114	$2,039
Overall Average	$4,815	$5,296	$5,203

Graham's birthday gift is Subaru deal

On the occasion of his 65th birthday, Ralph Graham signs for Downey Isuzu, Downey, Calif. Representing American Isuzu Motors are James Leong, left, zone sales manager, and Joe Totaro, regional sales manager.

Subaru distributor plans aggressive advertising pitch

By Susan Gurevitz
Special Correspondent

Subaru—that nice, boxy, friendly, dependable imported car—is getting, well, aggressive.

With a new ad agency, distributor Penn Jersey Subaru is planning a new, go-get-'em ad campaign scheduled to debut this fall.

"We have very tough, aggressive promotions planned," said Tom Ong, president and creative director at McAdams & Ong, Penn Jersey Subaru's new agency.

Levine, Huntley, Schmidt & Beaver, New York, is still handling the national advertising for parent Subaru of America.

Penn Jersey Subaru is the second largest Subaru distributor with 65 dealers in Pennsylvania, Delaware and Southern New Jersey. It recently hired McAdams & Ong over three other agencies to develop its new advertising, promotion and marketing program.

Star Communications had handled the account, but "we had outgrown them," said Douglas Graham, communications manager.

So why the change? For starters, Subaru has discovered women. The importer will be steering much of its advertising toward women buyers who are between the ages of 25 and 49, sports-minded and with a median income of $36,000.

Subaru has found that 40 percent of the time, "women exerted an influence over the purchase of a Subaru outright," said Graham. "That will be an integral part of our strategy."

The advertising will cover the entire model line, including the recently introduced XT sport coupe.

Another factor is that with the easing of auto import restrictions, the competition will be revving up.

Subaru also will be stepping up its TV presence, devoting as much as 80 percent of its media placement to local market TV. "Spot TV will be a primary vehicle," said Graham.

According to Ong, Penn Jersey Subaru currently is billing $3 million, but that figure is expected to rise to $4 million by mid-1986. Radio, newspaper and magazine advertising is also planned.

AMERICAN MOTORS LEASING CORPORATION MARKET TEST

- Do you want to be assured that you can buy a used 1983 or 1984 Alliance, Encore or Eagle at auction?
- Can you get at least 34 other dealers to attend the MARKET TEST sales?
- Are you willing to bid aggressively at each MARKET TEST sale?

IF YOUR ANSWER IS YES!
WE WILL SELL EVERY CAR!*
ATTEND OUR MARKET TEST AUCTIONS

July 30, 1985
Aptco Auto Auction
20911 Gladwin
Taylor, MI 48180
Auction Phone:
313/285-7300
— $500 Drawing
— Free Breakfast

August 6, 1985
D-A Auto Auction
Waltz Mill Road
P.O. Box 431
New Stanton, PA 15672
Auction Phone:
412/722-3122
— $500 Drawing
— Free Breakfast

August 7, 1985
Columbus Fair Auto Auction
4700 Groveport Road
Obetz, OH 43207
Mail Address: P.O. Box 504
Columbus, OH 43216
Auction Phone:
614/497-2000
— $500 Drawing
— Free Breakfast

August 8, 1985
Todd Auto Auction
Route 309
Telford, PA 18969
Auction Phone:
215/721-1300

*Market Test Sales will be run if at least 35 dealers attend, register and bid aggressively.

classified want ads

CARS WANTED

MERCEDES, BMW, PORSCHES, Volvos wanted. Will pick up anywhere. John Weiss, Brentwood Ferrari, St. Louis, 314-963-5501.

MAZDAS
Wanted
Bailey Mazda
504-246-6611
Russell Erwin

NEW
TOYOTAS
WANTED
List Price Paid
CARS & 4x4 TRUCKS
DENIS DAGGER
SOUTH SHORE TOYOTA
AMITYVILLE, NEW YORK
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VESPER MGT. LEASE DEPT.

MAZDAS
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OVER INVOICE
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DELRAY MAZDA
305-278-7800

WANTED
TOP DOLLAR PAID
ANY YEAR STRETCH LIMOUSINES
USED MERCEDES BENZ
& ROLLS ROYCES
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NEW
TOYOTAS
WANTED
LIST PRICES PAID
Call DWIGHT ROELAND
or BRUCE FREIMAN
DELRAY TOYOTA
DELRAY BEACH, FLORIDA
305-276-5000

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& ISUZU'S
All Models
Pay Top Price For
Corvettes, Iroc's, Z28's
& Monte Carlo SS's
& Impulses & Trooper II's
Contact:
Scott Shulman
BEST CHEVROLET
617-749-1950

WANTED
NEW & USED
TOYOTAS
ALL MODELS
LIST PRICES PAID
With or without RDR cards
Call: CHARLES BARRETT
914-698-8120

Automotive News Want Ads bring results

As compared with U.S. practice

How dealerships differ in Japan

By Lawrence D. Dietz
Special Correspondent

There are only 800 or so automobile distributors in Japan, yet they have slightly more than 10,000 branches which will register an estimated 2.5 million units this year.

The average Japanese distributor measures his retail sales in thousands of units per month and can employ as many as 2,000 to 3,000 people. The main facility for Japanese dealers is similar to the largest of U.S. dealerships, but has quite a bit more volume in unit sales and repair orders.

Size isn't the only difference between the U.S. and Japanese dealer body. While in the U.S. the trend is for dealers to sell their factory's full line of cars and to add more franchises, the Japanese dealer is a single point, handling the products of only one manufacturer. In fact, he handles only one model class or distribution channel.

For example, Nissan's domestic Japanese dealers are divided into four sales channels: Nissan, Motor, Sunny and Cherry. Each of those channels handles four to six passenger-car models and two to seven commercial-vehicle models.

Nissan Sales Channel
Dealer Population
May, 1984

Nissan	903
Motor	556
Sunny	894
Cherry	788
Total	3,743

Source: Nissan Motor Co., Ltd., Tokyo

Each branch has three or four salesmen, two service technicians and a clerk. They provide neighborhood focal points for sales and service activity. Unlike the U.S., where the customer comes to the dealership, Japanese automobile salesmen go to the customer. Together, the salesman and customer determine the kind of vehicle the customer wants to see. The salesman will then bring the car to the customer.

There are two forces at work trying to change this way of doing business. One is the market itself. The younger (under 40) consumers no longer want salesmen to come to them. Rather, they want to gather information without a salesman. After the customer selects a model with its options, he is ready to negotiate with salesmen from several dealerships to get the best price.

The second force working to change this system of personal selling is the factory and the distributors. They realize that by inducing the consumer to come to the dealership, salesmen can not only sell more cars per month but the cost of sales per vehicle will drop.

As a way to give consumers product information, several of the leading Japanese manufacturers are experimenting with video displays in supermarket and shopping center locations. The displays will be mounted in kiosks and may be attended by "hostesses" or be unattended. Aimed at the younger buyer and housewife, the displays will provide product information in a non-selling environment similar to that being tested in the U.S. by Buick, Chevrolet and Ford.

The role of manufacturer and dealer associations is different in the Japanese and U.S. markets. The U.S. NADA takes a positive stand on many of the key political and economic issues affecting dealers. The Japanese association on the other hand is more concerned with being the voice of dealers to the factories and in assuring that competition remains "normal."

Another way that the U.S. and Japanese dealer differ is in the way they use computers. The U.S. dealer is served by a number of data-processing vendors who specialize in the auto dealer market. Most U.S. dealers who are using in-house computers are using medium-sized minicomputers or small microcomputers.

A small number of U.S. dealers are using mainframes, or the traditionally large machine that requires a special room, special staff, special power, etc. In contrast, the Japanese computerized distributors have to use the mainframe because of their tremendous size.

Rather than buying pre-packaged hardware and software, the Japanese distributors developed their own systems. This environment will change in the near future as Japanese manufacturers design, develop and market computer systems for their dealers. Those factories, like many U.S. automobile manufacturers, recognize that the factory can reduce its own data-processing costs (because dealers are doing the data entry), get more accurate and timely information and perhaps even make a profit on the sale of computers and computer services.

The way that computers are used in Japan is very similar to their use in the U.S.

The only U.S. data-processing vendor with any degree of success in Japan was Dyatron, of Birmingham, Ala. The firm was involved in a joint venture with Isuzu. Ultimately, Isuzu acquired the venture and Isuzu is now managing it. Since General Motors owns 34 percent of Isuzu, it is likely that Isuzu will eventually switch to whatever kind of computer is being used by EDS, GM's data-processing subsidiary.

While the Japanese seem to be moving away from outside personal selling, some U.S. dealers, particularly the high-end, luxury outlets, are concentrating on it.

U.S. dealers are highly computerized, using standard software from a number of dedicated vendors while Japanese have had to make their own computer systems. The computer penetration in Japan seems to be proportionately less than the U.S. penetration.

Both U.S. and Japanese factories are becoming more involved in dealer data processing. Dealers can expect to see more factory-sponsored computer products on a worldwide level. Consumers and dealers can also see more use of video as a way to give consumers product information and perhaps train dealer personnel.

Silver Steffens

LaVerne J. Steffens, right, Steffens Chevrolet-Buick, Inc., Faribault, Minn., receives Chevrolet's 25-year-dealer award from N.G. (Norm) Gilsdorf, Chevrolet's Minneapolis zone manager,

Mazda requests trade-zone status for Michigan plant

WASHINGTON.—Mazda Motor Mfg. (USA) Corp. has requested approval of a Foreign Trade Subzone for the plant it is building in Flat Rock, Mich., according to the Commerce Department's Foreign-Trade Zones Board.

Mazda told the board that its 350-acre facility will employ 3,500 persons and that about half the value of its automobiles will be sourced abroad. Mazda said imported components will include engines, transmissions, steering gears, brake assemblies, steel and some subframe components.

Mazda also said the company plans to increase domestic sourcing substantially within a few years after the plant begins building cars in the fall of 1987 and that "some exports are expected."

Foreign trade subzone status would allow Mazda to avoid duty payments on imported components until they are assembled as part of finished vehicles. Exported vehicles would incur no tariff penalty, and parts used in vehicles sold in the U.S. would be assessed at the lower duty rate for finished vehicles.

Austin Rover N.A. names Huyett, Martinez

MIAMI.—David W. Huyett has been named marketing director for Austin Rover Cars of North America, and Luis E. Martinez has been appointed service and parts director. The firm will import a British luxury car for the 1987 model year.

Huyett formerly was manager of marketing planning for Volkswagen of America. Martinez was general service and parts direector for Braman Enterprises here, the dealership empire headed by Norman Braman, who is chairman of Austin Rover Cars of North America.

WANT AD ORDER BLANK

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ESTIMATED JAPANESE DEALER POPULATION

	Number of Distributors	Number of Branches	Share of Market
Toyota	318	3,400	42.9
Nissan	265	3,100	27.0
Honda	75	750	8.0
Mazda	75	750	7.1
Mitsubishi	50	500	5.4
Isuzu	35	350	1.0
Other	80	800	8.6
TOTALS	898	9,650	100.00

Source: Alec Group, San Jose, Calif.

As Chrysler plants begin model changeover

Car production dips to 160,622

By Louise Kertesz
Detroit Reporter

With two Chrysler Corp. plants down for changeover and vacation, last week's scheduled domestic auto production of 160,622 units dipped 1.65 percent from the previous week's 163,310.

Last week's targeted build was 24.61 percent more than the year-ago week's 128,900, a total also affected by plant vacations.

Year-to-date, 4,948,414 cars have been assembled, 4.24 percent more than the 4,747,248 completed last year at this time.

Last week's scheduled production was shared as follows: General Motors, 60.38 percent; Ford Motor Co., 21.22 percent; Chrysler, 11.70 percent; Honda of America Mfg. Co., 1.96 percent; American Motors, 1.71 percent; Volkswagen of America, 1.17 percent; New United Motor Mfg. Co., 1.06 percent, and Nissan Motor Mfg. Co., U.S.A., 0.80 percent.

Chrysler's Jefferson (Detroit) plant was closed last week for the first of two weeks' downtime for model changeover.

Chrysler's Sterling Heights (Mich.) plant also closed last week for the first of four weeks' vacation which includes changeover.

Chrysler's Newark (Del.) plant is closed for model changeover this week (July 29), with production scheduled to resume Aug. 19.

The company's St. Louis No. 1 plant is also closed for model changeover this week. It is scheduled to reopen Aug. 12.

GM scheduled two overtime shifts Saturday (July 27) at its Pontiac G plant.

Ford has scheduled daily overtime this week (July 29) at its plants in Chicago; Dearborn; Wixom, Mich.; Edison, N.J.; Wayne, Mich., and Kansas City.

Plant pacts may succeed national labor agreements

Continued from Page 6

will be other forms of competitive negotiating.

The GM-UAW contract already allows plants to make changes in the agreement to make them more competitive.

The domestic auto makers have said they are not able to make money in the small-car market, but are making it up on sales of larger cars. Future markets will not allow that, Calmes said.

"It might be nice for Ford Motor Co. to say we are losing money on every Escort but we are making it up on Mercury and the big Fords," he said.

"How long can you continue to do something like that, and is there a rationale for saying that we can be non-competitive in given market segments of the business and take the loses with the notion that we are going to tack it on to the price tag of some other market?"

AMC is bascially a small-car producer with no product lines, other than Jeep, to balance the losses in that market segment.

But Calmes warned that the rest of the industry should beware because the Japanese are beginning to send intermediate-size vehicles to the U.S.

"If they send in an intermediate vehicle and make money on it too, they are going to beat your pants off," he said.

"They can be profitable with all the things they are assembling and importing into the U.S."

GM, Ford and Chrysler are either importing the bulk of their small cars or are making plans to do so.

GM is making one last-ditch attempt to build a small car competitively in the U.S. in its Saturn project. Chrysler and Ford have similar programs, Liberty and Alpha, respectively, but they have not publicly taken on the scope of Saturn.

Truck output up 4.83 percent to 67,167 units

U.S. truck manufacturers expected to build 67,167 units last week, 4.83 percent more than the previous week's 64,070 and 10.52 percent better than the year-ago week's 60,771.

So far this year, 1,986,585 trucks have been assembled, 9.67 percent more than the 1,811,457 completed last year at this point.

Last week, Ford Motor Co. began building 1986 models at its facilities in Wayne, Mich., and Lorain, O.

General Motors scheduled two overtime shifts Saturday (July 22) at its facility in Flint (No. 2). The medium-duty line at GM's Pontiac No. 2 plant was also slated for two overtime shifts Saturday.

Ford has scheduled daily overtime this week (July 29) at its plants in Kansas City, Norfolk, Twin Cities and Louisville.

American Motors' Kenosha plant is due to resume production today after two weeks' vacation.

Chrysler Corp.'s Warren (Mich.) plant is closed this week for model changeover. It is scheduled to resume production Aug. 5.

Canada's build: 600,000 cars, 500,000 trucks

Last week, Canadian car production for the year passed the 600,000 mark and truck production topped the 500,000 point.

Car ouput reached 600,000 Thursday (July 25), 14 days behind 1984; the truck build for the year reached 500,000 Monday (July 22), almost four weeks ahead of last year.

Year-to-date, 605,714 cars have been assembled, 6.64 percent fewer than the 648,797 completed last year at this time.

So far this year, 507,137 trucks have been built, 7.51 percent more than the 471,727 finished last year at this point.

With production resuming at Ford Motor Co. plants after vacation, last week's scheduled output of 20,387 cars was up 96.52 percent from the previous week's 10,374.

The prior week's total—the lowest of any week this year—was the result of vacation and changeover at plants of three manufacturers.

Last week's build was 9.26 better than the year-ago week's 18,659.

General Motors' St. Therese (P.Q.) plant is scheduled to return to work today (July 29) after being down for two weeks for vacation and changeover.

GM's Oshawa (Ont.) facility begins two weeks of vacation/changeover today.

American Motors' Brampton (Ont.) facility continues its vacation/changeover downtime; it is scheduled to resume production Aug. 5.

With Chrysler Corp.'s Windsor (Ont.) plants closed for vacation and changeover last week, truck production fell to its lowest point this year: 8,603 units, down 32.21 percent from the previous week's 12,691.

Last week's build was 19.82 percent better than the year-ago week's 7,180. (Chrysler plants were closed at that time also.)

The Windsor plants are scheduled to resume production Aug. 5.

Zimmer promotes Erwin

POMPANO BEACH, Fla.—Lee Erwin has been promoted to executive vice president and general manager, Zimmer Motor Cars Corp. Zimmer Motor Cars manufactures exotic and neoclassic cars.

CANADIAN PRODUCTION - CARS

	Week Ended July 27, 1985	Week Ended July 28, 1984	Week Ended July 20, 1985	July to Date	Jan. 1 to July 28, 1984	Jan. 1 to July 27, 1985
AMERICAN MOTORS	0	608	0	0	12,850	5,493
FORD MOTOR	11,160	9,250	0	15,530	247,686	278,729
GENERAL MOTORS	9,002	8,576	10,149	43,646	381,779	315,261
VOLVO	225	225	225	855	6,482	6,231
Total Cars, Canada	20,387	18,659	10,374	60,031	648,797	605,714

TRUCK PRODUCTION IN U.S.

	Week Ended July 27, 1985	Week Ended July 28, 1984	Week Ended July 20, 1985	July to Date	Jan. 1 to July 28, 1984	Jan. 1 to July 27, 1985
CHEVROLET	23,418	20,659	23,457	85,944	587,103	698,975
DODGE	4,100	0	4,167	15,780	116,635	126,107
FORD	25,841	24,537	23,268	49,109	677,992	675,437
GMC	7,558	6,612	7,167	26,471	190,821	215,747
INTERNATIONAL	1,660	1,747	1,594	3,254	42,518	44,959
JEEP	0	3,847	0	7,836	107,249	112,924
NISSAN	2,540	2,319	2,367	4,907	57,419	58,193
AM GENERAL	50	50	50	180	1,520	1,440
MISCELLANEOUS	2,000	1,000	2,000	6,783	30,200	52,803
Total Trucks, U.S.	67,167	60,771	64,070	200,264	1,811,457	1,986,585

CANADIAN TRUCK PRODUCTION

	Week Ended July 27, 1985	Week Ended July 28, 1984	Week Ended July 20, 1985	July to Date	Jan. 1 to July 28, 1984	Jan. 1 to July 27, 1985
CHRYSLER	0	0	6,684	21,179	201,210	236,389
FORD	3,648	3,174	0	3,648	87,842	92,968
GENERAL MOTORS	4,680	3,805	5,685	20,774	178,370	171,527
INTERNATIONAL	275	201	322	597	4,305	6,253
Total Trucks, Canada	8,603	7,180	12,691	46,198	471,727	507,137
N. American Trucks	75,770	67,951	76,761	246,462	2,283,184	2,493,722

*-Now includes window van production. *-Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended July 27, 1985	Week Ended July 28, 1984	Week Ended July 20, 1985	July to Date	Jan. 1 to July 28, 1984	Jan. 1 to July 27, 1985
AMERICAN MOTORS	2,750	4,642	2,783	7,542	113,758	61,614
Renault Total	2,750	4,642	2,783	7,542	113,758	61,614
Alliance	1,975	2,642	1,997	5,421	61,422	38,349
Encore	775	2,000	786	2,121	52,336	23,265
CHRYSLER CORP.	18,800	7,404	26,398	98,230	759,678	822,902
Plymouth Total	5,900	2,860	7,127	27,454	223,616	236,683
Horizon	2,800	2,045	2,905	11,531	94,430	88,351
Reliant	2,900	0	2,955	12,029	110,334	105,378
Caravelle	0	3	1,126	2,910	5,534	31,664
Gran Fury	200	812	141	1,024	13,318	11,290
Chrysler Total	4,100	1,726	8,578	30,788	254,685	270,874
LeBaron	800	0	1,716	6,299	77,225	62,843
LeBaron GTS	0	0	2,355	7,215	0	60,506
Laser	1,100	0	1,038	4,348	46,064	34,445
New Yorker/E-Class	0	0	1,407	4,181	63,070	43,539
Fifth Avenue	2,200	1,726	2,060	8,745	68,326	69,541
Dodge Total	8,800	2,818	10,695	39,948	281,377	315,345
Omni	2,600	2,363	2,625	10,271	88,917	86,996
Aries	3,000	0	3,041	11,477	87,643	87,795
Daytona	1,200	0	988	4,467	34,207	31,598
Dodge 600	900	0	1,391	4,987	48,280	43,168
Lancer	0	0	1,522	4,684	0	42,807
Diplomat	1,100	455	1,128	4,062	22,330	22,961
FORD MOTOR	34,091	35,402	32,397	66,488	992,136	961,407
Ford Division	22,503	21,305	21,357	43,860	643,166	637,666
Escort	7,588	5,939	7,282	14,870	198,449	184,245
Mustang	3,741	2,956	3,615	7,356	77,270	102,152
LTD	4,128	4,171	3,313	7,441	123,325	125,148
Thunderbird	2,915	2,542	3,301	6,218	86,151	108,486
Crown Victoria	0	1,769	0	0	43,872	7,122
EXP	0	831	0	0	19,834	3,863
Tempo	4,131	3,097	3,846	7,977	94,265	106,650
L-M Division	11,588	14,097	11,040	22,628	348,970	323,741
Mercury Total	7,990	10,502	7,853	15,843	251,626	231,718
Lynx	1,808	989	1,689	3,497	38,639	42,028
Capri	745	271	701	1,446	9,924	10,849
Marquis	2,020	2,983	1,703	3,723	65,697	62,869
Cougar	2,348	3,111	2,626	4,974	59,174	78,761
Grand Marquis	0	1,795	0	0	53,887	4,733
Topaz	1,069	1,353	1,134	2,203	24,305	32,478
Lincoln Total	3,598	3,595	3,187	6,785	97,344	92,023
Continental	501	960	447	948	21,914	15,467
Lincoln	2,896	2,235	2,385	5,081	57,660	66,369
Mark VI/VII	401	400	355	756	17,770	10,187
GENERAL MOTORS	96,974	78,439	93,678	346,797	2,751,124	2,922,661
Buick Total	23,080	17,789	22,080	79,803	609,409	600,495
Skylark	0	830	0	0	58,445	40,953
Skyhawk	2,375	2,655	2,372	8,594	93,961	67,131
Somerset Regal	2,800	281	1,919	8,258	1,025	70,299
Century	6,092	4,743	6,101	21,976	135,026	157,535
Regal	4,151	3,087	4,197	13,503	131,398	76,395
LeSabre/Electra(rwd)	2,445	3,736	2,453	8,972	130,809	82,559
Riviera	1,175	1,044	1,154	4,198	31,055	39,271
Electra(fwd)	4,042	1,413	3,874	14,302	27,690	66,352
Cadillac Total	7,069	6,889	6,919	25,131	197,904	216,110
Cimarron	537	221	527	1,927	10,005	16,978
Seville	718	672	706	2,559	24,229	22,939
Eldorado	1,406	1,496	1,385	5,021	47,195	43,318
Cadillac (rwd)	505	1,712	397	1,656	84,730	28,818
DeVille (fwd)	3,903	2,788	3,904	13,968	31,745	104,057
Chevrolet Total	26,423	27,165	28,061	102,328	932,824	987,783
Chevette	3,065	2,601	3,557	12,310	113,610	96,863
Cavalier	9,147	7,654	9,631	34,449	244,176	292,461
Celebrity	5,420	5,558	5,481	19,535	178,688	167,370
Camaro	2,843	5,068	3,525	14,257	154,430	136,819
Citation	0	2,514	0	0	68,392	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	1,945	1,514	1,893	7,040	69,231	82,475
Chevrolet	3,003	1,475	2,995	11,153	68,029	156,537
Corvette	1,000	781	999	3,584	19,922	26,561
Oldsmobile Total	27,231	18,048	24,516	91,784	685,055	727,266
Omega	0	0	0	0	29,289	0
Firenza	830	1,078	914	3,178	44,462	39,390
Cutlass Supreme	5,489	3,107	5,486	19,104	168,099	134,787
Cutlass Ciera	6,608	4,740	6,623	23,805	167,125	214,159
88/98 (rwd)	7,319	5,848	5,898	24,093	215,187	147,112
Olds 98 (fwd)	2,869	2,212	2,860	10,273	32,323	82,818
Calais	3,415	343	2,046	8,834	709	85,956
Toronado	701	720	699	2,497	27,861	23,584
Pontiac Total	13,171	8,548	12,082	47,751	325,932	391,007
Acadian**	0	263	205	615	9,984	8,023
2000 Sunbird	2,346	2,204	2,339	9,646	91,363	83,922
1000	630	699	863	2,467	23,833	13,942
Firebird	1,422	2,671	1,988	7,799	70,051	73,029
Phoenix	0	0	0	0	14,116	0
6000	1,560	0	1,571	5,575	0	29,632
Grd Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,542	296	1,592	5,684	16,361	43,872
Fiero	2,286	2,415	2,507	8,762	70,491	69,753
Grand Am	3,385	0	1,017	7,203	0	68,834
HONDA	3,150	3,013	3,094	10,334	75,121	92,070
NISSAN	1,277	0	1,192	2,469	0	13,085
NUMMI (Nova)*	1,700	0	1,700	6,000	0	18,349
VOLKSWAGEN	1,880	0	2,068	3,948	55,431	56,326
Total Cars, U.S.	160,622	128,900	163,310	541,808	4,747,248	4,948,414
Total Cars, Canada	20,387	18,659	10,374	60,031	648,797	605,714
N. American Cars	181,009	147,559	173,684	601,839	5,396,045	5,554,128
N. American Trucks	75,770	67,951	76,761	246,462	2,283,184	2,493,722
North American Cars and Trucks	256,779	215,510	250,445	848,301	7,679,229	8,047,850

*Revised estimate.
**All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

August 5, 1985

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Ford spends $500 million for S&L firm

By Michelle Krebs
Financial Editor

Ford Motor Co. announced last week that it would purchase First Nationwide Financial Corp., the nation's ninth largest savings and loan association, for nearly $500 million as part of its plan to diversify from the cyclical automotive industry, which faces slower growth in the future.

"This acquisition is part of Ford's plan of adding to our present strengths by developing new sources of earnings," Ford President Harold Poling said. "Acquiring First Nationwide, a major savings and loan operation, fits into our long-range plans of expanding into complementary industries that have a record of, and prospects for, substantial growth."

Poling said Ford wants eventually to have 10 to 15 percent of its sales volume in non-automotive business, a goal similarly expressed by the other domestic auto makers. About 5 percent of Ford's $52.4 billion in 1984 sales was from non-automotive operations.

Poling said Ford, which had lost out to GM in the bidding contest for Hughes Aircraft, continues to explore areas for diversification, though he wouldn't specify those areas.

Ford had been rumored to be discussing purchase of the computer maker Sperry Corp., but Poling refused to confirm or deny if talks between the two companies are continuing.

Ford will pay $32 per share for the common stock of First Nationwide, 81.4 percent of whose stock is owned by National Intergroup, Inc., which also owns 50 percent of National Steel Corp.

James Ford, chairman of Ford

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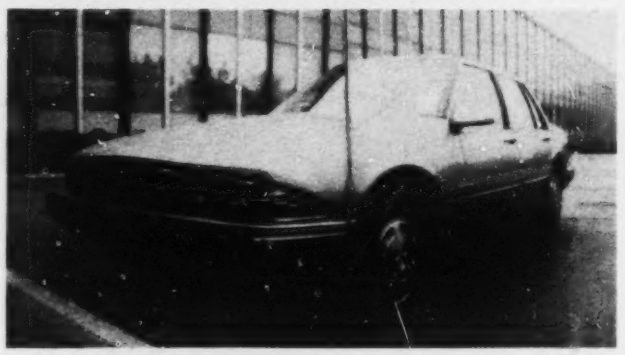
Looking ahead at GM



Gordon Fox

New family of midsize cars

A spy photographer caught this front-wheel-drive Pontiac Bonneville. It's part of the GM10 (W-body) family that will replace the current General Motors A-cars and G-cars beginning in the 1988 model year. The rounded shape differs from that of present GM cars. It's a major program that will result in coupes, sedans and wagons for Chevrolet, Pontiac, Buick and Oldsmobile in the 1988-91 model years.

U.S. dealer total down 115 for half after 2-year rise

By John K. Teahen Jr.
Managing Editor

In the first half of 1985, the domestic dealer population was unable to sustain the gains of the past two years.

The midyear Automotive News census found 20,787 dealerships handling domestic makes of passenger cars on July 1, down 115 from the 20,902 in business at the beginning of 1985.

Even more disheartening, the decline picked up steam in the second quarter. The first three months saw a dip of 38 establishments. The falloff doubled in the April-June period with a loss of 77.

Last year, each of the first two quarters brought a gain—7 and 47—and the year ended on the plus side. In 1983, the total slipped for the first six months, but a strong second half resulted in a full-year increase. Those are the only years since 1955 that the domestic dealer count has risen.

This year, Chrysler Corp. was the only manufacturer to report a first-half advance. But Chrysler's gain of six outlets was not nearly enough to offset losses by its rivals.

Elsewhere, there were drops of 55 dealerships for General Motors, 26 for American Motors-Renault, 20 for Ford Motor Co. and 15 for Volkswagen. A change in the number of intercorporate duals adjusted the net downturn to 115.

All figures in this article and in the accompanying tables refer to the net change in the dealership population, both for the individual corporations and car lines and for the domestic industry as a whole.

The latest dip is distressing because it follows two good years. But the loss of 115 dealerships is not all that bad when viewed in

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U.S. CAR OUTLETS

	July 1, 1985	Jan. 1, 1985
American Motors-Renault	1,439	1,465
Chrysler Corp.	3,994	3,988
Ford Motor Co.	5,544	5,564
General Motors	9,910	9,965
Volkswagen	884	899
TOTALS	21,771	21,881
Minus Intercorporate Duals	984	979
NET OUTLETS	20,787	20,902

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No end in sight for auto haulers' stoppage

Transport strike hurts imports most

By Richard Johnson
Detroit Reporter

A nationwide strike of more than 20,000 auto transporters continued late last week with no end in sight, but the work stoppage had not yet affected production schedules.

The import companies and their dealers seemed to be in more difficulty than the domestics in the first week of the strike.

Still, many domestic dealers were clearly worried about the lack of new product in the distribution pipeline. A few auto retailers around the country coped by driving cars away from shipping depots. Thousands more took no immediate action, but made plans to go to factories, railyards and ports if the Teamsters walkout drags on.

A few dealers bolstered used-car inventories in anticipation of a lengthy dispute. Some prepared to encourage employe vacations, cut back on overtime and tighten advertising budgets for the duration.

As of the end of last week, no date for resumption of talks had been set, and the consensus among auto industry observers was that the strike would last three to four weeks.

Some dealers speculated privately that the domestic companies, in the midst of model changeovers and growing inventories, may be content to wait out a short strike. However, it was clear that import companies, many of whose stocks were nearing depletion at the end of the week, want a quick resolution.

Both domestic and import companies, as well as dealer spokesmen, have expressed fear that a prolonged strike will interfere with the new-model launch by clogging dealerships with 1985 models at carryover time. There was also concern that current retail inventories will soon be short of fast-selling models.

The strike began Friday, July 25, and virtually shut off the flow of new cars and trucks to dealers showrooms. There is apparently a trickle of shipments handled by auto haulers not represented by the Teamsters. A Ford Motor Co. spokesman said "a very small amount; about 5 percent" of its factory output is trucked by UAW-represented drivers.

"Dealers here have been able to get retail cars out of shipping depots, but how long that is going to last, I don't know," said Bill Cammarano, a Ford dealer in Needham Heights, Mass., just outside Boston, and a member of NADA's board of directors.

"They tell me they are running into pickets, but there is no real problem yet. However, these things have a way of escalating. You can't tell what is going to happen a week from now."

Cammarano said dealers have been driving away only customer-ordered cars, and he predicted that the special pickups are only temporary.

"We need product and we're not getting it," said Marv Hartwig, a Lincoln-Mercury-Nissan dealer in Iowa City and a NADA director. "Ford has a procedure in place whereby we can drive cars out of the storage lots, and we may be doing some of that before another week is over."

Al Shockley, another NADA board member, with Volkswagen-Audi and Honda stores in Frederick, Md., said he was told informally by representatives of those firms that there would be no port pickups. But he said he received a telegram from Honda expressing optimism that the strike will be over soon.

"At this point we are stocking up more on used cars," said

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breaking news

Toyota organizes North American plant projects

NAGOYA, Japan.—Toyota Motor Co. has established a North American Project Office and appointed a staff to take charge of the U.S. and Canada plant projects. The new office, headed by Kaneyoshi Kusumoki, Toyota vice president, will oversee site selection, plant construction and local operation. Toyota also set up a machining department at its Tahara plant to manage production of cast aluminum for an engine to be unveiled in 1987 and to process and assemble engines and transmissions. The plant is expected to supply components to new North American assembly plants.

Detroit backs Avanti bid for U.S. funds

DETROIT.—The Detroit Common Council last Friday voted five to one to seek a federal Urban Development Action Grant on behalf of Avanti Motor Corp. Avanti, trying to reorganize

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Service Index slides after 5 monthly gains

By Jack Walsh
Service Editor

The rate of growth in franchised dealers' parts and service volume plunged in June after significant gains in the first five months of the year.

Shop business during the month, according to the Automotive News Service Index, was only 0.8 percent higher than volume in June, 1984, with declines in two of the survey's six categories.

In the first half of 1984, when monthly shop increases were much higher than this year, June also was the weakest month. A year ago, however, dealers' June service business was 9.2 percent greater than the same month in 1983.

Through June, parts-and-service volume was 8.8 percent higher than last year, and gains were impressive in all six indicators. In the first six months of 1984, shop business showed an increase of 17.3 percent over that of the previous year.

In June, sales of shop parts—those used in customer-paid and warranty repairs—was the strongest indicator, with an increase of 3.6 percent over a year ago. Customer-paid and warranty labor sales during the month rose 1.9 percent over last year.

Gross profit on all labor, parts and accessory sales—the most important indicator from the dealers' view—was up 1.2 percent in June over 1984, while sales of all parts and accessories were up only 0.1 percent.

During the month, sales of parts to outside customers declined 2.6 percent from a year ago, and the number of repair orders written—customer-paid and warranty—was off 0.3 percent.

Labor sales scored the biggest

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But quarter, half are second-best

Auto makers' profits dive 28 pct. for 1985

By Michelle Krebs
Financial Editor

The Big Four auto makers enjoyed record sales for the first half and second quarter of 1985 while profits for the periods made their second-best showing.

Combined sales for the companies totaled a record $45.5 billion in the second quarter, up 8 percent from last year's $42.0 billion.

Net income for the four amounted to $2.4 billion, off 28 percent from 1984's record second quarter of $3.3 billion.

For the first half of 1985, the four companies combined had record sales of $89.0 billion, up 6 percent from $83.9 billion in sales in the first half of 1984.

Income for the companies totaled $4.7 billion, down 28 percent from 1984's record first half of $6.5 billion.

General Motors and Chrysler Corp. set dollar sales records for the second-quarter and six-month periods while Ford Motor Co. and American Motors had sales dips.

The Big Three auto companies individually had their second-best performances ever for profits, with 1984 being the record-setting year. Only AMC suffered a loss.

Second-quarter earnings for GM dropped 28 percent to $1.16 billion from $1.61 billion, which included a tax credit. Sales amounted to $25.06 billion, up 16 percent from the $21.58 billion in the same quarter a year ago.

For the first six months of 1985, GM's net income amounted to $2.23 billion, down 31 percent from $3.22 billion earned in the first half of 1984. Sales in the first half of this year totaled $49.24 billion, up 11 percent from $44.47 billion in the first half of 1984.

GM's sales for the quarter were its best of any quarter and first-half sales hit a new high. GM's profit performance both periods was its second best, behind 1984.

Ford reported net income of $699 million for the quarter, off 23 percent from the record $909 million earned in the second quarter of 1984. Sales for the quarter amounted to $13.8 billion, down 2 percent from $14.1 billion in sales in the same quarter a year ago.

For the first half of 1985, Ford earned $1.5 billion, off 18 percent from $1.8 billion in the first half of 1984. Sales for the half amounted to $27.0 billion, slightly less than 1984's $27.1 billion.

Ford blamed lower sales on production losses associated with new-model changeovers in North America and lower sales in Latin America.

Ford's performance, in terms of sales and profits, gave the company its second-best first half and second quarter in history, with the same two periods in 1984 maintaining first place.

Both Ford and GM blamed lower earnings on high costs of investments in new products and facilities.

Chrysler had a drop in earnings because it resumed paying taxes this year. Net income amounted to $596 million, down 26 percent from the $803 million earned in the same quarter a year ago, a

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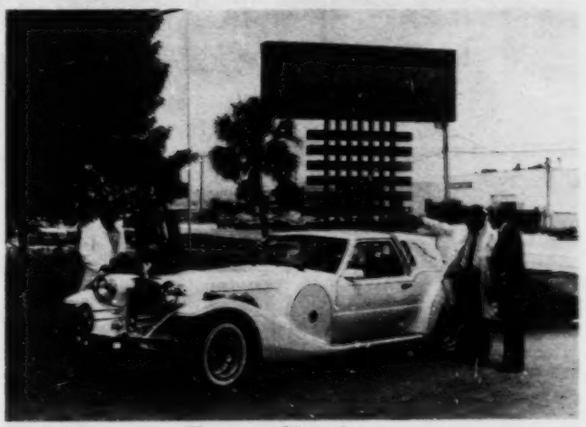
AUTO MAKERS' SALES, PROFITS
(In millions)

FIRST HALF

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 1,880.4	($ 99.4)	$ 2,144.4	$ 9.8
Chrysler Corp.	11,387.7	1,104.0	10,167.0	1,508.7
Ford Motor Co.	27,047.8	1,482.0	27,104.5	1,806.3
General Motors	48,708.3	2,231.0	44,469.7	3,222.8
TOTAL	$89,024.2	$4,717.6	$83,885.6	$6,547.6

SECOND QUARTER

	1985 Sales	1985 Profit (Loss)	1984 Sales	1984 Profit (Loss)
American Motors	$ 961.0	($ 70.4)	$ 1,061.6	$ 4.7
Chrysler Corp.	5,979.6	596.4	5,251.7	803.6
Ford Motor Co.	13,801.6	698.7	14,095.6	909.1
General Motors	24,789.1	1,159.3	21,583.3	1,608.8
TOTAL	$45,531.3	$2,384.0	$41,992.2	$3,326.2



Checking out a Zimmer Classic

Robert Zimmer, right, president, Zimmer Motor Cars Corp., and Lee Erwin, second from left, executive vice president and general manager, confer with Zimmer quality control inspectors on the preparation of a Zimmer Classic which will be displayed at the 1985 Automtoive News World Congress. Zimmer will speak on the state of the neoclassic industry at the World Congress on Aug. 26.

Steed called negligent in Ford P-to-R case

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Serious charges of "negligence," and a "disgraceful" record of investigation have been lodged against NHTSA Chief Diane Steed.

Specifically at issue are the allegedly defective 1970-79 full-sized Ford Motor Co. cars with automatic transmissions that may slip unexpectedly from Park to Reverse. Recently, NHTSA refused a petition from the Center for Auto Safety to reopen and expedite an investigation.

The General Acounting Office—Congress' watchdog agency— disagrees with the way NHTSA has handled the matter. GAO's findings so far disagree with those NHTSA reported to Congress and to the Center for Auto Safety and, indeed, with the report by NHTSA's own staff engineers.

Questions are now being raised in Congress about whether NHTSA properly used the data it had available and whether its conclusion of no safety problem in the cars is defensible, especially in view of its most recent staff analysis which also found a high death rate for 1984 even though fewer and fewer 1970-79 Fords are still on the road.

Rep. John Bryant, Texas Democrat, whose state ranks second only to California in the number of deaths attributed to Ford Park-to-Reverse incidents, called for Steed's resignation. One reason, he said, was the "unconscionable decision to rely" on Ford's data rather than NHTSA's own.

Bryant said 33 Texas deaths have been attributed to Ford Park-to-Reverse incidents—16 since the December, 1980, settlement with Ford which resulted in warning letters and stickers being sent to owners of the some 20 million vehicles.

Rep. Tim Wirth, Colorado Democrat and chairman of a House subcommittee overseeing NHTSA affairs, called Steed the "Rita Lavelle of safety"—a reference to a former EPA official found guilty of perjury and now serving a jail term.

Ford Motor Co. did not testify at the hearing. Although Wirth said Ford was invited and declined, Ford said flat-out that it was not asked.

The issue, however, is of paramount interest. Ford has consistently denied that its cars have a defect. It has said its change of design was meant to make shifting more comfortable and has denied it was a "fix."

In Ford's 1985 10K filing, it reported to its stockholders that it

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GM confirms Tennessee as Saturn site

By Michelle Krebs
Financial Editor

NASHVILLE.—General Motors last week ended its long and much-ballyhooed "Operation: Saturn Search" by confirming that Tennessee will be the home of its Saturn car plant.

And the corporation revealed that the site actually was chosen two months ago, when the publicity binge was still at its height.

GM also said that Saturn Corp.'s headquarters and technical center will remain in Michigan.

Construction on Saturn's $3.5-billion plant in Spring Hill, Tenn., a town of 1,000 people located 30 miles south of Nashville, could begin in six months after resolving such issues as road access, worker training and education, environmental matters, water availability and the cost of taxes and utilities.

Construction is expected to take two and a half to three years and involve 4,000 workers.

GM said the Saturn complex, when in full production, will employ 6,000 workers on a $200-million payroll.

Saturn also will employ 1,200 engineering-related workers and corporate staff at two facilities in the Detroit suburbs of Madison Heights and Troy. Saturn is advertising for engineers, though some will come from within GM.

William E. Hoglund, Saturn president, said Saturn's technical people will remain in the Detroit area, "the world's center of automotive technology." The project would be delayed six months to a year, he said, if the technical people were moved to Tennessee. However, technical staff will be transferred to Tennessee as activity there progresses.

Despite all the speculation in

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Dawkins quits AMC for post with Chrysler

By Richard Johnson
Detroit Reporter

Dale E. Dawkins, American Motors vice president for environmental and safety affairs, has left AMC for a new post at Chrysler Corp.

Dawkins confirmed to Automotive News last week that he has submitted his resignation at AMC and will move to Chrysler, where he spent part of his early automotive career. However, he declined further comment pending an announcement from Chrysler.

A Chrysler spokesman last week offered no further information, saying, "This is the first I've heard of it."

Dawkins, who formerly served as vice president—Product Group at AMC, reportedly will have a hand in minivan planning at Chrysler.

"I gave my resignation to the company and they have accepted it," said Dawkins last week. "I will join Chrysler, but I should let them make that announcement."

An AMC spokesman said Aug. 1 that Dawkins resigned "effective yesterday."

He said the company is not prepared to make an announcement about a replacement for Dawkins. However, he said individuals who

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SVO unit would develop it from the ground up

Ford may build new sports car, Poling says

By Richard Johnsen
Detroit Reporter

Ford Motor Co's Special Vehicle Operations unit may develop a new production sports model from the ground up, according to Ford President Harold A. Poling.

Indeed, plans for launching sophisticated SVO editions of existing production cars appear to have taken a back seat to an all-new sports-car program.

In an interview with Automotive News, Poling expressed support for such a venture and confidence in SVO, a 32-man motorsport, performance-parts and specialty-car operation.

Meanwhile, Poling said he likes the Giugiaro-designed Maya two-seater sports car being touted by some industry observers as a future addition to the Ford lineup. But he declined to talk about the mid-engine Maya's place in Ford plans.

Company sources have said SVO probably will be closely involved in a two-seat, mid-engine prestige sports-car project that Ford is believed to be considering.

The nearly five-year-old performance group is responsible for the high-tech, turbocharged SVO Mustang. A revamped 1985½ version was introduced last spring.

While sales of the limited-production SVO models have been lackluster, the car has been well received by auto enthusiasts. It whetted appetites for new make-overs of existing production cars, or else a complete SVO car.

Asked if SVO will develop its own car, Poling said, "I hope so, I'd like to see that . . . they are looking at it."

Poling said Special Vehicle Operations is built for speed and is a natural takeoff point for a sports-car program.

"You look at the group and what is their strength?" he said. "Their strength is performance and, to me, that moves in the direction of a sports car. I'd like to see them come up with something like that. I think they've done an outstanding job."

Poling said SVO's previous efforts have been well received—proof, he said, that the company's performance arm can successfully design and engineer a hot car from the ground up.

"You know, the SVO Mustang is considered by buff magazine writers and sports enthusiasts to be an outstanding vehicle," he said. "So I think they have the capability to come up with a sports car."

In an interview with Automotive News last spring, SVO director Michael Kranefuss said the group is studying the concept of developing an all-new car "very, very carefully."

But he said the job would require a "total new learning process" in terms of whether SVO would be involved purely in a supervisory role—allocating work to

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Resolution sought to bounce '86 CAFE cut

Senate defeats bid for 27.5 MPG

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—By a vote of 52 to 39 (with nine not voting), the Senate last week defeated a resolution to urge NHTSA to keep the CAFE standard at 27.5 MPG. NHTSA has decided to cut it to 26 MPG for the 1986 model year.

A resolution is the traditional House or Senate method of "sending a message." This one was backed by Senator Daniel J. Evans, Washington Republican, and 21 other senators, both Democrats and Republicans.

One senator, Howard Metzenbaum, Ohio Democrat, although an original sponsor, felt the move was useless and suggested instead that Congress itself act to retain the CAFE level—a very unlikely happening and one certain not to be enacted in time for the 1986 models.

Others felt that either the "fix was in" or it was not Congress' place to interfere in an agency action that had been provided for by Congress in case of need.

Arguments for and against were all over the lot and foreshadowed arguments sure to be heard Thursday and Friday (Aug. 8-9) at NHTSA's hearings on the proposed one-year rollback from 27.5 MPG to 26 MPG for the 1986 model year.

Most remarkable in the Senate debate was the total failure to recognize that any rollback would be of immense help to the European luxury cars. There was only an oblique reference to the request for relief made by the importers.

Instead, the debate centered totally on General Motors and Ford Motor Co., which took all the onus but which have, after all, a full line of models over which to average a fleet.

A frequent point made by some senators during the debate was the Chrysler Corp. argument: That Chrysler is meeting the standard at great cost and it's not fair to reward GM and Ford, the losers, who make high profits from selling their old-technology cars.

Chrysler maintains that it will be put at a competitive disadvantage if the standard is lowered and that the country itself—which still needs to conserve energy—will also be the loser.

The answer to that one in the Senate debate: Enough of this holier-than-thou attitude. Chrysler seems to forget that in 1981 it did the same thing when it asked for and received a lowering of the light-truck CAFE standards.

Besides, Congress gave Chrysler lots of federal loan guarantees to keep it from going belly up; why not let GM and Ford at least have a one-year reprieve, which amounts to extra oil use of less than two-tenths of one percent a year.

Others noted that the Commerce Department says that cutting off sales of large cars, which consumers want, could mean the loss of a million sales a year for Ford and GM and the possible loss of 110,000 jobs.

Nonsense, others said; that's an empty threat. GM and Ford have a good thing going. Those old rear-wheel-drive, big-engine, fuel-inefficient cars whose costs were written off long ago are raking in the profits.

Besides, some senators argued, if GM and Ford keep right on selling those cars (and including them as 1986s well into the 1987 model year) and the companies get a rollback on the 1987 model year, then Ford and GM can generate enough carryback credits to wipe out their potential 1984 fines. Keep the good times rolling.

Another senator chimed in cynically: "It's just greed, just pure and simple greed." It's as simple as big cars, big profits; minicars, miniprofits.

Some noted that GM and Ford argue to let the free market operate, but not when it comes to letting the Japanese compete; then what they want is "voluntary" restraints. However, the truth is that

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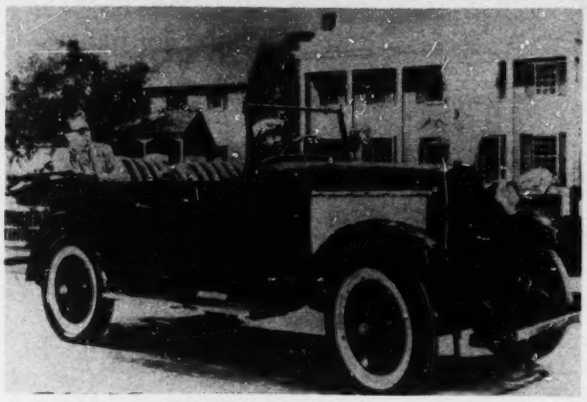
Nissan to bring cars from Taiwan to U.S. market

TOKYO.—Nissan Motor Co. plans to have cars produced by Yue Loong Motor Co. in Taiwan for export to the U.S. and other countries.

A Nissan spokesman said the firm has not determined how many cars will be exported, but it is expected that 50,000 Nissan cars will be produced by Yue Loong annually for export. The decision to build the cars there was made on the expectation that Japan's voluntary restraints on exports to the U.S. will continue indefinitely.

Details for the proposed production, which will not be governed by the Japanese quota system, will be worked out in the near future.

Nissan has acquired 25-percent ownership of Yue Loong, which has an annual production capacity of 150,000 units and now manufactures some 70,000 Nissan-type cars for sales in Taiwan.



Jack Benny's Maxwell heads for auction block

Jack Benny, in back seat, and Rochester ride in a 1911 Maxwell Touring Car which appeared in movies with Benny. The car will join about 200 other cars from the Movieworld and Pacific Auto Rental collections on the auction block Aug. 18 at the Ambassador Hotel, Los Angeles.

Dealers must do better on service—Petersen

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich.—New-car dealers received a series of verbal uppercuts here as factory and supplier brass met for an annual management briefing seminar.

Donald E. Petersen, chairman of Ford Motor Co., was the keynote speaker at the affair sponsored by the University of Michigan.

In a question session, Petersen said that on visits to plants, he invariably is asked what Ford is going to do about getting dealerships more involved in quality-boosting programs such as those in other parts of the company. Each questioner always has a horror story, he said.

"We know we have to change," Petersen said. "We are working very hard on our national dealer councils to get their attention, to impress upon them just how bad the reputation of service really is among our dealers.

"We put together some devastating tapes, just devastating. We found ways, in effect, to get every one of our dealers to sit there and listen to his own customers saying what a miserable job he'd done in selling the car in the first place and then in servicing it," he said.

Petersen said Ford began those tape sessions in 1980 and continues to use the technique. Taped surveys have been financed by the dealers as part of another dealership improvement program, he told Automotive News.

"We have to change everything about the way we do business, including how we treat the customer at the dealer level," Petersen said.

"This is one of the greatest single areas for massive improvement. It has one of the greatest

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Owners 95 pct. satisfied; may spark ad campaign

Survey gives AMC high marks

By Edward Lapham
Marketing Editor

American Motors marketing people are deciding how to best use the results of a new independent study which shows more than 95 percent of its 1985 customers are satisfied with their purchases.

The result could be a new national ad campaign touting AMC customer satisfaction.

The study, conducted by Maritz Market Research, Inc., showed an overall satisfaction level of 95.3 percent for Jeep and Renault and 96.8 percent for Eagle.

"We know we had problems with our vehicles in 1983 and 1984, and we wanted to know if the effort we put into improving our cars paid off," said Peter G. Guptil, AMC sales vice president.

"Obviously, it has."

Guptil said the company wanted to "be honest with itself." That meant determining if other, less scientific studies of owner satisfaction, "done in questionable fashion," were as inaccurate as suspected.

So, a Maritz questionnaire was mailed to every buyer of new 1985-model AMC and Renault vehicles. There was no incentive, but the result was still a 37 percent response.

The average number of miles driven by respondents was 5,668, which AMC believes gave the 54,565 respondents "ample opportunity to objectively evaluate the vehicles."

The study factored out fleet buyers and all other purchasers readily identifiable as corporate purchasers. Those commercial buyers who "slipped through" gave the AMC/Renault products the same high rating, the company said.

The important results, as emphasized by AMC, included data which showed 98.7 percent were satisfied with handling ease, 97.6 percent were satisfied with riding comfort and 92 percent were satisfied with fuel economy.

In addition, AMC said, 92.9 percent of the respondents believed "they got good value" in their purchase, and 84.1 percent indicated they would consider buying another Renault, Jeep or Eagle.

The down side was that only 73 percent of the owners who responded were satisifed with their dealers' ability to fix problems, an area AMC conceded needed more work.

Overall, AMC was very pleased with the results.

The company has been particularly critical ofthe Customer Satisfaction Index by West Coast market research firm J.D. Power & Associates, and the auto maker has been sensitive to the publicity the Power study garnered.

Guptil said the "spectacular nature" of newspaper coverage of the Power study, without proper scrutiny of the methods or actual results, "hurt" AMC.

He criticized the Power CSI for a lack of scientific methodology. He blasted everything from sample size, to indexing procedures, to the lack of class-by-class comparisons and even the questions themselves and the manner in which they were weighted.

"Nowhere do they ask 'Are you satisfied,'" he said. "It purports to be an objective study, but it is done in a very sujective matter."

He also said the study is mislabeled. "They call it a '1985' study, but it is about 1984-model cars," he said.

Guptil said the Power CSI lacks validity and reliability, the two attributes by which social scientists judge surveys.

Validity means the study measures what it intends to measure, and reliability means the results are repeatable under the same circumstances.

AMC is not the only auto maker to criticize the Power methodol-

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Executives tell why joint ventures gain

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich.—Ford Motor Co. is discussing an alliance with Fiat, the Italian vehicle maker, and that move points up a major developing auto industry trend—joint ventures.

The trend, which has been building slowly until now, was focused upon here at a University of Michigan automotive management briefing seminar.

Donald F. Kopka, Ford's design vice president, did not discuss specifics of any Ford-Fiat amalgamation, but he did go into reasons why such a move might be forthcoming.

"In the future," Kopka said, "We're going to have to replace most of the cars on the road so there are lots of opportunities for new types of vehicles. With rising costs of bringing a new car to market, we are rapidly reaching the point where no company in the world has enough money to do it all alone.

"Whenever you have the same needs and can pool resources and split costs to bring out a car, it makes sense to look for some joint partnerships," he said.

The three-day University of Michigan seminar is attended chiefly by representatives of supplier companies. Kopka's remarks came as he participated in a panel

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Trade deficit in June ranks as 2nd highest ever

WASHINGTON.—June's $13.42 billion U.S. trade deficit was the second-highest monthly trade deficit ever, the Commerce Department reported. Record-high imports from Japan helped boost the monthly trade gap.

The U.S. merchandise trade deficit for the first six months of this year was $70.71 billion, compared with $60.8 billion for the first half of 1984.

The U.S. trade deficit with Japan increased to $4.57 billion in June from $4.24 billion in May. The June figure was slightly higher than the previous record for deficit trade with Japan, set in July of last year. The overall monthly trade defict record of $13.8 billion was also set in July, 1984.

Although the U.S. dollar has

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60th year—No. 5086

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

On Pontiac 4.9-liter engines

EPA and GM face regulations dilemma

By Jake Kelderman
Washington Reporter

WASHINGTON.—The EPA and General Motors have a problem, a problem one can find only in Washington.

GM built about 700,000 1979 Pontiacs with 4.9-liter engines that do not meet federal emission standards. EPA wants GM to fix those cars, but the cars cannot be fixed without a significant loss of fuel economy and it is uncertain whether the fix will do the job.

The agency thought it had solved the problem several years ago when it agreed with GM on a novel plan to "offset" the excess emissions from the 1979 cars with lower emissions from future GM cars, but the U.S. Court of Appeals for the District of Columbia threw out that idea as illegal.

Consequently, the EPA and GM are back to square one—except for one thing: The parties who sued in the Court of Appeals now want GM to be penalized for building defective cars since there is no "complete" fix for the problem that causes them to emit more oxides of nitrogen emissions than they should.

They don't necessarily want the company to pay a fine per se. They want GM to spend the money to achieve emissions reductions elsewhere equal to at least the excess emissions the 1979 cars are putting out.

But GM doesn't want someone telling it where to spend its money. And it also wants everyone to remember that it has already spent some $2 million to modify some of its 1982 and later-model year cars to offset the excess emissions of the 1979 cars and will spend that much again over the next couple years.

GM also points out once again that only about 15 percent of the 700,000 cars involved would likely be returned to dealers for repairs; that the repair would reduce fuel economy by 0.7 MPG to 2.1 MPG, and that a program like that will do nothing to enhance the public view of the auto emissions control program.

The EPA, GM and the environmental groups have been over this several times since last spring. Last week, they took another shot at it and the results were the same as in the past.

GM is still holding out for continuing its offset program, fixing the cars that owners bring in and running some research programs like a methanol-fueled bus.

The environmentalists think that is not enough and are holding out for a fine of about $10 million or its equivalent in emissions reductions in older vehicles through repairs or catalyst replacements.

And the EPA keeps looking at the court order and thinking it will fine GM about $12 million if the company doesn't come up with something that works.

Senate votes down attempt to overturn '86 CAFE cut

Continued from Page 3

Ford and Chrysler backed quotas for the Japanese but GM did not.

But, the argument goes, had Congress not passed the 1975 CAFE law, the U.S. auto industry would have been totally wiped out by the Japanese who were already here with the fuel-efficient babies.

Besides, while the "free market" can create gasoline lines and raise or lower oil prices overnight, the auto industry cannot turn on a dime.

The oil and economic argument: Although we seem to have an oil glut, there is actually less than there was. We are more dependent on imported oil than 10 years ago; we are still largely dependent on the Middle East or Communist-bloc countries or on developing countries which will start using their energy resources as they modernize.

That argument continues: The government's reserve estimates for domestic oil have dropped by 55 percent, largely because of downward revisions of the Alaskan reserve. Since more than 60 percent of oil is used by the transportation sector, it is especially irresponsible to let vehicles off the hook.

Another point: In order for a car to count as part of CAFE, at least 75 percent of it must be made in the U.S. If the standard is lowered, the makers won't have to build as many small cars in the U.S. to offset the big ones. So they might source small cars and parts overseas, eliminating U.S. jobs.

The debate on the Evans "sense of the Senate" resolution to retain the 27.5-MPG CAFE standard occurred just three days before Congress recessed for a month.

By the time Congress returns, NHTSA will have held its hearing, closed its docket for comments and be busily writing the reasons for the decision which is not expected to surprise anyone. It is obviously too late for Congress to do anything at all for the 1986 model year.

Next operation: How to get at least two more years of reprieve.

breaking news

Continued from Page 1

its affairs under federal bankruptcy laws, hopes to move operations from South Bend to Detroit. Avanti lawyer Robert Weiss said the reorganization plan, which includes a package of private and public funding, "is moving along pretty much on schedule."

Arabs end boycott of Ford

DAMASCUS, Syria.—The Arab Boycott of Israel Office has ended the trade embargo it had placed on Ford Motor Co. and eight other companies. The Arab embargo had been placed on Ford in the 1960s because Ford had invested in a manufacturing plant in Israel.

Nissan Australia's Gazelle

Nissan Australia's new Gazelle features independent rear suspension and four-wheel disk brakes. An improved noise-control package, featuring a new exhaust system, also has been added. A new option package available for the Gazelle liftback includes alloy wheels, power steering and a sunroof.

$350 million expansion set for Chrysler Kokomo plant

KOKOMO, Ind.—Chrysler Corp. announced it will invest more than $350 million in a major expansion of its transmission and die casting facilities here.

The project will include building additions as well as adding machinery and equipment to produce a new four-speed automatic transaxle the company will introduce in its 1989-model passenger cars.

"Our rapidly changing automotive technology is revolutionizing the way we build cars," said Richard E. Dauch, executive vice president for manufacturing, in making the announcement. "These same technological advancements we are applying right here will enable our Kokomo plants and our Kokomo people to compete with the best in the industry."

Dauch said there will be a total of 275 new machines. A completely new assembly line will feature laser welders, vision inspection systems, numerical control equipment for automatic tool adjustment and the latest technology for automatic assembly.

"Our Kokomo plants also will have computer-integrated manufacturing, factory information systems and automatically guided vehicles for parts delivery," he added.

Dauch said construction would begin later in July on additions that will total 495,000 square feet, a 20 percent increase in the manufacturing area. An important addition will be 60,000 square feet of floor space in the die cast plant that will increase storage capacity for castings, which now must be stored at the transmission plant.

"The expansions will be completed by year-end 1986, and machinery and equipment installations will continue throughout 1987," Dauch said.

Dauch said the production launch for the new transmission is scheduled for February, 1988. The Kokomo plants will continue building three-speed automatic transmissions, but in lower volumes. Total output is expected to increase from the present capacity of 1.3 million units to 1.5 million by the 1990 model year.

New incentives on books for AMC, Chrysler

American Motors last week jumped back on the finance-rate bandwagon with a renewed 8.5 annual percentage rate program.

It includes all 1985 Renault cars delivered between Aug. 1 and Sept. 30, and the finance program has a 48-month cap.

AMC started the program the day after it ended the rebate program which refunded to purchasers the equiavlent of the price of 10,000 gallons of gasoline.

The auto maker has used a similar APR program for much of the model year.

Chrysler Corp. also launched a new incentive last week, called the LeBaron GTS/Lancer Saver's Choice. It is similar to a program already in place for K-cars.

The program began Aug. 1 and has no announced end date.

Retail purchasers of new 1985 Chrysler LeBaron GTS or Dodge Lancer models can choose either a $500 savings allowance or an 8.8 APR finance rate with a 60-month cap.

Service Index retreats after 5 monthly gains

Continued from Page 1

increase in the first half, with the customer-paid and warranty total up 11.5 percent over a year ago. Sales of all parts and accessories ranked No. 2 with a gain of 9.5 percent.

Six-month gross profit was up 8.8 percent from the like period in 1984, and total repair orders written increased 7.8 percent. Sales of parts and accessories to outside customers were 6.6 percent higher than a year ago, while total P&A volume through June was up 5.8 percent.

April was the best month in the first six with an increase of 18.6 percent over the same month in 1984, and the May gain of 13.5 percent was the second-highest in the first half.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's franchised new-car dealers.

SERVICE INDEX
100.8★

	June, '85 vs June, '84	6 mos., '85 vs 6 mos., '84
Gross Profit on All Labor and P&A Sales	+1.2%	+ 8.8%
Repair Orders Written	−0.3%	+ 7.8%
Total Labor Sales (Customer & Warranty)	+1.9%	+11.5%
Shop Parts Sales (Customer & Warranty)	+3.6%	+ 9.5%
Sales of All P&A	+0.1%	+ 5.8%

★—Survey by Automotive News shows that dealers' service and parts business in June, 1985, was 100.8 percent of business in June, 1984. Service business in the first six months of 1985 was 108.8 percent of business in the corresponding period in 1984.

Big 4 profits down 28 pct.

Continued from Page 2

quarter in which Chrysler paid no taxes.

Chrysler sales hit an alltime high for any quarter of $6.0 billion, up 14 percent from $5.4 billion in the second quarter of 1984 and surpassing the previous record set in the first quarter this year.

For the six months, Chrysler had net income of $1.1 billion compared with $1.5 billion in the first six months of 1984. Sales set a new six-month record of $11.4 billion, compared with $10.2 billion in 1984.

Sales for the quarter were Chrysler's best for any quarter and the best for any half. Chrysler's profit performance was its second-best for the quarter and half, behind 1984.

AMC suffered a $70.4 million loss in the second quarter, compared with a profit of $4.7 million last year. Sales this year were $961.0 million, down 9 percent from 1984's $1.1 billion.

For the half, AMC's loss was $99.4 million, compared with a profit of $9.8 million in 1984. First-half sales dipped 12 percent to $1.9 billion, compared with 1984's $2.1 billion.

Dawkins quits AMC for post with Chrysler

Continued from Page 2

had been reporting directly to Dawkins will now report to Gerard Gastaut, AMC vice president—business planning and corporate affairs.

As vice president—environmental and safety affairs at AMC, Dawkins was in charge of vehicle environmental and safety matters, product analysis, corporate energy management and industrial safety and hygiene.

Dawkins joined AMC in 1971 after 14 years with Chrysler and Chevrolet. From 1971 to 1977, he served as AMC director of product cost control, director of product planning, general marketing manager and general manager of the Parts Division.

He was elected vice president of AMC's Marketing Group in 1977 and became vice president--Product Group in 1979.

Trade deficit in June ranks as 2nd highest ever

Continued from Page 3

dropped 12 percent on foreign exchange markets since February, it remains almost 40 percent above its 1980 average. Some economists believe that import prices will rise as the dollar falls in value, further escalating the U.S. trade deficit.

Increased U.S. exports late in the year may bring limited relief because exporters are not expected to feel the effects of the weakening dollar for some months yet.

Market-opening measures announced last week by Japan were met with skepticism from chief congressional sponsors of protectionist trade legislation. Most of the measures are aimed at reducing the U.S. trade deficit with Japan. The White House said it would not judge the Japanese moves until their effect on U.S. exports are known.

Report card time for Europe's auto makers

Financial results drop GM and Ford near the bottom of the class

By Richard Feast
European Editor

School's out and it's time for anxious parents to take a look at reports from the European class of 1984. The star automotive pupils showed little modesty in rushing home with the good news — early. Just how good could not be determined until the laggards reluctantly turned up with their results — late.

Now that most reports are in, it is possible to put some into perspective. In global terms, in competition with rivals from the U.S. and Japan, the overall European sales performance is only average. True, there are some outstanding world-class results, but they tend to be from the better-off neighborhoods of West Germany and Sweden.

But far too many reports from the middle-class suburbs and community-housing estates of France, Italy and Britain carry the legendary rider, "Must try harder." One particular French pupil, a model of diligence and good citizenship until recently, is now wearing the dunce's cap.

The Americans in Europe have moved in the same downward direction. They now occupy positions in the bottom half of the class, though in the past both have done much better; one American was for some time school champion. But the way in which they now are overshadowed by the showings of their big brothers and sisters in the U.S. has caused speculation that the parents will start a regime of cutting pocket money or even disowning their offspring.

More seriously, 1984 financial reports presented by Europe's vehicle makers indicate two main factors. First, no matter how small a company's production volume, if the company has a good enough image, it will grow and earn a solid financial return. Second, for mass-market manufacturers, having bright new models the public wants can do wonders for the bottom line.

Examples of the first category range from Porsche and Jaguar to Daimler-Benz and BMW, by way of Volvo and Saab. In the second case, cars like Uno and Golf have paved the way for the recoveries at Fiat and Volkswagen; the 205 would do the same for Peugeot group were it not for the distinctly average nature of the company's other products.

Underlying the mass-market scene in Europe is the unprecedented promotional war. Profit margins are being hacked back at manufacturer and dealer levels to secure customer orders. The consumer is getting better value for money than at any time in recent history, but the bargains are being paid for in corporate revenues.

The pressure is on to cut costs. Ford of Europe talks openly of the need to tackle that task. Renault's job-cutting is part of the same process. Fiat, which has gone a long way down that road already, is keenly talking of collaboration with Ford in order to cut costs. "Only a company as big as General Motors could afford to carry these (European) losses," comments Fiat group chairman Giovanni Agnelli.

GM's European operations reported a deficit of $291 million on sales of $6.98 billion in 1984. They were led by an Adam Opel postwar record loss of $236 million. Elsewhere, GM's Vauxhall and Bedford in the UK and the new Spanish company were in similar positions.

There is widespread belief in Europe that GM is prepared to carry such losses until it has overtaken arch-rival Ford in the European new-car sales race. The two are now neck-and-neck, GM having trailed Ford by a considerable margin until recently.

The chase is having its effect on Ford. Its profits have tumbled ($147 million on sales of $9.08 billion in 1984), and it is expected to turn in a deficit this year. Not so long ago — before the advent of GM as a serious competitor — Ford Europe's annual profit line exceeded $1 billion.

Ironically, while the two U.S. multinationals are charging after each other, they have fallen behind two resident Europeans who put their houses in relative order. In sales so far this year, Volkswagen group and Fiat Auto have pulled into a slight lead. On top of last year, when their financial posture improved noticeably, this can only augur well for their future.

Of the other two big-volume manufacturers, Renault's much-publicized $1 billion deficit is being vigorously tackled by new president Georges Besse, while Peugeot president Jacques Calvet

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European auto makers results, 1984

Group	Sales	Net profit (loss)	Production	Employees
Alfa Romeo	$ 1.63b	($ 52m)	194,400	38,800
BL	$ 4.66b	($110m)	455,800	96,00
BMW	$ 5.59b	$56m +	432,000	51,900
Daf	$ 589m	$ 2m	13,600	8,700
Daimler-Benz	$14.75b	$374m	689,300	199,800
Fiat	$12.53b	$330m	1,501,400	230,800
Ford of Europe	$ 9.08b	$147m	1,517,100	117,700
Britain	$ 5.14b	$ 68m	406,300	58,700
Germany	$ 4.33b	($101m)	791,800	46,500
Spain	$ 1.09b	$ 65m	269,200	9,000
General Motors	$ 6.98b	($291m)	1,221,000	122,000
Bedford	$ 460m	($ 85m)	47,000	7,700
Opel	$ 4.36b	($236m)	795,500	59,700
Vauxhall	$ 1.78b	($ 9m	117,100	12,400
Jaguar	$869m	$ 58m	33,400	9,700
Peugeot SA	$10.11b	($ 38m)	1,600,000	168,100
Porsche	$ 844m	$ 31m	44,000	7,100
Renault	$12.99b	($1.39b)	1,780,800	213,700
Saab-Scania	$ 3.03b	$ 80m	126,500	43,100
Volkswagen	$15.48b	$ 77m	2,147,700	238,400
Volvo(S)	$10.17b	$479m	308,200	68,600
Volvo (NL)	$ 544m	$ 4m	108,900	6,300

Exchange rate conversions were made at the following mid-July values for the dollar: 9.01 French francs, 2.95 Deutschmarks, 1,900 Italian lira, 0.73 UK pound, 8.56 Swedish crowns, 3.33 Dutch guilders, 166 Spanish pesetas.
+ BMW profit entry is for parent BMW AG only, as worldwide results are not consolidated.

European sales scramble

Major upsets in Scandinavian market

Leading positions in the four Scandinavian new-car markets are topsy-turvy this year. Upsets include General Motors Opel taking over as leading seller from Ford in Norway and Denmark.

Preliminary returns for the first five months of 1985 also show Toyota has overtaken Nissan to become No. 1 in Finland. In Sweden, Saab has lost its traditional second place (behind Volvo), and is fifth behind VW-Audi, Ford and Opel.

Elsewhere in Europe, VW-Audi has eased ahead of Peugeot group (PSA) in Belgium. In West Germany, Ford's familiar No. 3 slot (behind VW and Opel) has been claimed in dramatic fashion by seemingly unstoppable Mercedes-Benz.

These are among the highlights of unofficial pan-European registration figures circulating within the European auto industry. Total industry sales for five-months 1985 showed a 1.8 percent fall to 4.77 million units from the same period a year earlier.

Opel successes in Norway and Denmark are representative of the chase across all of Europe, where GM wants to be ahead of Ford. In Norway, where sales rose 34 percent to 59,300 in the five months, Opel's market share was 14.5 percent compared with 12.1 percent a year earlier. Ford fell from 14.9 to 13.5 percent, and is in danger of being overtaken by VW (13 percent).

In Denmark, Ford's 16.5 percent in the first five months of 1984 dropped to 16 percent this year, as Opel soared from 15.3 to 17.8 percent on the wings of the reception given its new Kadett. Total sales in Denmark increased 4.2 percent to 70,400.

Car buying in Finland was up almost 11 percent at 63,900 units. During the five-month period, Toyota moved to 12.3 percent market share from 10 percent last year. That was enough to move above Nissan, whose 1984 share of 11.9 percent slipped to 11.5 percent the first five months of this year.

An unexpected boom in Swedish demand — up 15 percent to 115,300 in the five months — caught Saab flat-footed. Underestimating domestic demand, the company was unable to redirect promised export orders to Swedish customers.

Thus, from being a distant second to Volvo last year and for many years past, Saab fell to fifth this year with 10.8 percent, behind Volvo (27.2), VW-Audi (11.9), Ford (11.7) and GM Opel (11.1).

In Belgium, PSA's combined Citroen and Peugeot/Talbot networks have been market leaders for some time. In the first five months of 1984 their share was 13.1 percent compared with VW-Audi's 12.6 percent. This year the five-month shares are 14.2 percent VW and 14.1 percent PSA. Industry sales in Belgium were down 3 percent at 192,100.

A serious sales slide in West Germany resulted in market share losses by BMW, Audi, Ford and Opel. Only VW, Mercedes-Benz and Porsche increased. The most dramatic shift in positions was by Ford and Mercedes.

Ford's share fell from 12.1 to 9.8 percent in the five-month period. Mercedes outsold Ford in Germany in during that time as its share improved to 11.3 percent compared with 9.4 percent a year earlier. The VW nameplate increased to 22.9 percent to retain first place. Second-place Opel's share fell to 15.9 percent.

— Richard Feast

In celebration of the company's 100,000th car, these special Rolls Royce Centenary models are ready for shipment. The U.S. will receive 12, the Middle East and Europe will share five and the UK market will have eight.

Rolls has much to celebrate

A Silver Spur Centenary and rising sales

By Richard Feast
European Editor

General Motors does it every few working days. Rolls-Royce did it for the first time August 2. The British company built its 100,000th car, 81 years after entering the automobile business.

Milestones like that should not go unnoticed. Keys to a special Silver Spur Centenary model officially were handed over — amid much pomp at the Crewe, England, factory — to chief executive Richard Perry by the company's two oldest-serving employes, Margaret Green and Jack Goodwin. The work force of 3,800 watched and clapped.

The royal blue model will stand beside two other valuable properties — a 1904 10-horsepower, two-cylinder open tourer; and the company's original demonstrator, a 1907 Silver Ghost — in a new customer reception center planned for next year.

Over the next few weeks, 25 identical Centenary replicas will be delivered around the world. The U.S. will have 12, the Middle East and Europe will share five, and the UK market will receive eight. With a (UK) price of $109,000, it may be the most exclusive limited-edition car ever made.

Among the Centenary's distinctive features are inlaid monogrammed door-cappings, inlaid picnic tables, engraved door-sills, a commemorative plate in the glove box and matching spirit-flasks in the cocktail cabinet.

The interior is finished in champagne-colored hide, which is also used to trim the contrasting dark blue carpets. Each owner will receive a selection of silver trinkets including key ring and ballpoint pen.

Crewe has been the home of Rolls-Royce and Bentley since 1946. It has accounted for three-fourths of all Rolls production in a factory that at one time manufactured the famous Rolls-Royce Merlin aero engine.

Up to the start of World War II, the cars were made at plants in Derby and Manchester, England, and for 12 years in Springfield, Mass.

The 100,000 include all Bentleys built after Rolls-Royce bought the Bentley Motor Co. assets in 1931. Bentley — now being seriously promoted — was a victim of the Great Depression.

Rolls-Royce has had its ups and downs, including a spell in receivership from troubles caused by its aircraft-engine business in 1971. Following the setback, two separate companies were formed, and today's car-making business is in no way affiliated with the aircraft-engine maker of the same name.

Rolls-Royce Motors was floated as a separate company, later taken over by Vickers, a defense and engineering contractor.

The two companies were well known to each other: the Merlin-engined Spitfire fighter plane was a product of Vickers Supermarine.

The late 1970s were Rolls heydays. The Silver Shadow was in demand, and annual production reached 3,350 units in both 1978 and 1979. Even after Vickers took over in 1980, annual production and sales remained at about 3,100.

The world's second oil-shock did not hit Rolls-Royce until mid-1982. At that time, Rolls management seriously misread the car market and orders vanished. The crisis became evident in autumn 1982, sparking employment reductions and senior management shakeouts.

Production was slashed, dropping below 2,500 units in 1982 and 1,600 in 1983, half the planned level. That fall there was a five-week strike, the company's first in 23 years, and the state of Rolls-Royce caused great concern among Vickers shareholders.

By lowering costs and sales aspirations, Rolls-Royce began to turn around. U.S. demand recovered, an important element for a company that exports half its volume there.

Another break with the past came in mid-1984 when Dick Perry took over as chief executive, following George Fenn's decision to retire early.

Production volume jumped to 2,200 in 1984. In the first four months of 1985 it was up 16 percent, suggesting a full-year total of 2,500. But company officials warn it will be 1990 before output of the late '70s and early '80s is reached again.

Vickers is more relaxed about the auto company these days, Rolls-Royce having contributed the greatest part to the group's financial rise last year.

In 1984 Rolls-Royce earned 14 million pounds ($19.5 million) on sales of 149 million pounds ($208 million).

Polish Fiat deal

Pol-Mot, Poland's state car group, and Fiat Auto have signed a $50 million pact involving modernization of the Fiat 126P model and factory. Pol-Mot's FSM factory produces the 126 for sale in Comecon countries and by Fiat's Western European sales network.

world news briefs

The Citroen BX station wagon is known as the Break in France.

Citroen breaks out

A station wagon version of the Citroen BX is now on sale in Europe. The true benefits of Citroen's unique Hydropneumatic suspension, which automatically adjusts ride stiffness in respose to loadings, comes into its own in the wagon — or Break — as it is known in France.

Brazil's sales slip

Auto industry sales in Brazil were off 8.3 percent at 302,600 the first half of this year. The drop is attributed to the 53-day strike by auto workers from April to June.

Chinese want Mercedes

China will assemble 1,000 of the old-style mid-range Mercedes-Benz, Daimler-Benz chairman Werner Breitschwerdt said at the West Germany firm's annual meeting. No further details were forthcoming, although Daimler-Benz is discussing truck deals with the Chinese.

Tractors for sale

French company Renault wants to sell its loss-making agricultural operations. Fiat group, for one, says it is not interested.

Finding the moment

Officials of Seat are confident Volkswagen will take a 51 percent share in the Spanish company. On the other hand, VW, including chairman Carl Hahn, says unresolved financial negotiations must be completed.

More Jaguars

Jaguar production rose 17 percent the first half of 1985 to a record 20,195 units. Full-year output in Britain is now expected to be about 38,000.

Sunshine supercar

Driver Peter Bauer poses with the Mercedes-Benz Alpha-Real which won the 230-mile rally for solar-powered vehicles in Switzerland at the end of June. The 44-mph vehicle, constructed by Daimler-Benz apprentices at Unterturkheim, is topped by a solar generator with 432 cells. Specifications include all-independent suspension, a tubular chassis, plastic body shell and all-disc braking.

Who will buy Matra?

Matra, the French electronics and auto-making group which is 51 percent government-owned, is reportedly seeking a buyer for its car operations. Among names mentioned are General Motors and Toyota. The Renault Espace minivan is made by Matra, although there is no financial link with Renault.

Improvements in Germany

West Germany's auto outlook is improved following setbacks after last year's strike and recent uncertainty over vehicle-emission levels. VDA, the country's manufacturers association, says employment has increased by 22,000 the past 12 months.

Name change

Volkswagenwerk AG, West Germany, will change its name to Volkswagen AG, following a vote at the company's annual meeting in West Berlin.

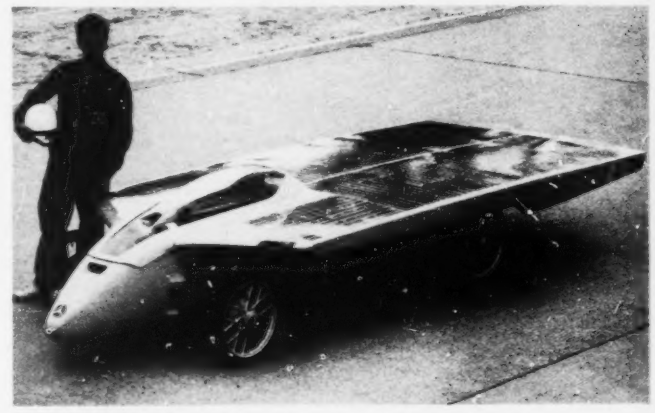
New Jaguar

A V12 version of the Jaguar XJS Cabriolet has been announced. Until now the British-made Cabriolet was available only with the six-cylinder AJ6.

4X4 forum

Britain's Institution of Mechancial Engineers is organizing an all-wheel-drive conference in London next March 5-6.

The BMW M3 cabriolet is destined for the U.S.



The Alpha-Real is topped by a solar generator with 432 cells.

Beefing up BMW

BMW will strengthen its 3-series lineup at September's Frankfurt auto show. Among the developments are a cabriolet (shown above), a diesel-powered version, a 325i to replace the 323i, and a sporty version known as M3. The M3 will be powered by a 200-hp four-cylinder engine derived from the Formula 1 powerplant. The cabriolet is destined for U.S. export, though no date has been set.

Fiat pulls out

Fiat has ceased truck manufacturing in Brazil. Fiat Caminhoes, a financial loss-maker the past five years, faced established competition in the heavy truck market from Daimler-Benz and Scania.

One million Sierras

Ford of Europe built its one millionth Sierra at Dagenham, England, July 9.

Trouble brewing

Hoover, which builds Sir Clive Sinclair's C5 electric vehicle at its South Wales factory, may sue Sir Clive over some $2 million worth of work already completed. The C5 has bombed, despite unprecedented publicity in the UK.

Iran contract resumes

Talbot, the United Kingdom arm of France's Peugeot group, will resume production of CKD kits for Iran in August. No kits have been shipped since last November because of payment delays. The vehicle involved is the Peykan, derived from the Hunter sedan and part of the Chrysler-Europe legacy.

Peugeot cash call

Peugeot group is making its first stock issue in more than 20 years. It is expected to raise more than $100 million, though major shareholders including Peugeot (34.5 percent), Michelin (9 percent) and Chrysler (15 percent) are not expected to subscribe.

Truck men confer

Bendix, Crane Fruehauf, Leyland Trucks and Renault Industrial Vehicles are joining the sponsor list at this year's European Transport Maintenance Council's annual conference in Strasbourg, December 1-4. Daf, Ford, Iveco, Volvo, Eaton, Bandag and Rockwell are sponsors.

Renault down

Renault's market share in France fell again in the first half of 1985 (30.0 percent from 31.8 percent), despite arrival of the new R5. The importers' share fell fractionally (to 34.7 percent), but Peugeot group increased from 33.2 to 35.3 percent. The Peugeot nameplate led the revival.

Besse

Continued from Page 37

felt ready to talk about his new job at Renault. And ready he was, commenting on the French auto industry, the American and Japanese industries — the companies, the people, the products — as easily as if he had spent a lifetime in the car business and knew all the moguls personally. His recovery (not plan) is reminiscent of what was successfully done at Fiat after 1980. That health cure was inspired by the Japanese.

Besse is comfortable with the Japanese, with whom he had good business relations previously. Japan was his best customer for nuclear waste treatment in La Hague.

Two months ago, Besse was in Japan to introduce his successor at Pechiney to some Japanese executives. He seized the opportunity to pay a visit to Nissan and Toyota. "We have friendly relations with Toyota," he says. Although Renault already buys some components from the Toyota group, Besse says there is no plan for any cooperation between the two in car components or manufacturing. But the Japanese business organization is interesting, he says, calling it "a true cultural revolution," and adding: "We'll have to do something in that department."

Besse reckons that by year 2000 the face of the car industry will be completely altered. There will be more cooperation, but it will be between healthy companies, he says. More joint-ventures will be made, involving components, between European manufacturers or with non-Europeans. "Why not with the Japanese?" he asks.

Besse has great admiration for the Japanese whom he knew when heading Cogema. He says that despite the communication problem, "We'll surely end up cooperating with them, but I don't know when."

He admits admiring General Motors, too: "Not only for the profit they made last year, but also for the kind of humility it takes from the world's number one auto maker to join with Toyota (in the NUMMI venture in the U.S.) and learn from the Japanese."

Besse has paid only one, quick visit to Detroit, for an American Motors board meeting, since he took over Renault. He doesn't speak English fluently.

Is he a workaholic? "I work too much," he confesses. He travels to his office behind the wheel of a new black Renault 5, arriving at 7:30 a.m. and leaving at 8 p.m. He takes files home to read at night, while glancing occasionally at the television screen. In the office, he dispatches countless brief notes to his staff, handwritten with a pencil and authenticated by a big stamp reading, "Georges Besse."

Not much is known about Besse's private life. He has an apartment in the center of Paris and a country house in the pastoral province of Touraine where he grows roses and spends weekends with his wife and five children (two boys and three girls). He is interested in a range of subjects including history, geography and architecture, from Gothic cathedrals in which he sees testimony of a formidable impetus of faith to the modern buildings of Niemeyer.

In an interview with Le Matin Magazine six years ago, Besse said, "A city like New York, where I wouldn't like to live, is beautiful."

While building the nuclear plants of Pierrelatte and Tricastin, Besse hired an architect so that the engineering job wouldn't look like a giant shoe box.

According to a profile published in Le Nouvel Observateur, his friends say, "This man is a builder."

Volkswagen

Continued from Page 37

most important European export market.

The UK added 4,300 to take VW to 49,400, while France added 5,300 to reach 46,600. Led by the Italian performance, these gains offset VW's decline in Germany. Overall, VW-Audi sales in Europe increased 3.5 percent compared with an industry decline of 1.8 percent.

The main element behind VW's success was Golf, now being built at a rate of 2,000 a day in Wolfsburg and 700 a day in Brussels. Demand for the model prompted VW to add 4,900 workers and extra shifts.

The series 2 Golf, launched in late-summer 1983, has always been in short supply, a situation heightened by last year's six-week metalworkers strike in Germany. This scenario contrasts with Golf sales in the U.S. where its reception has been lukewarm.

Pouring VWs and Audis into export markets, while German market prospects looked grim, has enabled the group to maintain high production levels. Carl Hahn, VW chairman, told shareholders in West Berlin that capacity likely will be fully utilized to the end of the year.

Last year's profitable VW operation (DM 228 million/$77 million) continued into the first six months of this year, Hahn said. The half-year figure was around DM 280 million/$95 million on revenue that rose 20 percent to DM 27 billion/$9.15 billion.

— Richard Feast

Report card

Continued from Page 38

has gone on record as saying he will quit if his group does not make a profit this year. BL of Britain and Italy's Alfa Romeo, both state-owned, are still in the red, but claim that things are getting better.

The contrast between the volume producers and the smaller-output "image" companies could not be more marked. They are all doing quite well in Europe as a whole, but there is little doubt that the key to their success is exporting cars to the U.S.

The VW group, including Audi, was the largest last year in terms of production and sales revenue. At more than $15 billion, it ranks as about the 10th largest group in any industry in Europe. Daimler-Benz was close behind, followed by Renault and Fiat.

The best net income was earned by Volvo group, followed by Fiat and Daimler-Benz. In relative terms, Jaguar's return was as good as any in the business.

The accompanying table, based on 1984 showings, provides a general impression of the health of European-based auto makers. It should be pointed out that the groups report at different times and in many currencies, so converting the results to dollars at a given time can only be a guide. The statistics refer to group operations rather than parent companies, except in the cases of Fiat and General Motors.

Automotive World News

Production overseas

JAPAN

	4 mos., 1985	4 mos., 1984
Cars		
Daihatsu	56,580	57,619
Fuji	78,788	83,696
Honda	312,897	283,928
Isuzu	57,906	25,249
Mazda	267,781	256,976
Mitsubishi	173,411	162,257
Nissan	629,734	632,554
Suzuki	68,062	50,902
Toyota	852,369	806,332
Total	2,497,528	2,359,513
Vans, trucks, buses		
Daihatsu	143,772	128,368
Fuji	103,140	94,295
Hino	19,978	20,124
Honda	57,033	50,217
Isuzu	114,712	102,992
Mazda	123,257	125,948
Mitsubishi	187,280	172,917
Nissan	233,797	217,990
Nissan Diesel	12,042	13,040
Suzuki	165,149	167,122
Toyota	385,747	334,255
Others	139	267
Total	1,546,046	1,427,535
Total vehicles	4,043,574	3,787,048

BRAZIL

	4 mos., 1985	4 mos., 1984
Cars		
Farus	0	13
Fiat Auto	32,469	28,746
Ford	49,772	46,853
General Motors	53,424	49,296
Gurgel	10	21
Puma	0	48
Sta Matilde	25	19
Toyota	0	53
Volkswagen	80,811	91,981
Total	216,511	217,030
Vans, trucks, buses		
Agrale	246	152
Fiat Auto	10,459	8,697
Fiat Cam.	98	168
Ford	12,860	12,073
General Motors	5,14	6,815
Gurgel	381	299
Mercedes-Benz	10,043	8,730
Puma	0	9
Scania	1,043	998
Toyota	765	925
Volkswagen	13,854	5,337
Volv	912	582
Total	55,803	44,785
Total vehicles	272,314	261,815

UNITED KINGDOM

	4 mos., 1985	4 mos., 1985
Cars		
BL	177,058	138,76
Austin Rover	172,281	135,261
Range Rover	4,77	3,506
Carbodies	660	567
Ford	107,967	116,300
Jaguar	13,620	11,698
Lotus	300	303
Panther	33	121
Reliant	235	41
Rolls-Royce	769	661
Talbot	23,167	36,546
TVR	134	106
Vauxhall	56,737	45,038
Others	214	222
Total	380,894	350,370
Vans, trucks, buses		
Bedford	20,385	20,046
BL	31,131	26,742
Austin Rover	9,13	7,437
Freight Rover	6,89	6,175
Land Rover	10,004	8,918
Leyland Veh.	5,10	4,212
ERF	725	560
Foden	195	271
Ford	37,150	39,237
Hestair Dennis	283	323
MCW	165	152
Relaint	33	96
Renault	1,859	1,362
Seddon Atkinson	570	599
Others	79	97
Total	92,575	89,485
Total vehicles	473,469	439,855

SPAIN

	4 mos., 1985	4 mos., 1984
Cars		
Ford	87,772	90,308
General Motors	95,732	76,143
Peugeot SA	55,139	59,806
Citroen	23,993	32,207
Talbot	31,146	27,599
Renault	81,656	88,778
Seat	111,032	62,688
Total	431,331	377,723
Vans, trucks, buses		
Enasa	3,024	3,378
Ford	4,054	2,948
Land Rover	6,65	3,604
Mercedes-Benz	3,424	4,201
Motor Iberica	8,69	6,545
PSA-Citroen	18,44	5,601
Renault	9,466	11,082
Seat	8,599	8,584
Setra	82	77
Total	62,384	46,020
Total vehicles	493,715	423,743

FRANCE

	5 mos., 1985	5 mos., 1984
Cars		
Peugeot SA	542,233	556,720
Citroen	201,123	206,370
Peugeot	324,651	310,123
Talbot	16,369	40,227
Renault	589,351	665,925
Total	1,131,584	1,222,645
Vans, trucks, buses		
CBM	24	17
Iveco-Unic	48	2,848
Peugeot SA	70,386	50,430
Citroen	31,779	12,305
Peugeot	34,495	31,990
Talbot	4,11	6,135
Renault	101,517	101,746
Sovam	40	23
Total	172,015	155,064
Total vehicles	1,303,599	1,377,709

Registrations overseas

UNITED KINGDOM

	6 mos., 1985	6 mos., 1984
Cars		
Alfa Romeo	1,670	2,253
BL	170,262	168,828
Austin Rover	168,617	167,439
Range Rover	1,64	1,389
BMW	17,798	13,675
Daihatsu	2,079	2,840
Fiat Auto	29,219	25,123
Ford	246,973	270,332
FSO	3,05	2,387
GM-Vauxhall	163,154	166,251
Honda	8,406	8,808
Hyundai	2,30	1,851
Jaguar	4,161	3,922
Lada	6,62	7,755
Lotus	304	268
Mazda	7,526	8,490
Mercedes-Benz	9,669	8,336
Mitsubishi	6,448	4,996
Nissan	46,368	45,539
Panther	39	127
Peugeot SA	53,183	51,900
Citroen	13,519	14,647
Peugeot/Talbot	39,664	37,253
Reliant	283	66
Renault	39,420	30,943
Rolls-Royce	366	333
Saab	4,281	4,770
Skoda	4,58	5,657
Subaru	1,42	1,263
Suzuki	2,09	1,654
Toyota	16,433	14,930
VW-Audi Group	57,439	54,301
Audi	10,893	11,083
Volkswagen	46,546	43,218
Volvo	31,683	30,780
Zastava	3,967	2,803
Others	2,418	2,679
Total	943,636	943,868

SWEDEN

	6 mos., 1985	6 mos., 1984
Cars		
Alfa Romeo	726	557
BMW	2,449	2,352
Daihatsu	723	482
Fiat Auto	3,772	3,127
Ford	17,048	13,486
GM-Opel	16,200	11,942
Honda	2,223	1,814
Lada	785	799
Mazda	6,129	5,553
Mercedes-Benz	5,359	3,058
Mitsubishi	1,361	783
Nissan	4,822	3,371
Peugeot SA	4,071	3,932
Citroen	1,796	1,896
Peugeot/Talbot	2,275	2,036
Porsche	247	182
Renault	1,11	1,276
Saab	15,596	15,400
Skoda	214	165
Subaru	857	325
Suzuki	342	1
Toyota	5,774	4,393
VW-Audi Group	18,081	14,117
Audi	6,528	3,411
Volkswagen	11,553	10,706
Volvo	38,682	31,881
Others	40	26
Total	146,616	119,022

WEST GERMANY

	5 mos., 1985	5 mos., 1984
Cars		
Alfa Romeo	3,812	6,227
Austin Rover	3,206	3,716
Bertone	192	404
BMW	64,792	83,397
Daihatsu	3,266	2,978
Fiat Auto	48,504	52,226
Ford	103,423	146,757
GM-Opel	167,637	212,319
Honda	15,468	18,990
Isuzu	1,621	1,184
Jaguar	1,076	739
Lada	3,844	4,279
Mazda	31,562	31,673
Mercedes-Benz	119,996	113,740
Mitsubishi	20,120	20,572
Nissan	26,901	28,644
Peugeot SA	43,355	48,253
Citroen	17,301	19,240
Peugeot/Talbot	26,054	29,013
Pininfarina	547	295
Porsche	5,69	6,323
Renault	38,159	42,368
Saab	1,317	1,823
Seat	1,560	2,072
Skoda	936	1,031
Subaru	4,644	2,900
Suzuki	8,112	6,497
Toyota	17,184	23,596
VW-Audi Group	302,594	337,462
Audi	60,884	73,431
Volkswagen	241,710	264,031
Volvo	6,121	7,436
Others	948	519
Total	1,056,590	1,208,420

AUSTRIA

	5 mos., 1985	5 mos., 1984
Cars		
Alfa Romeo	1,08	1,283
BMW	3,513	4,371
Daihatsu	286	341
Fiat Auto	6,421	7,926
Ford	10,877	10,803
GM-Opel	15,850	14,141
Honda	2,138	2,122
Lada	698	654
Mazda	10,141	9,898
Mercedes-Benz	4,092	3,273
Mitsubishi	2,388	1,954
Nissan	5,701	4,735
Peugeot SA	7,414	7,409
Citroen	3,302	3,213
Peugeot/Talbot	4,112	4,196
Porsche	216	282
Renault	5,327	5,091
Saab	152	211
Seat	437	408
Skoda	493	377
Subaru	1,561	880
Suzuki	670	512
Toyota	5,210	4,453
VW-Audi Group	22,120	19,675
Audi	4,862	3,823
Volkswagen	17,258	15,852
Volvo	1,591	1,739
Others	231	159
Total	108,609	102,697

DENMARK

	5 mos., 1985	5 mos., 1984
Cars		
Alfa Romeo	50	158
Austin Rover	166	236
BMW	1,513	1,378
Dacia	387	450
Daihatsu	1,093	625
Fiat Auto	3,644	3,739
Ford	11,231	11,146
FSO	929	398
GM-Opel	12,538	10,312
Honda	771	655
Jaguar	10	20
Lada	1,664	2,033
Mazda	5,931	6,243
Mercedes-Benz	483	404
Mitsubishi	1,208	641
Nissan	3,177	3,538
Peugeot SA	4,102	4,599
Citroen	2,663	2,936
Peugeot/Talbot	1,439	1,663
Renault	565	294
Saab	784	856
Seat	106	0
Skoda	1,961	3,994
Subaru	26	58
Suzuki	221	15
Toyota	8,474	6,876
Trabant	19	38
VW-Audi Group	5,114	4,697
Audi	363	342
Volkswagen	4,751	4,355
Volvo	2,859	2,860
Wartburg	592	528
Zastava	750	323
Total	70,374	67,513

ITALY

	4 mos., 1985	4 mos., 1984
Cars		
Alfa Romeo	44,654	48,935
Austin Rover	6,417	7,832
BMW	8,733	11,690
Fiat Auto	347,270	347,312
Fiat	288,386	293,698
Lancia/ Autobianchi	58,884	53,614
Ford	28,943	25,421
GM-Opel	20,752	23,730
Innocenti	5,556	7,659
Mercedes-Benz	7,323	5,292
Peugeot SA	46,897	43,234
Citroen	26,585	24,227
Peugeot/Talbot	20,312	19,007
Renault	68,733	59,800
Seat	12,369	7,448
VW-Audi Group	46,157	29,409
Audi	6,661	6,124
Volkswagen	39,496	23,285
Volvo	7,439	7,693
Others	6,582	5,412
Total	657,825	630,867

SWITZERLAND

	4 mos., 1985	4 mos., 1984
Cars		
Alfa Romeo	2,443	2,790
AMC	52	65
Austin Rover	856	917
Bertone	50	79
BMW	3,921	5,147
Daihatsu	386	356
Ferrari	58	63
Fiat Auto	7,349	8,306
Ford	6,768	7,004
GM-Opel	13,885	14,835
Honda	2,965	3,205
Innocenti	54	27
Isuzu	138	231
Jaguar	169	171
Maserati/	64	136
Mazda	2,970	3,356
Mercedes-Benz	2,286	2,532
Mitsubishi	2,791	3,166
Nissan	3,130	3,187
Peugeot SA	8,010	9,185
Citroen	3,144	4,185
Peugeot/Talbot	4,866	5,000
Pininfarina	60	79
Porsche	488	660
Puch	39	36
Renault	6,191	5,463
Rolls-Royce	22	20
Saab	388	492
Seat	300	0
Skoda	43	48
Subaru	4,029	2,440
Suzuki	1,243	1,271
Toyota	5,610	6,959
VW-Audi Group	15,246	15,233
Audi	5,420	3,926
Volkswagen	9,826	11,307
Volvo	1707	2,352
Others	23	28
Total	93,745	99,839

FRANCE

	3 mos., 1985	3 mos., 1984
Cars		
Alfa Romeo	4,200	5,503
Aro	164	307
Austin Rover	4,999	7,289
BMW	6,304	8,591
Ferrari	34	19
Fiat Auto	20,824	25,664
Ford	34,478	35,291
FSO	451	443
GM-Opel	21,089	17,883
Honda	1,35	1,410
Innocenti	274	362
Jaguar	56	47
Lada	5,056	6,013
Maserati	2	2
Mazda	3,409	2,198
Mercedes-Benz	4,126	4,814
Mitsubishi	821	858
Nissan	3,335	3,105
Peugeot SA	152,591	149,847
Citroen	56,165	60,823
Peugeot	90,304	77,035
Talbot	6,122	11,989
Porsche	257	391
Renault	136,721	145,515
Saab	362	267
Seat	4,308	2,675
Skoda	698	891
Toyota	2,389	2,460
VW-Audi Group	25,956	22,387
Audi	6,466	6,208
Volkswagen	19,490	16,179
Volvo	4,547	3,819
Zastava	326	325
Others	21	10
Total	438,899	446,868

THE NETHERLANDS

	3 mos., 1985	3 mos., 1984
Cars		
Alfa Romeo	1,338	1,655
Austin Rover	1,466	2,217
BMW	4,48	5,356
Dacia	24	1
Daihatsu	1,194	1,515
Fiat Auto	9,560	12,383
Ford	19,702	19,407
FSO	49	25
GM-Opel	31,893	27,969
Honda	3,157	4,613
Hyundai	552	684
Jaguar	104	123
Lada	2,134	1,920
Mazda	5,007	5,909
Mercedes-Benz	3,773	3,240
Mitsubishi	4,171	3,859
Nissan	7,543	7,071
Peugeot SA	15,437	17,214
Citroen	7,476	7,281
Peugeot/Talbot	7,961	9,933
Porsche	77	74
Renault	10,899	9,721
Saab	877	1,164
Seat	1,905	1,338
Skoda	639	694
Subaru	972	919
Suzuki	3,361	3,069
Toyota	7,140	5,864
VW-Audi Group	13,935	15,971
Volvo	8,812	7,979
Zastava	201	351
Total	160,554	162,338

JAPAN

	4 mos., 1985	4 mos., 1984
Cars		
Daihatsu	39,146	41,907
Fuji	28,048	30,808
Honda	94,057	84,780
Isuzu	12,820	17,128
Mazda	70,242	80,504
Mitsubishi	63,597	72,468
Nissan	291,625	301,094
Suzuki	27,357	27,773
Toyota	478,531	455,764
Imports (all)	15,681	12,436
Total	1,121,104	1,124,762
Vans, trucks, buses		
Daihatsu	123,706	106,841
Fuji	79,036	73,746
Hino	14,369	15,032
Honda	46,302	48,554
Isuzu	46,386	46,393
Mazda	56,030	56,763
Nissan	98,062	99,882
Nissan Diesel	7,188	7,829
Suzuki	138,491	126,709
Toyota	123,882	123,471
Imports (all)	43	51
Total	860,760	816,214
Total vehicles	1,981,864	1,940,976

LOF part of joint venture

To produce auto glass in South Korea

TOKYO.—Three major sheet-glass makers from the U.S., Japan and South Korea are forming a joint venture in South Korea to produce glass for automobiles. Production is to start next year.

The new firm will involve LOF Glass, a unit of Libbey-Owens-Ford Co., Toledo; Nippon Sheet Glass Co., Osska, and Hankuk Glass Industry Co. (HGI), Seoul. The forming of the joint venture is subject to approval by each company's board of directors.

Production capacity of a new integrated plant to be built in a suburb of Seoul will be about 800,000 sets of automotive glass annually, according to LOF.

The joint venture will be capitalized at approximately $43 million, of which HGI will have 40 percent ownership, and LOF and Nippon Sheet Glass 30 percent each.

Observers here say the venture is in anticipation of an increase in South Korean auto production when the South Korean Government abolishes legislation on the type of vehicles produced by South Korean manufacturers in 1987.

Seven U.S., Japanese and South Korean auto makers already have plans to produce some 600,000 to 700,000 small cars in South Korea in the next few years.

Mazda Motor Co. recently announced that it will join Kia Industrial Co., of South Korea, to build a small car that will be marketed by Ford Motor Co. in the U.S. sometime in 1988.

Mitsubishi Motors Corp., Tokyo, and Hyundai Motor Co., of South Korea, which have been doing business for some time, recently announced another cooperative effort to build the redesigned Mitsubishi Debonair luxury car. General Motors and South Korea's Daewoo Motor Co. will start full-scale production of a small car in 1987.

Toyota drops

Exports to China

TOYOTA CITY, Japan.—Toyota Motor Corp. expects its exports to China, which have been on the decline since May, to continue at a subdued monthly rate of 1,000 units until at least next June.

Toyota's exports to China, mainly trucks, had been averaging 10,000 units a month since late last year. The January total amounted to 64,035 units, a 17-fold increase over the similar 1984 period.

factories list auction dates

American Motors

Aug. 6—D-A Auto Auction, New Stanton, Pa.; Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Aug. 7—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Aug. 8—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Aug. 13—Aptco Auto Auction, Taylor, Mich.

Aug. 14—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Aug. 15—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 16—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 20—D-A Auto Auction, New Stanton, Pa.; Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Aug. 21—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Aug. 22—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 29—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Aug. 6—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

Aug. 7—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

Aug. 8—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Aug. 9—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 13—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 14—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Aug. 15—Fredericksburg Auto Auction, Fredericksburg, Va., and Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 6—Harrisonburg Auto Auction, Harrisonburg, Va.

Aug. 7—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Golden Gate Auto Auction, Fremont, Calif.

Aug. 14—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Aug. 15—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Aug. 21—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 22—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 6—Dallas Auto Auction, Dallas.

Aug. 7—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Aug. 8—Aptco Auto Auction, Detroit, and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 13—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Aug. 14—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Aug. 15—Nashville Auto Auction, Nashville; Big H Auto Auction, Houston, and Ohio Auto Auction, Grove City, O.

Aug. 20—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Aug. 21—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Aug. 22—Southwest Auto Auction, Phoenix.

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 29—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

25th marked

Ed Kirby and Herb Adcox of Adcox-Kirby Chevrolet, Chattanooga, receive Chevrolet's 25-Year Dealer award plaque. Shown from left are: O.K. Lebron, Chevrolet sales manager-East; Kirby; Adcox; T.R. Mason, regional manager, and R.W. Emerick Jr., zone manager.

Wisconsin attorney general slaps FTC-GM settlement

Continued from Page 17

kee reovered 79 percent, those in Dallas 52 percent.)

Another question will be why 17 percent of even the completed cases for the first 10 months of the program took more than 60 days to complete when the settlement agreement called for all settlements to be completed within 60 days of first contact.

A spokesperson for the FTC, noting that the allegations were nothing new, said the FTC intends to review its analysis carefully and that "we think our numbers are an understatement of what is actually happening in the field. We think our numbers are very impressive."

Dean Determan, head of the nationwide BBB arbitration program, said LaFollette was mistaken when he said the BBB was understaffed. "We are taking an average of 39 days to dispose of cases," he said. "Consumers are getting speedy responses.

"Nationwide we have 350 full-time people on this and at least 700 part-time.

"And contrary to Mr. LaFollette's assertions, we do have circuit riders to cover the outlying regions of his state," Determan added.

"There has been some legitimate criticism of this consent order, but tens of thousands of consumers are getting relief they never thought they would get," he said. "This order has had a much greater impact than expected."

Determan said also that Milwaukee and some of the other Northern states may have had higher complaint and settlement ratios because cars there operate in ice and snow conditions, conditions that are much harder on automatic transmissions.

In Detroit, a GM spokesman said the company continues to agree with the FTC that the program is an overall success.

"We did have some early problems in Wisconsin, but those were addressed by us and the BBB," he said. In any program of this magnitude, you can always point to some horror stories, but we maintain it is working very well overall."

Meanwhile, the Center for Auto Safety has issued a report on the GM-BBB arbitration program. Its author, Evan Johnson, concluded that it is "grossly inadequate" in addressing the losses consumers have suffered from failures of GM powertrain components.

According to Johnson, the program suffers from: A lack of notice to consumers, no national toll-free referral line, frequent delays in processing claims caused by completely inadequate BBB staffing and confusion within the BBB about the criteria to be used in accepting and handling claims.

He said there have been abuses by GM, mistakes and abuses by local BBBs and mistakes by BBB national headquarters. Finally, he criticized what he called the FTC's "complete cave-in" to GM on the issue of when the 60-day clock begins to run on the settlement limit.

Capitol Hill sources indicate that Rep. James Florio, New Jersey Democrat and chairman of the House subcommittee that has oversight responsibility for the FTC, may be the next to look into the controversy surrounding the settlement.

Used Car Sales
Auction Averages

July 1985	$5,327
Month ago	$5,268
Year ago	$5,226

Model Breakdown
Auction Averages

	AUGUST, 1985	JULY, 1985	JUNE, 1985
1985	$12,535	$10,804	$11,181
1984	$8,581	$7,727	$8,061
1983	$5,904	$5,971	$6,306
1982	$5,458	$5,326	$5,544
1981	$4,757	$4,141	$4,536
1980	$3,434	$3,245	$3,528
1979	$2,960	$2,590	$2,953
1978	$2,121	$2,139	$2,114
Overall Average	$5,327	$4,815	$5,296

Court slaps parts franchisor after complaint by FTC

By Jake Kelderman
Washington Reporter

WASHINGTON.—Royco Automobile Parts, Inc., an auto tuneup parts franchise operation based in Jacksonville, Fla., and its president, Robert W. Sowerby, have been ordered to pay $567,000 in consumer redress and another $400,000 in civil penalties for misrepresenting facts and making false claims about the earnings potential of the franchise.

The U.S. District Court for the Middle District of Florida handed down the order in the wake of charges brought against the firm by the FTC in 1983 and the subsequent filing of a suit by the Justice Department.

In February, 1984, the court granted a peliminary injunction in the case, freezing the firm's assets.

According to the FTC, persons who invested in Royco Automobile Parts franchises lost an average of $14,000 each—some lost more than $50,000—because of false promises by the company and its president.

The FTC said Royco had promised that investors could receive a return on their investment of as much as 300 percent annually and that there was no risk because the company would reimburse unsuccessful distributors.

But, the FTC said, few if any buyers obtained such returns and many lost all they had invested because the company refused to make the promised reimbursements.

In newspaper ads throughout the country, Royco had promised earnings of as high as $150,000 per year full-time or $50,000 per year part-time from a $14,000 inventory investment.

The FTC said the firm also paid individuals to pose as successful Royco franchisees when, in fact, they were either not Royco franchisees or were not succesful.

The court order requires Royco to provide a list of all former and present Royco franchisees, including addresses and phone numbers, and an accounting of all assets Royco now holds or has transferred or sold since Jan. 1, 1983.

The order permanently bars Royco from making any specific claims about its franchise unless the company can substantiate the claims.

It also requires Royco, Sowerby and anyone in business with them to post a bond of at least $500,000 to cover any violations of the permanent injunction or losses by purchasers if they sell business ventures or franchises in the future.

Sowerby is no longer selling franchises through the corporate name Royco.

The FTC said that any buyers of Royco franchises who believe they may be entitled to compensation should send their names and addresses to Barbara Schanker, FTC Atlanta Regional Office, 1718 Peachtree St. N.W., Atlanta, Ga., 30367.

Austin Rover Cars begins dealer selection process

MIAMI.—Austin Rover Cars of North America is traveling to dealerships throughout the country this month to select approximately 100 to sell its new "executive automobile," codenamed Project XX, which it will bring here in the 1987 model year.

"Austin Rover Cars has designed this phase of its dealer selection process to provide the most thorough and equitable dealer application review possible," said Raymond Ketchledge, president.

Dealer applicants will be interviewed at their places of business, he said. The interviews will begin in the West and Southwest, followed in rapid succession by other markets.

The dealer selection trips will be directed by John E. Connelly, general sales manager. They are expected to be completed in late September when letters of intent will begin to be issued to selected dealers.

Ketchledge said Austin Rover Cars has received more than 425 dealer applications, or more than four applications for every available dealership. Austin Rover Cars had to go into a second printing of its dealer application kit to accommodate requests.

Charlesworth named

ATLANTA.—Jack G. Charlesworth has been named to the newly created position of director of fleet program development for Manheim Auctions, Inc.

Signing to succeed his father

Walter J. Miller III signs for Miller Cadillac, Inc., Mt. Pleasant, S.C. Witnessing, from left, are: Walter J. Miller Jr., the new dealer's father and chairman of the board, Miller Cadillac; Donald P. Tinsley, Cadillac's Atlanta district manager, and Sumter F. deBrux, secretary-treasurer, Miller Cadillac.

115 outlets lost; midyear count is 20,787

U.S. dealer total dips in first half

Continued from Page 1

the light of the not-too-distant past.

In 1980, when the recession was wrapping its tentacles around the auto industry, 930 domestic dealerships faded away in the first half. The decimation was reduced to 325 in 1981, but it climbed back to 556 in 1982.

Then came a slip of only 76 in 1983 (which was countered by a fine second half) and a gain of 54 last year.

Going back a bit farther, 1979 (which was a mighty good year for domestic cars) saw a loss of 133 dealerships in the first half. And in 1978 (which was even better for sales), the dip was 79.

In franchise totals, five makes were up for the first half; seven were down, and two were unchanged.

All three Chrysler Corp. makes were on the plus side. Dodge added 18 outlets; Plymouth, 16, and Chrysler, 15.

Ford Motor Co. had two out of three in the black. Lincoln and Mercury added 16 franchises apiece, and Ford was down 24.

At GM, Cadillac and Oldsmobile were unchanged for the half, and there were dips of 20 for Chevrolet, 10 for Buick and five for Pontiac.

AMC had 17 fewer franchises than on Jan. 1; Renault was off 16, and Volkswagen was down 15.

Chrysler Corp. opened 1985 with 3,988 car dealers. It added one in the first quarter and five in the second for a midyear total of 3,994.

The gains weren't as impressive as last year's quarterly hikes of 30 and 61, but Chrysler was the only domestic maker to increase its dealer body this year. The company's total has risen for 11 consecutive quarters, a period that has added 365 outlets to the company's ranks.

At midyear, Chrysler was just a step away from 4,000, a total it has not achieved since the second quarter of 1980.

Franchise figures on July 1 were Chrysler, 3,038; Plymouth, 2,996, and Dodge, 2,911.

In addition to its 3,994 car dealerships, Chrysler has five that handle only Dodge trucks. They are not included in the corporation's car-dealership total or in the Dodge car-franchise total.

Ford Motor Co. was steady in the first half with a dip of 11 outlets in the first quarter and nine in the second. The company had 5,544 car dealerships on July 1, down from 5,564 on Jan. 1.

This year's quarterly dips compared with increases of seven and four locations in the first half of 1984.

The midyear franchise totals were Ford, 4,708; Mercury, 2,754, and Lincoln, 1,594. Lincoln is edging ever closer to Cadillac, which has 1,610.

Ford Motor Co. has 115 dealerships that handle only Ford heavy-duty trucks. They are not included in the company's car-dealership total or in Ford Division's car-franchise total.

At GM, the July 1 car-outlet figure was 9,910, down from 9,965 at the beginning of this year. There were dips of 20 in the first quarter and 35 in the second. In 1984, GM was down 10 in each of the first two quarters.

Midyear franchise counts were Chevrolet, 5,100; Oldsmobile, 3,200; Pontiac, 3,005; Buick, 2,965, and Cadillac, 1,610.

AMC-Renault had 1,439 car dealerships on July 1, a slip of 26 from 1,465 as the year began. There were quarterly dips of 3 and 23. A year ago, the total declined 15 in the first quarter and 13 in the second.

Franchise totals on July 1 were AMC, 1,380; Renault, 1,325.

Of the 1,439 dealerships, 1,266 handle both AMC and Renault cars. There are 739 AMC duals with Big Three makes of cars, and Renault is involved in 90 percent of them. Half of the 70 AMC-Volkswagen stores also have Renault.

Volkswagen opened the year with 899 dealerships and slipped to 884 on July 1. The total was down five in the first quarter and 10 in the second. Last year, the quarterly drops were six and four.

VW has an estimated 150 duals with the Big Three and/or AMC, about the same as at the beginning of this year.

The latest count of 20,787 domestic-car dealerships is down 108 from the 20,895 doing business on July 1, 1984. Chrysler and Ford are up; GM, AMC-Renault and VW are down.

The year-to-year comparison shows gains of 39 outlets for Chrysler and 25 for Ford. There were declines of 110 for GM, 59 for AMC-Renault and 12 for VW. A change in the number of intercorporate duals resulted in a net dip of 108 for the domestic industry.

U.S. FRANCHISES

	July 1, 1985	Jan. 1, 1985
AMERICAN MOTORS-RENAULT		
AMC	1,380	1,397
Renault	1,325	1,431
CHRYSLER CORP.		
Chrysler	3,038	3,023
Dodge	2,911	2,893
Plymouth	2,996	2,980
FORD MOTOR CO.		
Ford	4,708	4,732
Lincoln	1,594	1,578
Mercury	2,754	2,738
GENERAL MOTORS		
Buick	2,965	2,975
Cadillac	1,610	1,610
Chevrolet	5,100	5,120
Oldsmobile	3,200	3,200
Pontiac	3,005	3,010
VOLKSWAGEN	884	899

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Park-to-Reverse hassle is still active

Steed called negligent in Ford case

Continued from Page 2

had product liability claims of $1.6 billion from alleged Park-to-Reverse accidents.

After the Wirth hearing, Helen O. Petrauskas, Ford environmental and safety engineering vice president, gave her reading of events: "The facts presented at today's hearing affirmed the correctness of NHTSA's decision not to reopen this investigation.

"The testimony again supported the conclusion that NHTSA has thoroughly investigated, that no mechanical defect exists in Ford automatic transmissions and that driverless vehicle accidents can and do occur with all makes of cars and light trucks."

The current brouhaha occurs because a still incomplete report by GAO found that instead of the death rate decreasing after Ford's warning letters and labels to owners—as NHTSA has claimed—it rose except for the period shortly after the warning.

Moreover, NHTSA's reliance on "incidences data" (which is wellnigh unverifiable) instead of use of fatality data (which has third-party evidence and is considered to be of much better quality) raises questions about NHTSA's denial of the CAS petition—questions that are still expected to be raised in court.

The GAO investigators are about two to three months away from finishing their job. Their task has been complicated because two congressmen with opposing viewpoints have asked for the investigation.

One is Wirth, who owns one of the Ford vehicles and who thinks they are unsafe in that one area. He has asked for answers on NHTSA's use of statistics, its monitoring of the unique Ford settlement agreement and NHTSA's efforts to inform the public of the potential danger.

The other lawmaker is Rep. John Dingell, Michigan Democrat and chairman of the full committee on which Wirth serves. Dingell seems to agree with Ford and Steed that there is no problem with Ford vehicles that does not also occur with other cars, and he is raising legal issues which GAO has not yet addressed.

Wirth wanted to hold his hearing; Dingell noted that the GAO report is not complete and he will be asking more questions, both of GAO and of NHTSA.

Against that backdrop, J. Dexter Peach, a GAO director, reported to Wirth on several aspects of NHTSA performance.

He said NHTSA monitored the agreement by continuing to collect data, but mostly at the urging of the Center for Auto Safety and of the Wirth subcommittee. It did not look at whether the Ford labels (telling drivers to push the shift lever into Park, etc.) were attached since it thought the letters to owners were more important.

GAO also said that NHTSA's reliance on the less-verifiable "incident and accident data" caused it to find a decline in both the number and rate of Ford incidences and accidents. GAO thinks such data is needed to indicate a problem but that it is not good enough to use for conclusions.

Fatality data is much better, GAO said, and it shows that the rate of deaths for the Ford Park-to-Reverse incidents declined in 1981—the first year after letters/labels—but increased every year thereafter. It's the rate which takes into account the number of such vehicles left on the road that is important—not the raw numbers, GAO said.

Meanwhile, GAO said, NHTSA has stopped using its own data base and, after requesting one from Ford, has used the Ford data.

According to GAO, "NHTSA accepted the Ford data as being the most comprehensive available and used these statistics as the principal information to conclude that the absolute number and the rates of reported incidents and accidents have declined in every calendar year since the December, 1980, settlement."

Although GAO refused to make specific recommendations or to criticize NHTSA performance, it nonetheless made its differences known.

In contrast with NHTSA statements of two years ago—"only" 26 deaths attributed to Ford Park-to-Reverse incidents since the settlement and a significant decline in the death rate—GAO found: "As of June, 1985, this data base consists of a total of 446 reports of fatalities that involve Ford vehicle model years 1960-84. Of these 446 fatality reports, 336 involve 1970-79 Ford vehicles.

"The 336 figure includes 110 fatalities reported before the Dec. 30, 1980, settlement agreement and 226 reported after the agreement. Of the fatalities reported after the agreement, 88 occurred before and 139 occurred after the agreement."

Steed insisted that what she told Wirth was true at the time. It was how the data was cut and read. On a per-day incident basis, she said, it is still true—with more data in—that the fatality rate per day pre-settlement is higher than post-settlement. It's not the 300 percent she reported two years ago, but it is 194 percent higher.

The point Wirth makes, however, is that though the deaths may be down, so are the number of large Ford vehicles of those model years left on the road and the death rate was way up in calendar 1984.

NHTSA contended last month and still contends that the rate of accidents/injuries is approximately the same pre-1980 and post 1980—that is, after the design of the gear detente was changed.

But the NHTSA staff report of two weeks ago found fatalities from Park-to-Reverse incidents disproportionately high for Fords compared with non-Fords.

GAO now says that if it were NHTSA, it would consider getting more information to drivers in view of the higher fatality rates and it would think twice about using again such a settlement in view of its limited effectiveness.

GAO added also that in view of the eight-year statute of limitations in the safety law, NHTSA should move quickly if it plans to reach a final determination of defect.

Obviously, NHTSA has no such plans, but the story is not yet over as more congressional hearings and more court action are probably in the works.

New Ford sports model possible, Poling says

Continued from Page 2

design engineering outfits—or be actively involved.

Company insiders have said SVO has been busy in recent months laying the groundwork for a possible all-new sports-car venture.

The planning has reportedly taken precedence over new SVO adaptations of existing production cars—such as the Thunderbird and new front-wheel-drive models—which are reportedly well-defined and lacking only a corporate green light.

When asked whether an SVO Thunderbird or other special performance versions are coming from the group, Poling said, "I think they are making contributions consistently on all our products in terms of the performance aspects.

"But," he added, "if you're talking about a major contribution in terms of a vehicle, I would sort of like to concentrate on a sports car."

The Maya, a concept car built at Giugiaro's ItalDesign studios in Turin, is powered by a Ford 3.0-liter V-6 engine and was displayed earlier this year at the Geneva Auto Show. The car was lent to Ford recently and a photograph of the vehicle, under the heading "What A Car!," turned up in a recent edition of the company's Ford World employe publication.

There has been speculation that the Maya may become Ford's entry in the luxury two-seater wars expected to heat up among the domestics later in the decade. Poling acknowledged a fondness for the front-wheel-drive coupe, but would say little else about the car.

"I'd rather not talk about future plans," he said. "I think we've got a lot of exciting things right now."

Two weeks ahead of last year

'85 car production tops 5 million

By Louise Kertesz
Detroit Reporter

U.S. auto production for 1985 passed the five-million mark last Tuesday (July 30), two weeks ahead of last year.

Year-to-date, 5,075,861 cars have been assembled, 4.59 percent more than the 4,853,027 built last year at this point.

With more plants down for model changeover, last week's scheduled production of 133,095 cars was down 14.12 percent from the previous week's 154,974.

Last week's targeted output was 20.88 percent more than the year-ago week's 110,104.

The manufacturers shared last week's scheduled production as follows: General Motors, 60.83 percent; Ford Motor Co., 24.55 percent; Chrysler Corp., 6.46 percent; Honda of America Mfg. Co., 2.37 percent; American Motors, 2.07 percent; Volkswagen of America, 1.41 percent; New United Motor Mfg. Co., 1.35 percent, and Nissan Motor Mfg. Co., U.S.A., 0.96 percent.

Chrysler's Jefferson (Detroit) plant is scheduled to start production of 1986 models today (Aug. 5) after being down for two weeks for changeover.

The company's Belvidere (Ill.) plant is down for model changeover this week, with production set to resume Aug. 12.

Chrysler's St. Louis Plant No. 2 is also down this week, for a combination of vacation and model changeover. It is scheduled to reopen Aug. 19.

Chrysler's Sterling Heights (Mich.) and Newark (Del.) plants remain closed this week for changeover. They are due to reopen Aug. 19.

The company's St. Louis No. 1 plant remains closed for changeover until Aug. 12.

Ford's Lorain (O.) and Dearborn plants are due to begin production of 1986 models today.

GM's Leeds (Mo.) plant, which was closed for a week for model changeover, is scheduled to resume production today.

The company's plants in Van Nuys, Calif., and Norwood, O., are closed this week for model changeover. They are due to reopen Aug. 12.

Ford plants slated for daily overtime this week are: Chicago; Dearborn; Edison, N.J.; Kansas City; Wayne, Mich., and Wixom, Mich.

The company's Chicago plant is scheduled to work overtime Saturday (Aug. 10).

IRS issues tax guidelines for use of company cars

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—New, less-stringent, guidelines for the reporting and withholding of taxes on employes' personal use of company-owned cars, and other fringe benefits, have been proposed by the IRS.

The new rules replace the "contemporaneous" record-keeping requirements issued last winter by the IRS. Those rules were overturned this spring by congressional action.

Until IRS issues final rules, the proposed rules will be treated as being in force. Final rules will not have a retroactive effect however, so taxpayers will not be subject to penalties if the rules are changed in the future.

Under the new guidelines, employers may choose to withhold tax for the personal use of business vehicles for some employes, all employes or no employes.

If employers decide not to withhold taxes for personal vehicle use, employes are allowed to increase the amount of income tax withheld by filing a new W-4 form. However, if an employe has too little withheld, he or she may make estimated tax payments in order to avoid penalties for underpayment.

Employers must notify employes of a decision not to withhold by Sept. 1, 1985.

Employers who decide to withhold for the use of company cars may withhold at any time during the year in which the vehicle is provided. That allows for the flexibility of withholding money from paychecks on a per-pay-period or quarterly basis.

Although the value of the fringe benefit must be reported to IRS, the tax agency has decided that employers do not have to notify the IRS how they withhold the tax or determine the date on which the benefit is paid to the worker.

However, if the IRS determines that the value of the fringe benefit is underestimated, the employer may be subject to penalties for failure to deposit fully.

The value of fringe benefits provided during a calendar year must be calculated and reported by Jan. 31 of the following year. By the same date, employes must be given a W-2 form reflecting that valuation.

Truck production climbs above 2 million for '85

Domestic truck manufacturers built this year's two-millionth truck last Tuesday (July 30), three weeks ahead of 1984.

So far this year, 2,051,573 trucks have been assembled, 9.78 percent more than the 1,868,798 completed last year at this time.

The makers expected to assemble 63,716 units last week, 6.90 percent fewer than the previous week's 68,439, but 19.68 percent more than the year-ago week's 53,238.

Chrysler's Warren (Mich.) plant is scheduled to reopen today (Aug. 5) after being closed for a week for model changeover.

General Motors' Lordstown (O.) plant is closed to repair damage caused by a fire in the paint system on July 26. The plant will not resume production until after Labor Day, according to a company spokesman.

GM's Pontiac Plant No. 5 was slated for two overtime shifts Saturday (Aug. 3).

Ford Motor Co. has scheduled daily overtime this week at the following plants: Lorain, O.; Twin Cities; Wayne, Mich., and Norfolk.

Canadian trucks hit bottom with Chrysler down

With Chrysler Corp. plants closed for vacation and changeover for the past two weeks, truck production in Canada fell to its lowest point this year.

Last week's estimated truck build of 8,292 units was about the same as (down 0.42 percent) the previous week's 8,327.

Year-to-date, 515,153 trucks have been built, 6.37 percent more than the 484,323 completed last year at this point.

Chrysler plants are scheduled to reopen today (Aug. 5).

Canadian auto makers scheduled assembly of 15,580 units last week, 21.03 percent fewer than the previous week's 19,730, and about the same (up 1.23 percent) as the year-ago week's 15,390.

So far this year, 620,637 cars have been assembled, 6.35 percent fewer than the 662,686 completed last year at this point.

General Motors' Oshawa (Ont.) plant closed last week for vacation and changeover. It is scheduled to resume production Aug. 12.

American Motors' Brampton (Ont.) plant is due to resume operations today after being closed since June 24 for vacation and changeover.

CANADIAN CAR PRODUCTION

	Week Ended August 3, 1985	Week Ended August 4, 1984	Week Ended July 27, 1985	July Est.	Jan. 1 to August 4, 1984	Jan. 1 to August 3, 1985
AMERIC/N MOTORS	0	610	0	0	13,458	5,493
FORD MOTOR	11,585	9,061	10,887	22,208	255,791	200,041
GENERAL MOTORS	3,770	5,719	8,618	45,524	386,955	318,647
VOLVO	225	0	225	990	6,482	6,456
Total Cars, Canada	15,580	15,390	19,730	68,722	662,686	620,637

U.S. TRUCK PRODUCTION

	Week Ended August 3, 1985	Week Ended August 4, 1984	Week Ended July 27, 1985	July Est.	Jan. 1 to August 4, 1984	Jan. 1 to August 3, 1985
CHEVROLET	20,946	17,377	25,786	100,880	607,014	722,289
DODGE	0	2,451	3,901	15,581	119,635	125,908
FORD	25,160	21,861	24,703	63,067	699,598	699,459
GMC	6,370	5,112	7,797	30,532	196,729	222,356
INTERNATIONAL	1,650	1,757	1,670	4,254	44,248	46,619
JEEP	5,000	3,630	0	10,836	111,066	117,924
NISSAN	2,540	0	2,532	6,423	57,738	60,725
AM GENERAL	50	50	50	210	1,570	1,490
MISCELLANEOUS	2,000	1,000	2,000	7,983	31,200	54,803
Total Trucks, U.S.	63,716	53,238	68,439	239,766	1,868,798	2,051,573

CANADIAN TRUCK PRODUCTION

	Week Ended August 3, 1985	Week Ended August 4, 1984	Week Ended July 27, 1985	July Est.	Jan. 1 to August 4, 1984	Jan. 1 to August 3, 1985
CHRYSLER	0	3,931	0	21,179	206,730	236,389
FORD	3,648	3,348	3,349	5,538	91,072	96,317
GENERAL MOTORS	4,379	922	4,706	23,427	182,015	175,932
INTERNATIONAL	265	217	272	753	4,506	6,515
Total Trucks, Canada	8,292	8,418	8,327	50,897	484,323	515,153
N. American Trucks	72,008	61,656	76,766	290,663	2,353,121	2,566,726

r—Now includes window van production. *—Estimate.
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended August 3, 1985	Week Ended August 4, 1984	Week Ended July 27, 1985	July Est.	Jan. 1 to August 4, 1984	Jan. 1 to August 3, 1985
AMERICAN MOTORS	2,750	4,551	2,834	9,276	118,400	64,448
Renault Total	2,750	4,551	2,834	9,276	118,400	64,448
Alliance	1,975	2,640	1,888	6,519	64,064	40,237
Encore	775	1,911	946	2,757	54,336	24,211
CHRYSLER CORP.	6,600	129	17,331	101,921	759,282	830,033
Plymouth Total	2,800	38	5,670	28,944	223,176	239,253
Horizon	2,700	0	2,902	13,253	93,875	91,153
Reliant	0	17	2,506	11,635	110,334	104,984
Caravelle	0	21	5	2,915	5,537	31,669
Gran Fury	100	0	257	1,141	13,430	11,417
Chrysler Total	2,700	40	4,087	32,395	254,711	273,561
LeBaron	0	0	670	6,169	77,225	62,713
LeBaron GTS	0	0	0	7,215	0	60,506
Laser	0	0	1,045	4,293	46,064	34,390
New Yorker/E-Class	0	40	0	4,181	63,070	43,539
Fifth Avenue	2,700	0	2,372	10,537	68,352	72,413
Dodge Total	3,100	51	7,574	40,582	281,395	317,219
Omni	2,700	0	2,628	11,919	88,880	89,724
Aries	0	22	2,252	10,729	87,643	87,047
Daytona	0	0	1,076	4,343	34,207	31,474
Dodge 600	0	29	651	4,738	48,280	42,919
Lancer	0	0	0	4,684	0	42,807
Diplomat	400	0	967	4,169	22,385	23,248
FORD MOTOR	32,673	35,846	33,646	85,647	1,028,258	993,635
Ford Division	21,674	21,016	22,279	56,640	664,252	659,116
Escort	7,706	5,714	7,545	19,451	204,291	191,908
Mustang	3,858	3,117	3,697	9,627	80,440	105,966
LTD	3,472	3,540	4,092	9,488	127,075	126,584
Thunderbird	2,535	2,651	2,904	7,726	88,795	111,010
Crown Victoria	0	1,623	0	0	45,544	7,122
EXP	0	797	0	0	20,581	3,863
Tempo	4,103	3,574	4,041	10,349	97,526	110,663
L-M Division	10,999	14,830	11,367	29,006	364,006	334,519
Mercury Total	7,415	10,679	7,838	20,140	262,493	238,981
Lynx	1,744	1,971	1,803	4,538	40,446	43,767
Capri	727	222	745	1,882	10,207	11,576
Marquis	1,828	2,725	1,788	4,588	68,332	64,465
Cougar	2,019	3,202	2,350	6,187	62,386	80,782
Grand Marquis	0	1,733	0	0	55,678	4,733
Topaz	1,097	826	1,152	2,944	25,444	33,658
Lincoln Total	3,584	4,151	3,529	8,866	101,513	95,538
Continental	500	1,097	487	1,234	23,019	15,953
Lincoln	2,686	2,599	2,642	6,639	60,257	69,001
Mark VI/VII	398	455	400	994	18,237	10,584
GENERAL MOTORS	80,962	66,615	92,849	391,249	2,813,522	2,999,498
Buick Total	19,907	11,324	22,282	90,949	619,678	619,604
Skylark	0	0	0	0	58,445	40,953
Skyhawk	0	0	2,244	8,463	93,826	67,000
Somerset Regal	2,800	223	2,149	9,287	1,346	72,448
Century	6,079	4,428	6,022	25,553	139,626	163,544
Regal	3,358	0	4,003	15,370	131,396	79,605
LeSabre/Electra(rwd)	2,444	4,069	2,441	10,434	133,837	84,999
Riviera	1,177	1,048	1,187	4,916	32,098	40,460
Electra(fwd)	4,049	1,556	4,236	16,925	29,104	70,595
Cadillac Total	5,996	6,788	6,848	28,508	205,384	221,885
Cimarron	535	764	560	2,271	10,219	17,536
Seville	715	674	721	2,991	24,904	23,657
Eldorado	1,405	1,504	1,410	5,868	48,691	44,727
Cadillac (rwd)	400	1,695	355	1,746	86,427	29,068
DeVille (fwd)	2,941	2,151	3,802	15,632	35,143	106,897
Chevrolet Total	18,933	23,152	26,538	113,803	955,208	1,006,831
Chevette	1,813	2,884	3,086	13,419	116,445	98,697
Cavalier	7,880	4,633	9,168	39,198	248,454	300,362
Celebrity	5,424	5,396	5,485	22,854	184,027	172,859
Camaro	0	4,600	3,167	14,581	159,324	137,143
Citation	0	1,701	0	0	70,043	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	1,167	1,496	1,339	7,734	70,766	83,636
Chevrolet	1,786	1,694	2,893	12,115	69,220	158,213
Corvette	863	748	800	3,900	20,583	27,224
Oldsmobile Total	24,464	19,090	24,810	104,041	702,156	749,309
Omega	0	0	0	0	29,289	0
Firenza	0	102	798	3,146	44,390	39,358
Cutlass Supreme	5,131	3,897	5,618	22,312	171,185	140,047
Cutlass Ciera	6,606	5,517	6,540	27,701	171,834	220,697
88/98 (rwd)	5,917	5,971	5,528	25,852	220,718	151,238
Olds 98 (fwd)	2,587	2,413	2,674	11,830	34,819	85,410
Calais	3,520	305	2,749	10,280	1,342	88,810
Toronado	703	885	703	2,921	28,579	24,289
Pontiac Total	11,692	6,261	12,371	53,948	331,096	401,869
Acadian**	0	181	202	817	10,247	8,225
2000 Sunbird	2,401	0	2,514	11,255	90,134	86,491
1000	593	768	692	2,885	24,752	14,597
Firebird	0	2,444	1,585	7,962	72,587	73,192
Phoenix	0	0	0	0	14,116	0
6000	1,560	0	1,551	6,502	0	31,183
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,542	419	1,529	6,596	16,621	45,401
Fiero	2,286	2,449	2,132	9,980	72,906	71,885
Grand Am	3,280	0	2,166	7,952	0	70,895
HONDA	3,150	2,963	3,051	12,125	78,134	95,121
NISSAN	1,280	0	1,304	3,264	0	14,392
NUMMI (Nova)*	1,800	0	1,700	7,080	0	20,149
VOLKSWAGEN	1,880	0	2,259	5,455	55,431	58,585
Total Cars, U.S.	133,095	110,104	154,974	616,017	4,853,027	5,075,861
Total Cars, Canada	15,580	15,390	19,730	68,722	662,686	620,637
N. American Cars	148,675	125,494	174,704	684,739	5,515,713	5,696,498
N. American Trucks	72,008	61,656	76,766	290,663	2,353,121	2,566,726
North American Cars and Trucks	220,683	187,150	251,470	975,402	7,868,834	8,263,224

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

August 12, 1985

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Soft sales, hauler strike boost stocks to 65 days

By Kathleen Hamilton
Assistant Managing Editor

August opened with a 65-day supply of new domestic cars in dealer and factory hands, the highest level in nearly 2½ years.

Some of the oversupply could be blamed on the Teamsters' strike against the car-hauling companies, but not much. The strike was on only one week of July, and sales didn't go soft in that week alone. They were down throughout the month.

No doubt the strike and threat of strike kept cost-conscious buyers at bay, knowing they could get better prices later, when dealers are overstocked.

Some of the oversupply could be attributed to dealers stockpiling in anticipation of the strike and factory downtime for model changeover. But again, not much, because Aug. 1 inventories usually decline as factories shut down and offer cleanup incentives.

This time, the domestic stockpile of 1,579,595 was up a hair from the July 1 stockpile of 1,576,762. The Aug. 1 supply wasn't so large—just a three-month record. Slow sales made it look large.

On July 1, the similar (July 1) stockpile would have sold in 58 days. At current sales rates, it will take 65 days to get rid of the Aug. 1 inventory.

The last time there was a 65-day supply of cars was on Feb. 1; the last time the days-supply figure was higher was on March 1, 1983, when it was 68.

For comparison, on Aug. 1, 1984, there were 1,297,864 cars in stock, a 47-day supply.

Although a 50-day supply is considered ideal, 65 days isn't far off base—especially since it means that most of those units were in dealer hands before the transporters' strike began. About 10 days' worth of cars are usually in transit at any given moment, so dealers in many parts of the country have the option of picking up their cars at railroad yards close to home.

• A Ford Motor Co. spokesperson said such deliveries have numbered as many as 1,000 on some days during the strike.

With downtime, incentives and the strike, some funny-looking days-supply numbers emerged this month. Mostly, the increases were due to slower sales, especially at Buick. American Motors, on the other hand, sliced its Alliance stockpile mostly by increasing sales sharply.

General Motors, Chrysler Corp., and Nissan increased their domestic-car stockpiles compared with July 1; the rest of the domestic auto makers trimmed theirs.

Domestic inventories were split this way on Aug. 1: GM, 56.49 percent; Ford, 21.14 percent; Chrysler, 18.32 percent; American Motors, 2.54 percent; VW, 1.05 percent; Honda, 0.24 percent, and Nissan, 0.22 percent.

One month earlier, the split was GM, 52.68 percent; Ford, 25.28 percent; Chrysler, 17.76 percent;

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Examining the Excel

Hidden Image

Hyundai model set for '86 U.S. debut

Hyundai's new Pony Excel subcompact is undergoing tests in the U.S. before the car's debut here in early 1986. The front-wheel-drive Excel is pictured with wiring used for hot weather testing. The Excel will have a 1.5-liter engine and 4-speed manual transmission as standard equipment. The engine and running gear are from Mitsubishi and styling is by ItalDesign. Hyundai plans to sell 100,000 cars here next year.

Transport talks halt; cars, trucks stranded

By Richard Johnson
Detroit Reporter

The nation's auto dealers watched inventories dwindle last week while new cars and trucks stranded by the two-week-old nationwide haulers strike continued to pile up in factory storage yards, railheads and ports.

Production schedules remained unaffected by the strike as of late last week.

Bargainers for the more than 20,000 Teamsters-represented new-car haulers and the National Automobile Transporters Labor Division resumed talks last Wednesday (Aug. 7) for the first time since the walkout began on July 25. But negotiations broke off with the two sides making "no progress," according to a spokesman for the management association.

Bargaining is set to resume Tuesday (Aug. 13) in Washington. The auto haulers and a bargaining unit representing the transporter industry remain at odds over working conditions and economic issues.

Most domestic dealers carried sufficient stock late last week, although supplies were falling fast and many retailers weren't expecting inventory to hold out much longer.

Meanwhile, import franchiseholders, especially those handling Japanese cars, were in dire straits by the end of the week.

"Our dealers don't have any cars," said a spokesman for American Honda. "They're toughing it out."

Some dealers were driving cars away from distribution centers,

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More Audi autonomy in VW restructuring

By Michelle Krebs
Financial Editor

TROY, Mich.—Volkswagen of America, Inc., has confirmed that it will restructure its management to further split Volkswagen and Audi, giving each more independence.

Audi will remain an operating division of Volkwagen of America. However, it will do business as Audi of America, Inc.

Volkswagen will do business as Volkswagen United States, Inc.

Peter Fischer and James Fuller will continue to head Audi and Volkswagen, respectively. They will retain their vice president titles.

In addition, Peter Weiher, VWoA executive vice president of sales and marketing, will return to Germany and his position here will be eliminated.

A number of corporate responsibilities will be split between the two divisions, most notably the service operation.

Audi and Volkswagen will have separate service divisions under the new plan. Otto Sonnenschmidt will head the Volkswagen service department, reporting directly to Fuller. Kurt Bauer will head the Audi service division, reporting directly to Fischer.

Sonnenschmidt now is VWoA general service manager, and Bauer is VWoA manager of technical services.

A memo to employes said the details of the plan and timing will be finalized in upcoming weeks and is to be implemented by the fourth quarter of this year.

The corporate parts division will continue as it has with Ulrich Fahrun, vice president, reporting directly to VWoA President Noel Phillips.

Controller functions will be es-

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breaking news

Nissan to send diesels to Spanish firm

TOKYO.—Nissan Diesel Motor Co. will export 500 diesels of the 6,925-cc, 170-HP FE engine family annually to Motor Iberica, of Spain, beginning this year. The shipments to Motor Iberica, a subsidiary of Nissan Motor Co., will increase to 1,000 units annually in a few years.

2,500 Nissan vehicles on burning ship

WASHINGTON.—Nissan officials are assessing damage to vehicles aboard a ship that caught fire last week en route from Yokohama to Los Angeles. The Coral Ace was carrying 800 light trucks and 1,700 Sentras and Maximas for California.

Honda signs deal in India

NEW DELHI, India.—Tata Engineering and Locomotive Co. has agreed with Honda Motor Co. to manufacture cars in India. Tata, India's largest vehicle maker, previously built only trucks. Production of Hondas is expected to begin in 1987 at 10,000 cars a year, rising to 40,000 in five years. Honda is expected to buy a 10-percent interest in Tata.

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Joint venture, perhaps to build trucks, is discussed

Ford explores deal with China

By Richard Johnson
Detroit Reporter

Ford Motor Co. is conducting "exploratory talks" with representatives of the Chinese Government about a joint manufacturing venture in China, possibly for production of light trucks.

A Ford spokesman in Dearborn last week confirmed discussions with the Chinese following word from the Peoples' Republic's official Xinhua News Agency that a company vice president met with a top government official early last week.

Xinhua reported that Lindsay Halstead, Ford vice president for Asia Pacific and Latin American Automotive Affairs, visited the country at the invitation of China National Automotive Industry Corp. and consulted with Vice Premier Wan Li.

"We are having discussions with representatives of the Peoples' Republic of China with an eye toward participating in the development of the auto industry in China," the Ford spokesman said.

According to dispatches from Beijing last week, Halstead denied Xinhua's report that a joint venture had reached the planning stages.

"We are talking in general terms about potential ventures," Halstead said. "The talks have not gone beyond that stage."

He added that Ford is trying to get 'background on the Chinese Government's thinking" on the subject of cooperative ventures.

Halstead was also quoted as saying he was on "a very quick exploratory" visit and that there was no time frame for a possible agreement with the Chinese. He also said he "couldn't even imagine a dollar figure" for a venture.

Halstead did say the Chinese were interested in building trucks and that he had invited them to visit Ford operations in Dearborn.

"We have had some discussions for some time," said the Ford representative in Dearborn. Asked what vehicle a joint venture might produce, he said, "There is some thought that it might be light trucks, but there is no program yet, nothing concrete, just exploratory talks."

The spokesman said he didn't know Halstead's itinerary, or how long he planned to remain in China.

Xinhua reported that the proposed joint venture company would turn out "light vehicles" in cooperation with China's second

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Rinspeed Design adds to Porsche 911 Turbo

Swiss car customizer Rinspeed Design, of Zurich, has introduced the Rinspeed Porsche 969 Turbo. Rinspeed Design's additions to a Porsche 911 Turbo include a small front wing, extended air ducts, wide side skirts, elevated rear end, rear spoiler and rooftop spoiler.

$49-over dealer takes on GM in court; results are mixed

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The Minnesota General Motors dealer who tried unsuccessfully the $49-over-dealer-invoice selling method has won some and lost some in Minnesota Federal District Court.

John Peterson Motors, Inc. (JPM), of Lake City, Minn., and Donald John Peterson, its president, sued GM and GMAC, charging in part that they conspired to drive the dealership out of business, one way or another, in order to stop the "$49-over" method of selling cars.

The dealership handled all five makes of GM cars. The dealership is not now in operation, according to a Chevrolet zone official.

GM and GMAC moved to convert JPM's October, 1984, voluntary petition in bankruptcy court to a Chapter 7 liquidation proceeding, and the court granted it.

Once, JPM was a conventional dealership selling cars to retail customers at a negotiated price. But early in 1983, JPM started its "$49-over" idea—disclosing the factory invoice to the buyer and adding $49.

After JPM declared voluntary bankruptcy, that court appointed an examiner and found an unsatisfactory state of affairs in the dealership—fraud or dishonesty or incompetence or gross mismanagement.

GMAC, which expects to be paid within about 24 hours after the sale of vehicles on which it provides wholesale financing, moved to make the bankruptcy a Chapter 7 type in federal court.

The JPM and Peterson suit is extremely broad. Count 1 against GM, GMAC, various local GM dealers, local and national dealer associations and General Electric Credit Auto Lease Corp. (GECAL) charges conspiracy under the Sherman Antitrust Act to force JPM to stop its "$49-over" program and to force JPM out of business by cutting off financing and taking other steps.

Count 2, under the Robinson-Patman Act, charges GM with discriminatory treatment in "preferencing" and delivery of new vehicles.

Count 3 charges coercion under the Dealer Day in Court Act.

Count 4 brings similar charges under the Racketeer Influence and Corrupt Organizations Act.

Count 4 makes similar claims of conspiracy under the 1971 Minnesota antitrust law.

Count 5 makes claims under the Minnesota Motor Vehicle Sale and Distribution Act.

Peterson claims his personal and business reputation was damaged as was his ability to get credit. His assets and his stock and his real estate values were affected and he suffered mental pain and anguish, he says.

Judge Diana Murphy has granted some of the GM-GMAC motions and denied others.

She denied a GM move for summary judgment and a request for a more definite statement. She granted a GM move to dismiss Counts 2 and 4 for failure to state a claim, but she did not agree to dismiss counts 1, 3, 5 and 6.

Judge Murphy also denied JPM's move for a preliminary injunction.

In count 1, Judge Murphy will allow the federal conspiracy charges under the Sherman Act, including GM and GMAC along with GECAL, to go forward. But no date for discovery has been set.

Similarly, conspiracy charges under the Minnesota statute will also go forward.

But the judge rejected the Robinson-Patman charges on grounds that a number of courts have held that the section used by JPM does not apply to "initial allocation" of products not yet delivered.

Judge Murphy threw out the count under the Racketeering Act on grounds that GM/GMAC did not have a "pattern of racketeering activity."

GMAC did get a security interest against JPM and Peterson, but this was while JPM was a conventional dealer and long before JPM charged GMAC with illegal acts. While GMAC acquired another security interest in 1984, the judge ruled, this was not enough of a "pattern."

Moreover, Judge Murphy said, JPM cannot claim relief under another section of the Racketeering Act since GM neither "controlled or conducted the common, everyday affairs of JPM" nor did it use the "service and facilities of JPM . . . regularly or repeatedly . . ."

But in Counts 1 and 5, Judge Murphy ruled that Peterson had standing to sue since he is the president, sole director and sole shareholder of JPM and he has given security interests in his personal assets.

Judge Murphy explained: "Under these circumstances where the corporation apparently has been treated as an alter-ego and where it may not survive bankruptcy proceedings, the potential for duplicative recovery or complex apportionment of damages is minimal."

The alleged injuries, the opinion continued, flow directly from the antitrust charges claimed.

"As competitors of other GM dealers, plaintiffs' alleged damages are due to the cutoff of supply and the other alleged activities designed to force them to abandon their '$49-over' plan or entire business," the judge said.

Using similar reasoning, Judge

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GM, UAW downplay attack on Saturn pact

By Michelle Krebs
Financial Editor

General Motors and the UAW said last week that charges by an anti-union lobby group that their Saturn contract is illegal are "without merit."

The National Right-to-Work Legal Defense Foundation, the legal arm of the National Right-to-Work Committee, asked the National Labor Relations Board in Detroit to decide if GM's recognition of the UAW as the bargaining unit for Saturn workers is legal.

Since the Saturn workers have yet to be chosen, the group claimed that the contract is in violation of federal law, which allows workers to choose whether they want to be members of a union.

The majority of the initial 6,000 Saturn workers at the plant in Tennessee, which is a right-to-work state, are to come from UAW ranks, both employed and unemployed.

Edmund Dilworth, GM assistant general counsel and general counsel to Saturn Corp., said: "In our view, we have done nothing illegal, and we intend to defend our position before the NLRB."

In a joint statement, UAW President Owen Bieber and UAW Vice President Donald F. Ephlin, director of the union's GM department, said the charges came as no surprise.

"While we have not had an opportunity to study the charge by the so-called 'Right-to-Work' group, it is not unexpected, and we believe it is totally without merit," they said.

"Our agreement with Saturn Corp. will provide that innovative project with the knowledgeable, experienced workforce it needs to succeed, and it will also give thousands of laid-off GM workers the opportunity to return to a job," they said.

The NLRB will appoint a board lawyer to investigate the charges and report to the Detroit regional director. If the charges are found to have merit, the NLRB will issue a complaint in 30 to 45 days.

The entire process could end up before an NLRB administrative law judge who would try the case. The judge's decision could be appealed to the full NLRB in Washington and could eventually end up in the courts.

Detroit's help for Avanti move placed on 'hold'

DETROIT.—Funding help through the City of Detroit for Avanti Motor Corp. has been shelved again.

The Detroit Common Council had rejected, then reconsidered and approved, applying for a $2 million Urban Development Action Grant to help the specialty car company move to Detroit from South Bend.

However, a letter from the Detroit Department of Housing and Urban Development to the city said that since the reconsideration by the Council came after the application deadline, the application had to be returned without review.

The application apparently can be resubmitted if the deadline is waived.

Avanti is operating under Chapter 11, which provides for protection from creditors while the company reorganizes under the supervision of the U.S.Bankruptcy Court.

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60th year—No. 5087

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

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The White House telephone number is (202) 456-7639. This won't get the President on the phone, but it is a direct line to the White House staff, and your message will get through.

Japanese makers send parts buyers to U.S.

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.—At the request of the Ministry of International Trade and Industry, the Japan Automobile Manufacturers Assn. will send an automobile parts purchasing mission to the U.S.

The visit, according to JAMA, will coincide with the Automotive Parts and Accessories Assn. show in Chicago Aug. 26-28.

A JAMA spokesman said the mission would be made up of purchasing executives from automobile manufacturers, parts manufacturers, parts distributors and trading firms that import parts for the Japanese aftermarket.

The last time JAMA sent a buying mission to the U.S. was in 1980 when Japanese automotive exports became a target, as they are now, because of the huge U.S. trade deficit.

The JAMA spokesman said members of the mission will concentrate on auto components that they feel association members would be interested in importing.

Because the value of Japan's auto parts imports is still far less than the value of its exports of vehicles to the U.S. and since that is a major contributor to the trade deficit, there has been a mushrooming movement within the U.S. for Japan to increase auto parts imports.

A large delegation of APAA members is planning to visit Japan to conduct a parts-sales promotion at the Tokyo Motor Show Oct. 30-Nov. 11.

AC Spark Plug and Delco Remy divisions of General Motors are going to exhibit at the motor show for the first time in an effort to attract sales orders from Japanese automotive firms.

Firestone-equipped Nova

A Chevrolet Nova, produced by New United Motor Mfg., Inc., was part of a display at Firestone Tire & Rubber Co.'s headquarters in Akron. Looking over the new model are, from left: Arthur W. Stuart, Firestone's coordinator of offshore tire accounts; Thomas J. Reese, vice president for original equipment tire sales, and George W. Aucott, president of Firestone's world tire group. Firestone is supplying tires for half the Novas, which are produced in Fremont, Calif.

But sales of domestics slip from year-earlier levels

Imports surge to record month

By Jenny L. King
Detroit Reporter

New-car sales in July were nothing short of spectacular for the imports—they amassed their highest one-month total in history. But domestics were down from strong 1984 levels.

Record import sales translated into 29.52 percent of the month's market which, while not a record, was up more than six percentage points from the 23.15 percent earned a year earlier, and up from 26.87 percent in June.

The loosening of restrictions on Japanese imports earlier this year bolstered midsummer inventories. Another factor: A year ago, the numbers of cars coming from Germany was severely affected by the Metalworkers' strike which paralyzed production for several weeks.

Industrywide sales in the U.S. totaled 898,925 in July, up 1.17 percent from 889,947 the preceding year. Domestic sales of 633,527 were down 7.39 percent from a robust 684,112 in 1984. Import numbers soared to an any-month high of 265,398, up 28.94 percent from 205,835 a year earlier.

The import share of the July market, 29.52 percent, was actually only fourth best for the month. A record 31.68-percent penetration was achieved in 1982.

Seven-month sales for the industry numbered 6,531,200, up 2.56 percent from 6,368,183 in 1984. Domestics were up 0.35 percent, to 4,947,884 from 4,930,455. Imports had a 10.22-percent plus margin over 1984, up to 1,583,316 from 1,437,728.

Chrysler Corp. was the frontrunner among U.S. auto makers with its 6.14-percent July sales increase. Chrysler reported sales of 87,766 new passenger cars this year versus 82,691 in July, 1984.

Ford Motor Co. also managed to come out ahead, up 1.88 percent, to 165,621 from 162,568. General Motors dropped 12.52 percent, to 348,936 from 398,858. American Motors plunged 48.90 percent, to 12,144 from 23,763.

Honda failed to match its year-ago number, dipping 2.97 percent, to 9,338 from 9,624. Volkswagen missed by 6.20 percent, dropping to 6,198 from 6,608. Nissan reported first-year July sales of 3,524 Tennessee-built Sentras.

The domestic market included GM with 55.08 percent, down from 58.30 percent. Ford was up to 26.14 percent from 23.76 percent. Chrysler earned 13.85 percent compared with 12.09 percent a year earlier.

AMC slipped to 1.92 percent from 3.47 percent. Honda sales accounted for 1.47 percent, up from 1.41 percent. VW climbed to 0.98 percent from 0.97 percent, and Nissan held 0.56 percent of the recent market.

Sales of domestic makes in July showed more declines than increases, compared with year-ago totals. Those with plus signs were Plymouth, up 9.42 percent; Dodge, up 15.90 percent; Ford, up 1.64 percent; Mercury, up 1.95 percent, and Lincoln, up 3.60 percent.

Chrysler was down 5.79 percent, Buick was down 20.58 percent, Cadillac dropped 7.14 percent and Chevrolet was off 13.18 percent. Oldsmobile sales slipped 5.64 percent, Pontiac was down 13.16 percent, AMC plunged 44.61 percent and Renault fell 49.17 percent. VW was down 6.20 percent and Honda slipped 2.97 percent.

With 26 selling days in the month this year, the domestic daily rate of 24,366 was down 10.96 percent from 27,364 based on 25 selling days in 1984.

The import sales romp was spurred by big gains for Toyota and Nissan plus generous increases for the German makers whose sales had been crippled by a strike a year earlier. For example, Audi sales were up 84.82 percent, BMW was up 54.50 percent, VW was up 65.06 percent, and Porsche sales and Mercedes-Benz sales tripled.

Toyota reported its second-best month ever, its sales reaching 68,753, up 32.31 percent from 51,962 last year. Nissan was up 26.98 percent, to 53,564 from 42,183.

Other July winners included Jaguar, up 34.24 percent; Isuzu, up 85.92 percent, and Peugeot, up 15.07 percent. Mitsubishi sales doubled, while Subaru was up 3.13 percent. Honda dropped 7.25 percent, Volvo was up 7.65 percent.

The import market share of 29.52 percent was the largest piece of the pie. Next in size were domestic intermediates with 24.82 percent, followed by compacts at 15.42 percent, subcompacts at 12.41 percent, standards at 9.41 percent and luxury models at 8.42 percent.

A year ago, the market spectrum featured imports at 23.15 percent, intermediates at 24.00 percent, compacts at 18.91 percent, subcompacts at 14.53 percent, standards at 11.19 percent and luxuries at 8.22 percent.

For July, 1985, domestic-only market shares included intermediates at 35.21 percent, compacts at 21.88 percent, subcompacts at 17.61 percent, standards at 13.35 percent and luxuries at 11.95 percent.

July 21-31 sales extended the domestic string of losses to five consecutive periods. Down 10.63 percent, to 242,413 from 271,260 last year, the most recent total included drops for every maker except Chrysler and, of course, newcomer Nissan.

Chyrsler was up 7.21 percent. GM dropped 14.92 percent, Ford was down 2.96 percent, AMC plunged 51.56 percent, VW was off 0.79 percent and Honda dropped 32.42 percent.

GM sales accounted for 54.62 percent of the third-period market. Ford cornered 26.03 percent, Chrysler had 14.18 percent and AMC earned 2.21 percent. VW held 1.30 percent, Honda had 1.20 percent and Nissan had 0.46 percent.

With nine selling days in the period both years, the daily rate was off 10.63 percent, to 26,935 from 30,140.

IMPORTED CAR SALES

	July, 1985	July, 1984	7 Mos., 1985	7 Mos., 1984
Alfa Romeo	363	325	2,851	2,056
Audi	7,417	4,013	44,503	43,836
BMW	7,827	5,066	50,174	42,011
Chevrolet Spectrum	5,341	.....	28,284	.....
Chevrolet Sprint	2,276	1,436	10,899	4,514
Dodge Colt	2,850	2,777	17,479	18,414
Dodge Conquest	202	283	1,601	2,546
Dodge Vista	1,237	751	5,816	3,885
Honda	28,062	30,255	230,911	226,128
Isuzu	2,787	1,499	14,473	9,492
Jaguar	1,784	1,329	11,106	10,203
Maserati Biturbo	88	218	782	458
Mazda	17,229	16,269	103,579	98,299
Mercedes-Benz	7,706	2,343	51,605	42,869
Merkur	933	.....	3,666	.....
Mitsubishi	5,280	2,579	27,161	22,172
Nissan	53,564	42,183	304,857	286,428
Peugeot	1,901	1,652	9,437	11,245
Plymouth Colt	2,599	2,341	16,518	16,135
Plymouth Conquest	198	247	1,549	2,198
Plymouth Vista	1,195	708	5,724	3,648
Porsche	2,072	659	14,194	13,117
Renault	489	1,114	4,740	7,600
Saab	3,679	2,663	23,979	20,806
Subaru	15,569	15,097	94,068	93,647
Toyota	68,753	51,962	352,685	321,420
Volkswagen	13,079	7,924	81,112	67,445
Volvo	10,918	10,142	69,563	67,156
TOTAL	265,398	205,835	1,583,316	1,437,728

U.S. CAR SALES BY MARKETING UNITS

	July, 1985	July, 1984	7 Mos., 1985	7 Mos., 1984
Chevrolet	131,204	143,784	998,921	1,012,909
Ford	107,998	106,255	837,730	768,472
Oldsmobile	83,400	88,384	657,901	699,857
Toyota	68,753	51,962	352,685	321,420
Buick	61,375	77,281	527,627	572,968
Nissan	57,088	42,183	315,668	286,428
Pontiac	54,597	62,872	465,520	443,321
Mercury	45,321	43,538	320,765	313,346
Dodge	38,977	33,740	292,551	249,374
Honda	37,400	39,879	323,300	301,422
Chrysler	23,829	30,600	217,427	192,725
Plymouth	28,241	25,458	229,996	200,592
VWoA	26,694	19,204	171,773	174,907
Cadillac	25,977	27,973	174,361	192,473
Mazda	17,229	16,269	103,579	98,299
Subaru	15,569	15,097	94,068	93,647
Lincoln	13,235	12,775	92,664	89,936
AMC—Renault	12,633	24,877	79,314	127,619
Volvo	10,918	10,142	69,563	67,156
BMW	7,827	5,066	51,605	42,869
Mercedes	7,706	2,343	51,605	42,869
Mitsubishi	5,280	2,579	27,161	22,172
Saab	3,679	2,663	23,979	20,806
Isuzu	2,787	1,499	14,473	9,492
Porsche	2,072	0	14,194	0
Peugeot	1,901	1,652	9,437	11,245
Jaguar	1,784	1,329	11,106	10,203
Alfa Romeo	363	325	2,851	2,056
Maserati Biturbo	88	218	782	458
TOTAL	898,925	889,947	6,531,200	6,368,183

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest,Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

Where auto market was, July, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	111,561	12.41
COMPACT	138,605	15.42
INTERMEDIATE	223,070	24.82
STANDARD	84,548	9.41
LUXURY	75,743	8.42
IMPORTS	265,398	29.52
TOTAL	898,925	100.00

DOMESTIC CAR SALES

	July 21 to July 31, 1985	Same Period, 1984	July, 1985	Same Month, 1984	Jan. 1 to July 31, 1985	Same Period, 1984
Alliance	0	0	8,135	13,213	42,454	63,247
Encore	0	0	3,218	9,122	25,723	44,652
Total Renault	0	0	11,353	22,335	68,177	107,899
Eagle	0	0	791	1,428	6,397	12,120
Total AMC	0	0	791	1,428	6,397	12,120
AMERICAN MOTORS	5,354	11,083	12,144	23,763	74,574	120,019
Horizon	1,439	2,601	4,433	6,294	53,686	46,801
Turismo	1,188	1,830	3,624	4,571	34,919	29,202
Reliant	5,693	3,029	12,059	9,537	82,847	91,970
Caravelle	841	0	2,340	0	21,628	0
Plymouth	504	678	1,793	1,760	13,125	10,638
Total Plymouth	9,665	8,138	24,249	22,162	206,205	178,611
Laser	1,438	2,002	3,540	4,813	33,205	34,127
LeBaron K	2,494	3,652	7,196	9,815	53,590	61,639
LeBaron GTS	2,975	0	7,028	0	39,918	0
Cordoba	0	0	0	0	0	136
Fifth Avenue	2,690	4,128	6,735	9,468	58,680	47,472
E-Class	0	936	0	2,315	18,318	18,762
New Yorker	1,521	1,650	4,330	4,189	13,716	30,589
Total Chrysler	11,118	12,368	28,829	30,600	217,427	192,725
Omni	1,308	2,306	4,085	5,687	45,570	40,698
Charger	1,234	1,995	3,735	4,754	37,363	32,219
Daytona	1,362	1,491	3,591	3,677	31,430	28,180
Aries	5,439	2,486	10,783	7,677	68,227	70,233
Lancer	1,720	0	4,773	0	27,972	0
Dodge 400-600	0	969	0	2,341	3,012	15,135
Diplomat	1,102	1,225	3,621	3,007	23,636	15,819
Mirada	0	0	0	0	0	282
Dodge 600	1,438	1,095	4,100	2,786	30,445	21,963
Total Dodge	13,603	11,567	34,688	29,929	267,655	224,529
CHRYSLER CORP.	34,386	32,073	87,766	82,691	691,287	595,865
EXP	358	1,191	1,211	2,823	15,641	17,091
Escort	11,538	11,241	29,535	27,510	231,167	206,054
Mustang	4,063	4,622	12,534	11,163	97,515	80,297
Tempo	7,452	8,914	17,871	22,232	175,210	150,498
Thunderbird	6,363	5,071	14,283	12,124	96,526	93,184
LTD	6,559	5,776	17,254	15,091	122,627	117,477
Crown Victoria	5,054	5,677	15,310	15,312	99,044	103,871
Total Ford Division	41,387	42,492	107,998	106,255	837,730	768,472
Lynx	2,518	1,967	6,556	4,879	47,620	39,300
Topaz	1,351	2,469	3,741	5,687	47,158	42,889
Cougar	4,308	3,679	10,983	9,326	68,354	69,479
Capri	521	582	1,305	1,426	9,252	11,498
Marquis	3,500	3,589	9,536	8,791	58,232	62,564
Grand Marquis	4,486	5,053	12,267	13,429	80,663	87,616
Total Mercury	16,684	17,339	44,388	43,538	317,099	313,346
Continental	884	1,771	2,173	4,621	17,243	19,616
Lincoln	3,349	2,641	9,237	6,197	63,362	48,962
Mark VII	798	783	1,825	1,957	12,059	21,358
Total Lincoln	5,031	5,195	13,235	12,775	92,664	89,936
Total L-M Division	21,715	22,534	57,623	56,313	409,763	403,282
FORD MOTOR COMPANY	63,102	65,026	165,621	162,568	1,247,493	1,171,754
Skyhawk	2,587	4,610	6,791	12,732	55,881	78,048
Skylark	667	2,472	2,011	7,111	51,117	62,812
Somerset Regal	2,326	0	4,711	0	59,925	(0)
Century	6,315	6,432	16,383	16,749	131,990	128,295
Regal	2,878	5,817	7,508	16,396	63,154	122,092
LeSabre	3,900	5,031	10,018	13,165	87,179	96,040
Electra	4,074	3,546	9,292	7,681	46,294	54,438
Riviera	1,878	1,286	4,661	3,447	32,087	31,243
Total Buick	24,625	29,194	61,375	77,281	527,627	572,968
Cimarron	558	917	1,506	1,839	13,059	11,911
Seville	988	1,160	2,382	2,829	19,020	20,559
Cadillac	6,915	7,212	17,127	17,640	102,799	119,146
Eldorado	2,078	2,300	4,962	5,665	39,483	40,857
Total Cadillac	10,539	11,589	25,977	27,973	174,361	192,473
Chevette	3,329	6,093	9,026	14,389	73,153	111,431
Nova	1,493	0	4,043	0	7,239	0
Cavalier	10,235	13,443	28,604	35,314	261,188	231,828
Citation	836	2,703	2,221	8,985	36,311	64,818
Camaro	6,106	7,599	17,019	19,200	125,335	128,918
Celebrity	11,540	11,231	31,656	28,942	213,273	206,817
Malibu	0	5	0	6	0	980
Monte Carlo	3,323	3,616	9,414	9,681	70,349	82,638
Chevrolet	6,764	9,639	18,695	23,818	149,686	164,416
Corvette	1,005	860	2,909	2,013	23,240	16,549
Total Chevrolet	44,631	55,189	123,587	142,348	959,774	1,008,395
Firenza	1,131	2,277	3,058	5,789	33,861	39,758
Omega	0	1,202	0	3,290	0	29,015
Calais	2,939	0	6,550	0	75,952	0
Cutlass Ciera	9,270	8,595	25,964	22,069	200,826	164,123
Cutlass Supreme	5,598	8,179	15,266	21,679	129,662	214,538
Olds 88	6,895	9,314	18,122	23,890	128,958	170,860
Olds 98	4,730	3,109	11,640	8,071	67,580	5 ,837
Toronado	1,073	1,458	2,800	3,596	21,062	24,726
Total Oldsmobile	31,636	34,134	83,400	88,384	657,901	699,857
Fiero	2,395	3,925	6,495	8,613	59,228	64,394
1000	522	1,039	1,274	2,778	13,187	17,056
Sunbird	2,731	5,062	6,978	12,260	70,310	79,444
Phoenix	0	483	0	1,413	896	9,922
Firebird	3,053	4,155	8,369	9,876	64,993	65,841
Grand Am	3,013	0	6,541	0	62,695	0
6000	4,491	4,116	12,407	10,915	91,600	80,796
Bonneville	1,398	2,186	3,660	5,614	31,269	44,318
Grand Prix	1,518	2,423	4,151	6,152	33,236	48,000
Parisienne	1,850	2,121	4,722	5,251	38,106	33,550
Total Pontiac	20,971	25,510	54,597	62,872	465,520	443,321
GENERAL MOTORS	132,402	155,616	348,936	398,858	2,785,183	2,917,014
VOLKSWAGEN	3,143	3,168	6,198	6,608	46,158	50,509
HONDA	2,902	4,294	9,338	9,624	92,389	75,294
NISSAN	1,124	0	3,524	0	10,811	0
DOMESTIC TOTAL	242,413	271,260	633,527	684,112	4,947,884	4,930,455
IMPORT TOTAL	0	0	265,398	205,835	1,583,316	1,437,728
INDUSTRY TOTAL	0	0	898,925	889,947	6,531,200	6,368,183

factories list auction dates

American Motors

Aug. 13—Aptco Auto Auction, Taylor, Mich.

Aug. 14—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend; Metro Milwaukee Auto Auction, Caledonia, Wis., and Southern Auto Auction, Warehouse Point, Conn.

Aug. 15—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Aug. 16—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 20—D-A Auto Auction, New Stanton, Pa.; Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Aug. 21—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Aug. 22—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Chrysler Corp.

Aug. 13—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 14—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Aug. 15—Fredericksburg Auto Auction, Fredericksburg, Va., and Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 14—Columbus Fair Auto Auction, Obetz, O., and Concord Auto Auction, Acton, Mass.

Aug. 15—Arena Auto Auction, Chicago, and Dallas Auto Auction, Dallas.

Aug. 21—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 22—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 13—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Aug. 14—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Aug. 15—Nashville Auto Auction, Nashville; Big H Auto Auction, Houston, and Ohio Auto Auction, Grove City, O.

Aug. 20—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Aug. 21—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Aug. 22—Southwest Auto Auction, Phoenix.

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

used-car auction directory

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WE WILL SELL EVERY CAR!*
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August 13
Aptco Auto Auction
Taylor, MI 48180
313/285-7300

High Point A.A.
High Point, NC 27261
919/886-7091

August 14
Kansas City A.A.
Kansas City, MO 64161
816/452-4084

Metropolitan Milwaukee A.A.
Caledonia, WI 53108
612/546-2403

August 15
Minneapolis Northstar A.A.
Shakopee, MN 55379
612/445-5544

Evansville A.A.
Evansville, IN 47714
812/435-4576

Northway A.A.
Clifton Park, NY 12065
518/371-7500

August 20
D-A A.A.
New Stanton, PA 15672
412/722-3122

Arena A.A.
Chicago, IL 60628
312/568-0900

August 21
Columbus A.A.
Columbus, OH 43207
614/497-2000

August 22
Todd A.A.
Telford, PA 18969
215/721-1300

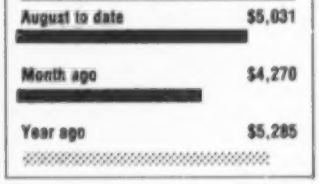
Corry A.A.
Corry, PA 16407
814/664-7721

August 23
Floyd Hauhe A.A.
St. Louis, MO 63044
314/739-1300

$500 DRAWING AT ALL AUCTIONS

*Market Test Sales will be run if at least 35 dealers attend, register and bid aggressively.

Used Car Sales
Auction Averages



Model Breakdown
Auction Averages

	AUGUST, 1985	JULY 1985	JUNE, 1985
1985	$11,401	$10,864	$11,181
1984	$7,617	$7,727	$8,061
1983	$5,623	$5,971	$6,306
1982	$5,023	$5,326	$5,544
1981	$4,229	$4,141	$4,536
1980	$3,174	$3,245	$3,528
1979	$2,553	$2,590	$2,953
1978	$1,863	$2,139	$2,114
Overall Average	$5,031	$4,815	$5,296

6,000 attend kit-car show; 37 firms exhibit products

Continued from Page 17

kit drew a lot of attention. Tim LoVette owner of Manta Cars, Inc., said, "We are pleased and surprised at the acceptance of this vehicle. The way this Corvette is going, we'll be doubling or tripling our space in the next six months, at least doubling. We can't produce as many as we're selling now."

LoVette said he has a sizeable contract for more than 200 vehicles from Custom Vehicles International, a Texas firm. "We supply the assembled coachworks, they put the engine in. They buy their own chassis and then wholesale them through their dealership network," he explained.

That contract is enough to keep Manta's sole production facility at Santa Ana, Calif., busy for some time. The plant is 18,000 square feet and employs 22 workers.

The kit maker attributes the success of the Corvette kit to the original car's popularity. "There's just a real nostalgic love affair with that car, especially with people over 40," he saids. "They couldn't afford it when they were younger and now there aren't too many around."

Another selling feature is that the kit utilizes new GM parts making the kit much more appealing than trying to restore an original model. "It's like driving a brand new Monte Carlo," he added.

LoVette has added a new feature to the 1950s model. "The car has a soft top—just like the original. We've designed a removable hard top to make it an all-weather car."

Orlando auction breaks records

ORLANDO.—Single-day consignment and sales records were broken at Orlando Auto Auction's 13th Anniversary and Dealer Appreciation Sale, according to a company spokesman.

A total of 3,578 cars was consigned to the auction, making the sale the largest single-day auto auction in Orlando Auto Auction's history. Of that total, 2,289 vehicles were sold, also a new mark.

A record 448 different buyers accounted for those sales, grossing more than $18 million.

Joe Wissens

Mercedes replica is a show stopper

This Mercedes-Benz 540K, built and displayed by private owners Kevin Hamelen and Jack Boehning, received three awards at the show—best of show, best paint and best roadster. The kit was produced by Thoroughbred Motorcars, Inc., Redmond, Wash.

Sales slow down; haulers' strike a factor

U.S. car supply rises to 65 days

Continued from Page 1

AMC, 2.71 percent; VW, 1.08 percent; Honda, 0.29 percent, and Nissan, 0.20 percent.

By size class, the Aug. 1 stockpile was split like this: Subcompact, 18.24 percent; compact, 21.30 percent; intermediate, 33.92 percent; standard, 13.04 percent, and luxury, 13.50 percent.

One month earlier, the shares were: Subcompact, 18.18 percent; compact, 21.60 percent; intermediate, 33.34 percent; standard, 13.93 percent, and luxury, 12.95 percent.

The domestic subcompacts were overstocked on Aug. 1, with an average 67-day supply. The breakout: Encore, 115; Horizon, 102; Chevette, 100; Laser, 96; Omni, 94; Pontiac 1000, 88; Daytona, 85; Nova, 84; Charger, 83; Fiero, 78; Turismo, 73; Golf, 69; Lynx, 66; Alliance, 65; EXP, 52; Escort, 51; Sentra, 25, and Accord, 11.

The 63-day average supply of compacts broke down this way: Eagle, 171; Cimarron, 110; LeBaron, 90; Capri, 86; Firenza, 79; Aries, 72; Camaro, 70; Reliant, 70; Sunbird, 70; Skyhawk, 64; Cavalier, 58; Topaz, 57; Firebird, 52; Tempo, 48, and Mustang, 37.

The 62-day average for intermediates included New Yorker E and E-Class, 122; Regal, 111; Somerset Regal, 105; Caravelle, 103; Dodge 600, 103; Citation, 101; Grand Prix, 95; Lancer, 86; Bonneville, 85; Calais, 81; LeBaron GTS, 68; Pontiac 6000, 65; Cutlass Supreme, 64; Thunderbird, 64; Monte Carlo, 62; Century, 61; Cougar, 56; Celebrity, 51; Marquis, 44; Skylark, 44; Cutlass Ciera, 42; LTD, 38, and Grand Am, 28.

There was an average of 63 days' worth of standard-size cars: Parisienne, 93; Chevrolet, 66; Diplomat, 64; Olds 88, 62; Crown Victoria, 61; Grand Marquis, 60; LeSabre, 52, and Plymouth, 48.

There was an overabundance of luxury cars: 73 days' worth. The breakdown: Fifth Avenue, 110; Seville, 97; Toronado, 91; Corvette, 85; Eldorado, 81; Riviera, 78; Electra, 75; Cadillac, 72; Continental, 62; Olds Ninety-Eight, 55; Lincoln, 51, and Mark VII, 44.

NEW-CAR STOCKS

	Aug. 1, 1985	July 1, 1985	Aug. 1, 1984
Alliance	65	114	43
Encore	115	102	50
Total Renault	79	109	46
Eagle	171	231	102
Total AMC	171	231	102
AMERICAN MOTORS	85	118	49
Horizon	102	73	58
Turismo	73	62	59
Reliant	70	98	62
Caravelle	103	78	0
Plymouth	48	54	47
Total Plymouth	78	80	59
Laser	96	85	76
LeBaron	90	94	56
LeBaron GTS	68	56	0
Fifth Avenue	110	51	63
N. Yorker E/E-Class	122	121	84
Total Chrysler	95	72	67
Omni	94	82	60
Charger	83	75	66
Daytona	85	76	84
Aries	72	100	71
Lancer	86	69	0
Diplomat	64	62	51
Dodge 600	103	91	76
Total Dodge	82	82	68
CHRYSLER CORP.	85	78	66
EXP	52	65	49
Escort	51	48	58
Mustang	37	36	48
Tempo	48	54	61
Thunderbird	64	74	65
LTD	38	45	40
Crown Victoria	61	75	44
Total Ford Division	50	54	54
Lynx	66	62	72
Topaz	57	42	73
Cougar	56	62	49
Capri	86	85	66
Marquis	44	68	35
Grand Marquis	60	75	46
Total Mercury	57	65	51
Continental	62	76	27
Lincoln	51	61	44
Mark VII	44	49	73
Total Lincoln	52	61	42
Total L-M Division	56	64	49
FORD MOTOR	52	57	52
Skyhawk	64	50	52
Skylark	44	41	53
Somerset Regal	105	57	0
Century	61	37	43
Regal	111	57	56
LeSabre	52	39	51
Electra	75	69	21
Riviera	78	65	62
Total Buick	72	48	48
Cimarron	110	85	66
Seville	97	87	53
Cadillac	72	78	19
Eldorado	81	78	76
Total Cadillac	78	79	36
Chevette	100	81	43
Nova	84	72	0
Cavalier	58	55	34
Citation	101	104	51
Camaro	70	68	65
Celebrity	51	42	31
Monte Carlo	62	60	45
Chevrolet	66	66	50
Corvette	85	69	74
Total Chevrolet	65	59	44
Firenza	79	64	54
Calais	81	53	0
Cutlass Ciera	42	31	26
Cutlass Supreme	64	39	26
Olds 88	62	46	35
Olds 98	55	61	29
Toronado	91	80	64
Total Oldsmobile	58	44	32
Fiero	78	74	17
1000	88	53	47
Sunbird	70	58	50
Firebird	52	51	44
Grand Am	28	25	0
6000	65	48	40
Bonneville	85	84	56
Grand Prix	95	97	58
Parisienne	93	85	66
Total Pontiac	67	59	46
GENERAL MOTORS	66	54	42
VOLKSWAGEN	69	70	76
HONDA	11	9	19
NISSAN	25	21	0
DOMESTIC TOTAL	65	58	47
Subcompact	67	60	51
Compact	63	63	53
Intermediate	62	52	43
Standard	63	61	46
Luxury	73	67	41

GM-Holden's Camira revamped

The Camira, manufactured by General Motors-Holden's of Australia, has several new features, including restyled headlights and a 1.8-liter fuel-injected engine with digital electronic ignition.

Empire of America has '100 pct. financing'

No-downpayment car loans offered

By John A. Russell
New York Staff Writer

NEW YORK.—Empire of America Federal Savings Bank announced last week that it will offer 100 percent financing on auto loans up to $45,000.

According to Joseph N. Pastwik, senior vice president of the Buffalo-based bank, this new loan offers the customer the opportunity to finance a new car without a downpayment.

The customer can select a term up to 60 months, according to Pastwik. He said this type of loan will be offered only to the consumer, but the bank probably will introduce "indirect" or dealer-offered financing soon.

He said Empire is one of only two banks in the country offering the "no-downpayment" financing to auto buyers.

This is the second innovative type of auto financing the company has offered within two months. Last month, Empire announced its "TURBO" loan, which is a balloon-payment type that reduces buyers' monthly payments but places a predetermined residual value on the vehicle at the end of the 36- or 48-month term.

At that time, the consumer has several options: He can pay the bank the guaranteed value and keep the car; turn the car over to the bank in good condition, satisfying the loan; sell the car privately for as much as possible and keep the difference, or refinance the balance of the loan at the then prevailing interest rate and keep the car.

This system is very similar to leasing.

For Empire, auto business has become a key to the future. Pastwik told the International Motor Press Assn. that the bank entered this field in 1982. The first year, the bank booked $3.7 million in auto loans. By 1984, after offering loans through non-bank outlets, including auto dealers, it wrote $90 million worth of new business.

While doing business only in Michigan and New York, Empire has been pursuing the auto business with a passion. Its first effort, Pastwik said, was to offer 11.5 percent financing in 1983. Then it introduced the TURBO loans and now the no-downpayment concept.

Pastwik said the bank stresses service to its customers.

Consequently, for dealers, the bank guarantees loan approvals in 20 minutes or less. It is open on weekends and holidays when the dealer needs the bank.

Pastwik sees the auto financing industry developing in the future in three critical ways.

He said a secondary market has developed for auto-backed certificates with financial institutions offering securities backed by auto loans. The first such offering was made by Marine Midland Banks, of New York.

"By selling auto loans to secondary market investors," he said, "an institution is able to continually replenish its funding source and receive a servicing fee that represents a steady stream of income over the life of the loan."

In addition, he said, if the secondary market investors will buy the loans, financial institutions will not hestitate to create new wrinkles in the financing. Therefore, variable-rate plans are the second critical area for development.

The third major trend, he said, will be the "relationship banking" concept in which the financial institution offers complete service to the dealership from floorplanning to financing the purchase for the consumer.

He said these are the opportunities that prompted Empire to enter the auto field, since he believes the captive finance companies and big banks will feel heat of the competition.

Mair tells why U.S. makers lag in production changes

By Roger Rowand
Engineering Editor

TRAVERSE CITY, Mich.—There are historical reasons why U.S. manufacturers are slow in introducing new manufacturing technology, something they often are criticized for, a top General Motors engineer said.

Speaking at a University of Michigan automotive management seminar, Alex C. Mair, vice president and group executive, Technical Staffs Group, sketched those reasons.

Mair used body die changes as an example. Japanese workers can make die changes routinely in five or six minutes. Recently, they have been clocked at 140 seconds, Mair said. In comparison, it takes GM workers seven or eight hours to do the same job, he said.

He said that when practices were being formulated in past years, GM paid more attention to the lowest-cost bidder than to quality. That led to heavy use of relatively old presses such as those in which dies are used.

A second reason, he said, involves success.

"The Chevrolet Impala in its heyday was selling at a rate of 1.5 million units a year with common front fenders," Mair said. "It took two complete press lines running six days a week all year long. There was no way we wanted to change those dies."

Fragmentation of demand today means that 350,000 to 380,000 units is a long run, and die-change speed becomes important.

obituaries

Joseph P. Kelleher

ELLENSBURG, Wash.—Joseph P. Kelleher, owner of Kelleher Motor Co., and president of the Washington State Automobile Dealers Assn. in 1967-68, died July 22. Mr. Kelleher was named a Time Magazine Quality Dealer in 1974.

Manny Weiser

CLEVELAND.—Manny Weiser, 74, one of the founders of the Cleveland Independent Auto Dealers Assn., and its 1985 secretary-treasurer, died July 22. Mr. Weiser had served several terms as president of the dealer group and was a member of the board. His business enterprises included M&M Motors and the Cleveland Auto Auction.

H. Floyd Brown

CORONA DEL MAR, Calif.—H. Floyd Brown, one of the nation's pioneer automobile dealers, died July 19. Mr. Brown was appointed a Nash dealer in 1921 and was active in the auto business until his retirement in 1975 when he sold his American Motors dealerships in San Bernadino and Riverside. Mr. Brown was a former president of the Southern California Motor Car Dealers Assn.

Iacocca program gives scholarships to eight students

DETROIT.—Chrysler Corp. Chairman Lee Iacocca has announced eight winners of the Lee Iacocca Scholars Program.

Funded by the Iacocca Foundation, the program is designed to recognize and reward high school achievement by dependent children of Chrysler employes. It provides four-year scholarships to high school seniors who plan to pursue an undergraduate degree at an accredited four-year college or university.

The Citizens' Scholarship Foundation of America, St. Peter, Minn., processed about 1,400 applications for two programs, the Lee Iacocca Scholars Program and the Chrysler Corp. Fund Scholarship Program. Students not selected for the Iacocca program were automatically considered for the Chrysler scholarship.

Ninety-one students received Chrysler Fund Scholarships, designed for Chrysler employes' children who are enrolled or plan to enroll as full-time students at a two-year or four-year college, university, or approved vocational/technical school.

A total of $125,000 was available for distribution in both programs.

Chinese output up 48 pct.

BEIJING, China.—Chinese makers produced 205,000 motor vehicles in the first half of this year, up 48 percent from the year-ago period, according to the official Xinhua News Agency. The pace is well above the industry's planned production of 363,000 vehicles for 1985.

$49-over dealer sues GM; wins some, loses some

Continued from Page 3

Murphy allowed Peterson standing under the Minnesota antitrust law and under the federal Dealer Day-in-Court Act.

Finaliy, Judge Murphy refused to grant Peterson's request for a preliminary injunction that would have ordered GM to allocate, "preference" and deliver to JPM an allotment of vehicles each month. Peterson also wanted restrictions on wholesale financing by GMAC and an order that GM tell the public the availability of vehicles.

Judge Murphy decided that such an injunction would probably hurt GM and GMAC without necessarily benefiting JPM, already in a precarious position in bankruptcy proceedings.

Said Judge Murphy: "Both sides have raised valid points of public concern. The public does have an interest in increased competition in the automobile industry and resulting lower prices. The public also has a legitimate interest, however, in preserving the bankruptcy regulatory scheme and in preventing further financial loss to consumers and creditors."

Though output for the month was lowest this year

July car production best since '77

By Louise Kertesz
Detroit Reporter

U.S. auto makers assembled 618,583 cars in July—the highest production for that month in eight years.

Last month's total was the best July build since 1977, when 694,436 cars were assembled.

Yet, production for July was the lowest of any month this year, due to plant closings for vacations and model changeovers.

Total output for the month was 10.83 percent below June's 693,688, but was 17.85 percent higher than the 524,872 cars produced in July, 1984.

Last week's estimated build of 115,321 cars fell 12.68 percent from the previous week's 132,063.

The total dropped because all Chrysler plants but one were down for model changeover, and the Jefferson (Detroit) plant, which had just reopened after changeover, was not reporting production.

Last week's scheduled output was about the same (up 0.04 percent) as the year-ago week's 115,275.

So far this year, 5,190,150 cars have been assembled, 4.38 percent more than the 4,972,470 built last year at this point.

Companies shared last week's scheduled production as follows: General Motors, 63.82 percent; Ford Motor Co., 26.81 percent; Honda of America Mfg. Co., 2.65 percent; American Motors, 2.38 percent; Volkswagen of America, 1.63 percent; New United Motor Mfg. Co., 1.60 percent, and Nissan Motor Mfg. Co., U.S.A., 1.11 percent.

Last week, Ford's plant in Lorain, O., began producing 1986 Thunderbirds and Cougars, and the company's Dearborn plant began assembling 1986 Mustangs and Capris.

GM's Leeds (Mo.) plant began producing the 1986 Buick Skyhawk last week.

GM's plants in Bowling Green, O., and Orion Township, Mich., reported no production last week as workers prepared for model changeover.

The company reported production of 85 1986 Buick Rivieras during the past two weeks at its new Detroit-Hamtramck plant. GM's Linden (N.J.) facility continues to build the 1985 Riviera.

The following GM plants closed Aug. 9 for model changeover: Detroit (to Sept. 5); Fairfax, Kans. (to Aug. 20), and Wentzville, Mo. (to Aug. 19).

The company's plants in Norwood, O. (Camaro-Firebird), and Pontiac (Fiero) are scheduled to resume production today (Aug. 12) after being down for changeover.

Honda's Marysville (O.) plant is closed for model changeover and vacation this week. It is due to resume operations Aug. 19.

Chrysler's plants in St. Louis (No. 1) and Belvidere (Ill.) returned to work today after changeover.

GM scheduled two overtime shifts Saturday (Aug. 10) at its Lansing plants (Nos. 1 and 2).

Daily overtime is scheduled this week at the following Ford plants: Chicago; Dearborn; Wayne, Mich.; Edison, N.J.; Wixom, Mich., and Kansas City.

Canada's July truck output is highest ever for month

Canadian truck makers built 51,090 units in July, 19.83 percent more than the 42,635 built in July last year and their best total ever for that month.

Car production in July was the highest for the month since 1973.

So far this year, the truck manufacturers have posted four other best-ever months: January, February, April and May.

With plants down for vacation and changeover, however, July's output was down 33.31 percent from June's 76,606 and was the lowest build of any month this year.

General Motors' Oshawa (Ont.) plant closed for vacation and changeover last week, and Chrysler's Windsor (Ont.) plant resumed production at a reduced pace after being down for changeover. As a result, truck output for the week fell to its lowest point this year.

Last week's build of 8,129 trucks dipped 2.95 percent from the previous week's 8,374 and was 39.56 percent below the year-ago week's 13,449.

So far this year, 523,364 trucks have been assembled, 7.08 percent more than the 488,765 completed last year at this point.

GM's truck plant in Oshawa is due to resume production Aug. 19.

July production of 67,495 cars was up 8.63 percent from July 1984's 62,134 and was the best output for that month since July, 1973, when 75,505 cars were assembled.

But due to vacations and changeovers, car production for July was the lowest build for any month this year, falling 33.36 percent below June's 101,290.

Last week's auto production of 13,413 units was down 6.83 percent from the previous week's 14,397 but 9.31 percent more than the year-ago week's 12,271.

Year-to-date, 632,867 cars have been built, 6.44 percent fewer than the 676,414 completed last year at this point.

Volvo's plant in Halifax (N.S.) closed last week for vacation. It is scheduled to reopen Aug. 26.

GM's auto plant in Oshawa is scheduled to return to work today (Aug. 12) after being closed for two weeks for vacation and changeover.

Auto-engineering plant to be built in Arizona

CASA GRANDE, Ariz.—Calsonic, Inc., of Irvine, Calif., plans to build a $25-million automotive-engineering plant on 3,050 acres near here beginning next year.

Calsonic is a subsidiary of Nihon Radiator Co., Ltd., of Tokyo, which makes air conditioners, heaters, radiators and exhaust systems. Nissan owns 40 percent of Nihon.

CANADIAN CAR PRODUCTION

	Week Ended August 10, 1985	Week Ended August 11, 1984	Week Ended August 3, 1985	July Total	Jan. 1 to August 11, 1984	Jan. 1 to August 10, 1985
AMERICAN MOTORS	320	587	0	0	14,068	5,813
FORD MOTOR	9,013	7,995	11,245	22,275	264,092	298,714
GENERAL MOTORS	4,080	3,689	2,927	44,230	391,772	321,884
VOLVO	0	0	225	990	6,482	6,456
Total Cars, Canada	13,413	12,271	14,397	67,495	676,414	632,867

U.S. TRUCK PRODUCTION☆

	Week Ended August 10, 1985	Week Ended August 11, 1984	Week Ended August 3, 1985	July Total	Jan. 1 to August 11, 1984	Jan. 1 to August 10, 1985
CHEVROLET	18,748	18,360	18,880	100,843	623,375	738,971
DODGE	4,100	3,695	0	15,581	122,586	130,008
FORD	23,386	19,747	24,926	62,671	719,973	722,611
GMC	6,527	6,011	6,370	30,302	202,323	228,883
INTERNATIONAL	1,660	1,638	1,658	3,931	45,962	48,287
JEEP	5,300	3,830	3,279	10,465	114,696	121,503
NISSAN	2,552	0	2,579	6,448	57,738	63,316
AM GENERAL	50	50	50	210	1,620	1,540
MISCELLANEOUS	2,000	1,000	2,000	7,983	32,200	56,803
Total Trucks, U.S.	64,323	54,332	59,742	238,434	1,920,473	2,111,922

CANADIAN TRUCK PRODUCTION

	Week Ended August 10, 1985	Week Ended August 11, 1984	Week Ended August 3, 1985	July Total	Jan. 1 to August 11, 1984	Jan. 1 to August 10, 1985
CHRYSLER	4,518	8,664	0	21,179	210,841	240,907
FORD	2,342	2,174	3,651	5,633	92,892	98,662
GENERAL MOTORS	1,053	2,437	4,511	23,576	180,351	177,117
INTERNATIONAL	216	174	212	700	4,681	6,678
Total Trucks, Canada	8,129	13,449	8,374	51,090	488,765	523,364
N. American Trucks	72,452	67,781	68,116	289,524	2,409,238	2,635,286

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

July truck build highest for month in seven years

Domestic truck makers assembled 238,434 trucks in July. It was the highest total for that month since the 278,020 trucks built in July, 1978.

But July's output, cut by plant closings for vacations and model changeovers, was the lowest of any month this year.

Last month's total fell 20.66 percent below June's 300,513 but was 11.73 percent better than the year-ago month's 213,408.

With Chrysler Corp.'s Warren (Mich.) plant back in operation after being closed since Aug. 5 for model changeover, last week's scheduled production of 64,323 trucks was up 7.67 percent from the previous week's 59,742.

Last week's output was 18.39 percent higher than the year-ago week's 54,332.

So far this year, 2,111,922 trucks have been assembled, 9.97 percent more than the 1,920,473 completed last year at this time.

Production of 1986 models begins this week (Aug. 12) at the following Ford Motor Co. plants: Kansas City, Norfolk, Twin Cities and Louisville.

General Motors scheduled two overtime shifts Saturday (Aug. 10) at its facilities in Flint (Lines 1 and 2).

Ford has scheduled daily overtime this week at its plants in Wayne, Mich., and Lorain, O.

The same plants are slated for overtime Saturday (Aug. 17).

U.S. CAR PRODUCTION

	Week Ended August 10, 1985	Week Ended August 11, 1984	Week Ended August 3, 1985	July Total	Jan. 1 to August 11, 1984	Jan. 1 to August 10, 1985
AMERICAN MOTORS	2,750	3,997	2,809	9,313	122,951	67,257
Renault Total	2,750	3,997	2,809	9,313	122,951	67,257
Alliance	1,950	2,550	1,936	6,495	66,954	42,148
Encore	800	1,447	873	2,818	55,997	25,109
CHRYSLER CORP.	0	9,454	7,491	102,031	767,611	828,924
Plymouth Total	0	3,614	2,505	29,101	226,714	238,958
Horizon	0	2,784	2,397	13,410	96,775	90,850
Reliant	0	308	0	11,635	110,551	104,964
Caravelle	0	270	0	2,915	5,758	31,669
Gran Fury	0	252	108	1,141	13,630	11,455
Chrysler Total	0	2,218	2,443	32,450	256,151	273,304
LeBaron	0	100	0	6,169	77,225	62,713
LeBaron GTS	0	0	0	7,215	0	60,506
Laser	0	52	0	4,293	46,064	34,390
New Yorker/E-Class	0	277	0	4,181	63,310	43,539
Fifth Avenue	0	1,789	2,443	10,592	69,552	72,156
Dodge Total	0	3,622	2,543	40,480	284,746	316,662
Omni	0	2,558	2,236	11,840	91,480	89,260
Aries	0	223	0	10,729	87,865	87,047
Daytona	0	49	0	4,343	34,207	31,474
Dodge 600	0	283	0	4,738	48,509	42,919
Lancer	0	0	0	4,684	0	42,807
Diplomat	0	509	307	4,146	22,685	23,155
FORD MOTOR	30,912	34,818	32,650	86,013	1,063,294	1,024,524
Ford Division	20,968	21,971	21,586	56,780	686,547	679,996
Escort	7,662	6,424	7,580	19,379	210,846	199,544
Mustang	3,463	2,874	3,881	9,610	83,536	109,452
LTD	3,390	4,300	3,493	9,432	131,178	131,995
Thunderbird	2,322	2,619	2,538	7,957	91,447	113,335
Crown Victoria	0	1,567	0	0	47,040	7,122
EXP	0	1,108	0	0	21,698	3,863
Tempo	4,131	3,079	3,994	10,402	100,802	114,685
L-M Division	9,944	12,847	11,064	29,233	376,747	344,528
Mercury Total	6,345	9,515	7,471	20,370	271,831	245,382
Lynx	1,490	1,241	1,695	4,526	41,622	45,208
Capri	92	253	743	1,907	10,427	11,684
Marquis	1,831	2,313	1,807	4,644	70,732	66,275
Cougar	1,863	3,159	2,020	6,384	65,531	82,646
Grand Marquis	0	1,328	0	0	57,051	4,733
Topaz	1,069	1,221	1,206	2,909	26,468	34,836
Lincoln Total	3,599	3,332	3,593	8,863	104,916	99,146
Continental	499	875	506	1,232	23,914	16,458
Lincoln	2,698	2,090	2,688	6,633	62,395	71,701
Mark VI/VII	402	367	399	998	18,607	10,987
GENERAL MOTORS	73,594	63,526	80,584	392,143	2,881,486	3,072,714
Buick Total	19,172	10,217	19,320	91,645	631,767	638,189
Skylark	0	2,218	0	0	60,691	40,953
Skyhawk	1,074	0	0	8,463	93,626	68,074
Somerset Regal	3,360	78	2,258	9,412	1,658	75,266
Century	5,944	4,178	5,774	25,528	143,757	169,183
Regal	1,248	0	3,471	15,738	131,396	80,966
LeSabre/Electra(rwd)	2,305	1,626	2,462	10,439	136,857	87,322
Riviera	1,200	616	1,252	4,985	32,920	41,735
Electra(fwd)	4,041	1,301	4,103	17,080	30,662	74,690
Cadillac Total	3,010	5,822	6,676	29,270	211,766	225,775
Cimarron	490	253	630	2,335	10,966	18,121
Seville	715	523	719	2,995	25,446	24,376
Eldorado	1,405	1,171	1,416	5,879	49,897	46,143
Cadillac (rwd)	400	1,539	405	1,749	88,036	29,473
DeVille (fwd)	0	2,336	3,706	16,312	37,401	107,662
Chevrolet Total	20,870	22,839	22,227	116,250	977,790	1,030,995
Chevette	2,842	2,745	2,773	14,192	119,309	102,499
Cavalier	7,465	5,783	8,086	39,442	254,793	308,033
Celebrity	5,425	5,052	5,467	22,917	189,356	178,327
Camaro	0	5,238	0	14,581	164,305	137,143
Citation	0	553	0	0	70,017	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,337	1,542	2,009	8,261	72,271	86,815
Chevrolet	2,801	1,146	2,829	12,680	70,062	162,057
Corvette	0	780	1,063	4,177	21,331	27,424
Oldsmobile Total	20,983	16,670	22,810	103,533	721,496	768,638
Omega	0	0	0	0	29,289	0
Firenza	0	0	0	3,146	44,492	39,358
Cutlass Supreme	3,304	3,531	4,772	22,220	175,073	142,992
Cutlass Ciera	6,250	4,992	6,295	27,642	176,995	226,536
88/98 (rwd)	5,770	5,364	5,781	25,694	227,110	156,872
Olds 98 (fwd)	1,259	1,997	2,562	12,070	37,501	86,644
Calais	3,700	158	2,688	9,817	1,732	91,678
Toronado	700	628	712	2,944	29,304	24,958
Pontiac Total	9,559	7,978	9,351	51,445	338,667	409,117
Acadian**	0	242	255	817	10,378	8,480
2000 Sunbird	2,485	1,001	2,577	11,382	91,588	89,152
1000	544	902	678	1,932	25,386	15,226
Firebird	0	2,857	0	7,963	74,993	73,192
Phoenix	0	0	0	0	14,116	0
6000	1,560	0	1,460	6,515	0	32,643
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	1,470	587	1,557	6,617	17,118	46,886
Fiero	0	2,389	0	8,615	75,355	69,599
Grand Am	3,500	0	2,824	7,604	0	73,939
HONDA	3,055	3,480	3,109	12,082	81,697	98,135
NISSAN	1,280	0	1,289	3,266	0	15,681
NUMMI (Nova)*	1,850	0	1,800	7,968	0	21,999
VOLKSWAGEN	1,880	0	2,331	5,722	55,431	60,916
Total Cars, U.S.	115,321	115,275	132,063	618,538	4,972,470	5,190,150
Total Cars, Canada	13,413	12,271	14,397	67,495	676,414	632,867
N. American Cars	128,734	127,546	146,460	686,033	5,648,884	5,823,017
N. American Trucks	72,452	67,781	68,116	289,524	2,409,238	2,635,286
North American Cars and Trucks	201,186	195,327	214,576	975,557	8,058,122	8,458,303

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

August 19, 1985

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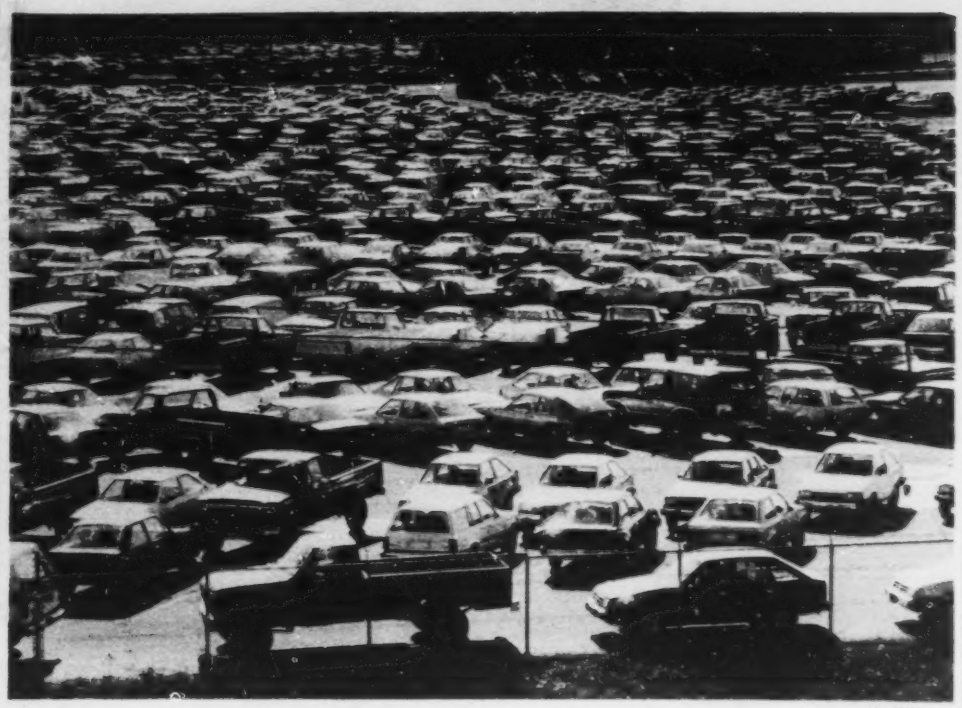
Cars, trucks piling up



Joe Wilssens

Waiting for the end of the strike

Cars and trucks continued to stack up last week in shipping yards waiting for haulers to return to the roads. E&L Transport's lot in Woodhaven, Mich., was jammed with Ford Motor Co. autos and trucks assembled at nearby Dearborn plants.

Dealers watching for hauler trucks as sales plummet

By Richard Johnson
Detroit Reporter

Auto dealers around the country may be receiving shipments of strike-bound 1985 cars and trucks early this week, following a tentative settlement between new-car haulers and transport companies.

Representatives of Teamster locals approved the pact by a vote of 91-1 last Friday (Aug. 16). Union officials said picket signs would come down at noon Sunday (Aug. 18) and stay down until a ratification vote of more than 20,000 striking members is conducted. Those drivers who want to go back to work may do as the signs come down.

Ballots were scheduled to be mailed Thursday (Aug. 22) and were due to be returned by Sept. 12. Terms of the contract settlement were not disclosed.

The union's executive board could order haulers back to work prior to a vote, but it would seem to be a risky move by the leadership. An earlier management proposal which had been endorsed by the union brass was overwhelmingly rejected by the rank and file.

Teamster local representatives convened in Washington to review terms of an agreement reached by bargainers two days earlier. Prior to the meeting, sources said dealers were being told by manufacturers to expect shipments of new cars and trucks to begin arriving as early as midweek.

While neither side would release details of the three-year tentative agreement, a spokesman for the National Automobile Transporters Labor Division said, "There is a substantial improvement compared to the contract in 1982."

Both domestic manufacturers, which have not altered production schedules during the strike, and foreign importers applauded news of the tentative pact.

The walkout, which began July 26, has caused stocks to dwindle at both domestic and import dealerships around the country.

Japanese companies in particular were reporting a slim supply of cars at dealerships. Toyota last week cited a three-day inventory at dealers, dealer prep centers and in transit. Honda's imports stood at 9 days' supply as of Aug. 1, but many Honda dealers around the

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Import stocks fall in strike

By Kathleen Hamilton
Assistant Managing Editor

One look at the Aug. 1 import inventory numbers is all it takes to see why importers wanted a quick end to the haulers' strike. New-car inventories were down, but trucks—a profit mainstay of the Japanese makers—were way down, thanks to booming sales, especially at Toyota.

There were 291,871 new imported cars in dealer and port inventories on Aug. 1, a two-month low. That translated into 29 days' worth, also a two-month low. But it came as import-car sales were on an upswing and stood in sharp contrast to a 65-day supply of domestic cars on hand at dealerships, at factories and in transit.

For both imports and domestics, inventory figures usually include about 10 days' worth of cars that are in transit at any given time.

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Just a whisker ahead of Fiat in first-half sales

VW Group snares lead in Europe

By Richard Feast
European Editor

LONDON.—Preliminary new-car sales returns from Western Europe for the first half of this year confirm the lead established by the Volkswagen Group, whose 13 percent market share was a little ahead of Fiat Auto's 12.8 percent.

The 1985 title race looks like a match between those two, which have built up a distinct advantage over Ford, General Motors, the Peugeot group (PSA) and Renault.

If the VW-Audi pairing maintains its position—and there are few signs to the contrary—it will be its first time as number one.

The unofficial early returns indicate that new-car demand in Western Europe is static. The total for the first half was 5,657,500, spread across 16 countries. The difference in comparison with the same period last year is too close to call.

West Germany's performance was the most outstanding factor. The catalyst debate and resulting public uncertainty meant a shortfall of more than 107,000 units for the six months. Five other countries (Belgium, France, Spain, Switzerland and the U.K.) contributed to the deficit, although by smaller amounts.

All other national markets recorded advances, led by Italy's gain of 48,000, Sweden's 28,000 and Norway's 20,000. Thus, but for the German problem, Europe would probably be heading for a record sales year.

What makes the VW performance even more remarkable is that it was achieved despite what is happening in its important domestic market. VW has gone on an export offensive, spearheaded by the second-generation Golf. At the same time, it increased its share in the smaller German market.

Nowhere was this export push more pronounced than in Italy, the one market which recorded solid growth. VW's sales were up 63 percent. Similarly, the Peugeot nameplate sold a third more, and Renault was up nearly a quarter.

As a result, Fiat's market share was squeezed—though at nearly 53 percent of its domestic market, there seems little cause for concern.

But the domestic loss is compounded by a widespread fall in

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breaking news

Chrysler's Gulfstream may buy Canadair

MONTREAL.—Gulfstream Aerospace Corp., the aircraft manufacturer which was purchased by Chrysler Corp., reportedly has expressed interest in buying Canadair, Ltd., the state-owned aircraft maker that competes with Gulfstream, according to Canadian Government officials. Canadair earned $6 million (Canadian) on $376 million in sales in 1984. The government has put the firm on the auction block and has supplied information to Gulfstream. Gulfstream and Chrysler officials reportedly have made visits to Canadair. Chrysler completed the purchase of Gulfstream last week.

Dana to show voice-activated cruise control

DETROIT.—Dana Corp.'s Precision Controls Division, Laurinburg, N.C., has developed a voice-activated cruise control. The company will not discuss details yet, however. Word

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GM offering 7.7 pct. to fuel sales upturn

By Richard Johnson
Detroit Reporter

GeneralMotors jumped into the post-haulaway-strike marketing fray last week with an unprecedented 7.7 annual percentage rate offering—the lowest retail financing rate in GMAC history.

Participating GM dealers will offer the special percentage rate on most 1985 cars and light-duty trucks.

The company vowed a seven-week "sales blitz" to make way for the introduction of 1986 models. The incentive program pushes back the company's 1986 public introduction one week, from Sept. 26 to Oct. 3.

With little time remaining in the model year, other domestic auto makers are expected to follow with their own sales incentive programs. The widely anticipated sales push is being spurred by the manufacturers' need to clear out 1985 models that have piled up in storage yards and at railheads during the three-week-long haulers' strike.

But GM was also interested in countering an apparent reluctance among customers to visit dealerships during the strike. A spokesman said publicity about the walkout has caused a falloff in showroom traffic even though he said General Motors dealers still have "a lot of merchandise."

The domestic auto makers last week reported a combined 10 percent drop in car sales for the first 10 days of August. GM sales were off 10 percent for the 10-day period.

GM estimates that the 7.7 percent rate makes available an average saving of $1,550 and as much as a $2,250 saving on the financing of eligible new cars and trucks.

The low financing applies to deliveries from inventory by participating dealers. The special rate

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As talks open at Chrysler

Security, profit share high on UAW's list

By Arthur Flax
Automotive News Staff

Negotiators for Chrysler Corp. and the UAW got together last week to open their labor talks, and after a few days of predictable sparring, they recessed the sessions until Aug. 27.

The union presented some of its demands. Chrysler listened, but didn't have too much to say. During the recess, the company will study the UAW's presentation and will put forth a proposal of its own when the talks resume.

Job security is the number one goal of the UAW in its contract negotiations with Chrysler, UAW President Owen Bieber said.

Discussions on job security will be closely tied to the issue of outsourcing of components, Bieber said.

Profit sharing is also high on the union's "want" list. So are increased wages, of course. The UAW won a profit-sharing plan at Chrysler in 1981 but gave it up the following year in favor of a wage hike. Chrysler workers would have picked up about $5,000 each if they had kept the program.

Bieber said, "This is the year that, obviously, Chrysler workers come back to the pattern with their counterparts at GM and Ford, and our proposal is to come back to the pattern relative to future contracts and opening dates as well."

Bieber indicated, but did not specifically say, that the new Chrysler contract should expire on the same date as the Ford and GM contracts. The current Chrysler contract is due to expire Oct. 15 of this year, and the GM and Ford contracts will expire Sept. 15, 1987.

Some of the discussions will also focus on local working conditions and plant investment according to UAW officials.

"There are local unions in the last five or six years that asked to correct working conditions. The money wasn't there then. The money is there now," said UAW Vice President Marc Stepp, director of the union's Chrysler department.

Bieber added that the union believes Chrysler has not made the "proper investment" in some of its plants to stay competitive.

Asked if the Chrysler-UAW agreement will bear any similarity to the GM Saturn pact, Bieber said, "I thought we put to rest the Saturn question because it doesn't apply here . . . I don't want to spend time talking about Saturn where there is no Saturn."

As for Chrysler's proposed Liberty small-car venture and its joint ventures with Mitsubishi in the U.S., he expressed the hope and expectation that the cars will be built by U.S. UAW workers.

Bieber said, "We are happy to come to Chrysler under the cur-

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Arthur Flax

Chrysler talks open

Owen Bieber, right, UAW president, and Thomas Miner, Chrysler industrial relations vice president, met each other halfway across the bargaining table as negotiations for a new Chrysler-UAW contract began in Detroit last week.

Shortage of cars cuts sales in early August

By Jenny L. King
Detroit Reporter

Early August domestic sales were severely hampered by a lack of new cars at dealerships around the country. Dealers couldn't sell transportation because the Teamsters Union strike left factories largely without transportation for their new products.

Surely, aerial photos of storage lots filled to overflowing with new cars didn't make anyone feel better as the Aug. 1-10 total fell 10.13 percent below the comparable 1984 period.

The early-August drought caused 1985 year-to-date sales to fall below 1984's for the first time. The total is 5,107,122, down from 5,107,637 at this point a year ago.

Chrysler Corp. was the only domestic maker to report a gain for the Aug. 1-10 period. Honda, which has been on a long sales honeymoon in the U.S.—particularly since opening its Ohio assembly operation—suffered the largest setback, plummetting 81.40 percent for the period as a result of the car haulers' strike.

August sales often appear slow as customers either are out of town on vacation or have decided to wait until September for the arrival of the next model year cars. This year's early-August total turned out to be the lowest for any 1985 10-day reporting peiod, and it produced the weakest daily selling rate of the calendar year.

The count was 159,238, down 10.13 percent from 177,182 a year earlier. With nine selling days, the daily average was a very modest 17,693, down 10.13 percent from 19,687.

Chrysler's 15.02-percent sales gain would have been good in the best of times. It was remarkable, given the current conditions. Chrysler climbed to 24,640 from 21,423 last year and rose from

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Ford faces tough road on CAFE

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Ford Motor Co. has given updated estimates of its 1987-89 domestic CAFE levels to NHTSA in support of its earlier petition asking NHTSA for relief from those standards. The 1987-89 standards are 27.5 MPG.

While Ford has asked for and received confidential treatment for the projections, they are thought to be serious shortfalls since the remedies suggested are costly to Ford and threatening to workers.

NHTSA is not likely to address those future standards until October or thereabouts—after it has decided what to do about the 1986 CAFE standard which Ford, General Motors and the European luxury-car makers want lowered from the current 27.5 MPG to 26 MPG.

Donald Buist, Ford's director of auto emissions and fuel economy, said that an early-1986 decision on 1987-89 CAFE standards is too late for Ford to make decisions that are not wasteful.

In a letter to Barry Felrice, NHTSA associate administrator for rulemaking, Buist repeated earlier positions—that Ford will not be able to sell enough small cars because the Japanese will be selling more and that any incentive Ford may offer on its own subcompacts will be met by its competitors and thus will limit Ford's sales in that market segment.

Buist listed four choices Ford may face if the government does not lower the 1987-89 standards:

1. Restricting sales of the Ford Crown Victoria and Mercury Grand Marquis and station wagons.

2. Canceling production of those cars.

3. Transferring production of those cars "outside North America" (presumably outside the U.S. or Canada, but not necessarily excluding Mexico).

4. Instead of transferring total production, "increase the use of imported components to more than 25 percent of the value of these cars, so as to qualify them for inclusion in Ford's import fleet." (Domestic auto makers have two fleets for CAFE purposes: Those with 75 percent or more U.S.-Canadian content or the import fleet with less than 75 percent U.S.-Canadian content.)

But in a telephone conversation with Automotive News, Buist indicated that the last choice is much more likely than the other three.

For example, Ford said reducing or canceling production would hurt consumer choice and jobs more than transferring production of major components although it would mean "unnecessary extra investment and tooling, workforce dislocations and production start-up complications."

That would be less sweeping than dropping all Crown Victoria and Grand Marquis models from the domestic fleet—a move that would increase Ford's CAFE by about 0.5 MPG per year.

Buist told Automotive News the best choice to make—other than meeting lower CAFE standards rolled back by NHTSA—would be to increase the use of imported components to more than 25 per-

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Toyota plant sites to be selected by 'open bidding'

By Frank Gawronski
Tokyo Bureau Chief

TOKYO.—Toyota Motor Corp. will select sites for plants in the U.S. and Canada through a method of so-called "open bidding."

According to reports, the Japanese auto maker has already sent out some 30 questionnaires to states and cities in the U.S. and to some Canadian provinces.

The questionnaire deals with land; industrial infrastructures such as electricity and water; laws and tax systems, and preferential treatment offered in the regions where the plants might be built.

Toyota will select plant sites on the basis of the questionnaires, which will be collected by the end of August. A formal decision will be made around November.

If everything goes according to plan, the company will set up local subsidiaries to purchase plant sites within the year, and car production will begin in 1988.

Toyota plans to construct a plant in the U.S. for annual production of 200,000 cars in the 2,000-cc class and a plant in Canada to build 50,000 units in the 1,600-cc class.

Williams' 200th limo

Williams Motor Works, Gardena, Calif., has built its 200th limousine. Shown are Dan Williams, founder and president, and Robi Sinclair, vice president in charge of marketing. The milestone limousine is a 56-inch extended wheelbase Cadillac Fleetwood.

Edsel Ford explains great expectations

L-M sees Sable matching Taurus

By Richard Johnson
Detroit Reporter

Lincoln-Mercury's new Sable intermediate could match sales of Ford Division's Taurus line when the front-wheel-drive twins debut this fall, according to L-M General Marketing Manager Edsel B. Ford II.

Although production schedules reportedly now call for about 250,000 Taurus units and 150,000 Sables during the 1986 model year, Ford told the Detroit Auto Writers Group "hopefully it will be 50-50."

If Sable keeps pace with Taurus, they would become the only cross-divisional nameplates with an even split between Ford and Mercury nameplates. L-M's best performers against Ford Division are Grand Marquis, which sold the equivalent of 82 percent of Crown Victoria's total for the first six months of 1985, and Cougar, which stood at 70 percent of Thunderbird sales.

For LTD/Marquis, the body style to be replaced by Taurus/Sable, L-M's Marquis sales were 46 percent of its Ford Division counterpart through the first half of the year. As for other models, Topaz was at 28 percent of Tempo, Lynx sales amounted to 20 percent of Escort sales and Capri managed only 9 percent of Mustang sales totals.

But Edsel Ford said he believes Sable has a chance to match Taurus stride for stride once the cars hit showrooms in November. He said his hope springs from "the press reports I am reading."

"Every time I pick up a magazine with a review, the writer has chosen to write about Sable," he said. "I read one just the other day in which the writer said 'Taurus is a nice car, but Sable knocked me out, so I'm going to concentrate this article on Sable.' Now if sales have relationship to that, we ought to blow Taurus away. Hopefully, it will be 50-50."

Asked about projections of a 250,000-150,000 sales mix in favor of Taurus, Ford said "I think that may be what the production schedules are, but it's a function of what each division earns. It's done on an earn basis. We take into account things like days' supply and dealer stock.

"If those are the (production schedule) numbers, those are the numbers and they are probably going to build them that way," he said. "My optimism is based strictly on what the press is saying, and I'm translating the enthusiasm I'm reading in the articles into what I think sales may be. Now, that may not happen."

For months, L-M partisans have been quietly anticipating the friendly, intramural competition between Ford Taurus and Mercury Sable. Indeed, the company has stressed that Sable is something more than a warmed-over version of Ford Division's entry.

At a press preview for the cars in Los Angeles earlier this year, Ford Motor Co. President Harold A. Poling noted that the twins share no common body panels and that Sable is more than two inches longer with a larger trunk, a unique front end, hidden roof pillars and its own instrument panel.

Each line consists of a four-door sedan and a four-door, two-seat wagon.

Ford told the DAWG meeting that he has plans for Capri—Lincoln-Mercury's poorest performer against a Ford Division counterpart. The compact car achieved sales of 7,947 for the first six months of the 1985 calendar year, or 21 percent below those of the same period last year. Meanwhile, Mustang sales were 84,981 from Jan. 1 through June 30, 23 percent higher than in 1984.

"I'm going to try to resurrect Capri this year," Ford said. "I think it's a shame. Mustang had that $6,885 car that we launched at Ford Division last year, and the poor little Capri really got the short end of the stick.

"We have only one body style, we don't have the notchback

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AMC needs Toledo space for new Comanche pickup

Canada to produce Jeep CJ-7

By Richard Johnson
Detroit Reporter

American Motors last week announced plans to move CJ-7 production from Jeep assembly operations in Toledo to Brampton, Ont., where AMC currently turns out the four-wheel-drive Eagle.

The shift to Canada will make room for production of the new Comanche compact pickup coming this fall and relieve pressure at Toledo, which a company spokesman said is "bulging at the seams."

He said current production of 1,100 Jeeps daily is over the plant's optimum capacity of about 1,000 vehicles per day. The Toledo plant is producing Cherokee, Wagoneer, Grand Wagoneer, CJ and the J-10/20 pickups.

AMC will discontinue the CJ line at Toledo after Nov. 26 and resume production Jan. 6 in Canada. Relocating the 195 CJs now built daily at Toledo will give the company room to accommodate Comanche. The spokesman said production of the new pickup will be increased incrementally.

AMC will also begin building its all-new Jeep YJ model next year at the Brampton plant—apparently alongside the venerable, open-bodied CJ model that, according to most accounts, will be replaced by the new series.

• The spokesman said Brampton has enough capacity to add a CJ line along with the 80 Eagles a day now built at the plant.

Asked if YJ can be built along with Eagle and CJ at Brampton, he said, "They still have more capacity; they have built as many as 80,000 a year there when they were building Hornet and Gremlins (in the mid-1970s)." He added that there is "no end point" for CJ.

AMC President Jose Dedeurwaerder recently told Automotive News that the new model will be "an addition to the Jeep line; it will not be a replacement because the vehicle is totally different."

Dedeurwaerder said the Jeep YJ will be a 1987-model-year designation, even though production is slated to begin in April. He said there will be an official announcement on the model "very soon."

The CJ production switch is expected to have "minimal impact" on employment at Toledo, where about 700 workers are assigned to the CJ line. Some presumably will be absorbed by Comanche production. Altogether, the Jeep plant employs about 7,700 hourly workers.

Last spring, several incidents of assembly-line vandalism were reported at the Jeep operations after Toledo workers were asked to accept a less-lucrative profits-based payback of employe investments made over the past three years.

UAW members at the profitable Toledo operations preferred a "wheel-tax" option that called for the company to contribute to a reimbursement fund based on production levels.

Both company and union officials last week insisted that the transfer of CJ production is unrelated to the wave of vandalism.

Diplomats in China ride in style

Mainland China has taken delivery of a fleet of 20 Cadillac limousines. Fifteen are rear-drive Fleetwoods converted by O'Gara Coachworks, Simi Valley, Calif.; five are front-drive Fleetwood limousines. All are used for diplomatic service in Beijing.

Toyota to add Japan engine site for U.S. plants

By Frank Gawronski
Tokyo Bureau Chief

NAGOYA, Japan.—Toyota Motor Corp. is building an automobile engine plant at its facility here to prepare for increased car production in its new North American plants.

The company said it will complete the new plant, which will initially produce 20,000 engines a month, in the spring of 1987.

Toyota now manufactures about 300,000 engines a month at its two Nagoya factories, mostly for domestic use.

Additional engine production is required because the company announced last month that it will produce 200,000 cars a year at a new U.S. facility and another 50,000 units annually at a new plant in Canada—both yet to be built.

A total of approximately 500,000 engines a year will be required by the new U.S. plant and by New United Motor Mfg. Co., the company's joint venture with General Motors in Fremont, Calif.

NUMMI will increase production of the subcompact Nova from 60,000 units to 200,000 units in 1986.

There are also plans for the Fremont plant to produce 50,000 units a year of another model for Toyota's U.S. dealers.

Satellite deals, information centers 'where people congregate'

Chevy zeroes in on shopping malls

By Richard Johnson
Detroit Reporter

Chevrolet is studying several alternatives to the traditional method of retailing new cars and trucks and is in the midst of developing and launching pilot programs for satellite dealerships and upgraded electronic videotext centers in shopping malls.

The division recently opened General Motors' first satellite sales office—in Moline, Ill.—and plans to have another outlet functional by mid-September.

Later this year, Chevrolet will begin installing sophisticated new computer-based equipment in malls, according to C.N. (Bud) Moore, Chevrolet assistant general sales manager.

During an interview with Automotive News, Moore said the electronic display center will be more advanced than anything currently in operation.

Secondary locations, which are used extensively by Ford Division, have been described by Chevy as a "revolutionary" new trend in retail marketing.

Robert Starr, Chevrolet general sales and service manager, called the Moline store "a forerunner of several alternatives being studied by Chevrolet to the traditional one-dealer/one-showroom way of selling and servicing cars and trucks."

Starr said the division has "a number of programs already in the development stage that truly could revolutionize the way Chevrolet and its dealers sell and service our products."

• Moore declined to reveal the location of the second satellite store, although he indicated it would also be in a shopping mall.

"We're trying to see how we can reach more customers, and the mall has become a way of life in America," he said. "It is a place where people congregate, especially young people."

While not all of Ford's secondary outlets are situated in shopping centers, Moore said he "can't conceive of one being in a free-standing location."

"We want to put them where people are congregating," he said.

Satellite dealerships are essentially scaled-down sales offices owned and operated by a nearby dealer. The objective is to bring automobile showrooms within reach of more potential customers.

At Ford, they are generally placed in geographic areas that cannot support a complete-line dealership and are situated primarily in rural areas. However, Ford Division, which has about 150 satellite dealerships around the country, also has several secondary stores in large shopping malls.

GM's first satellite is located in the SouthPark Mall in Moline and is an extension of Mills Chevrolet, located about one mile from the mall. During the first two weeks in operation, nearly 4,000 persons went through the store and 10 cars and two trucks were sold, Chevrolet said.

In addition to a display of new cars, the secondary outlet in Moline offers a selection of parts and

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Promoter tells glowing tale, but Minnesota dealer is out of business and is suing GM

$49 over: It's a bonanza for some, but a disaster for others

By Roger Rowand
Engineering Editor

The controversial $49-over-invoice method of retailing new cars is far from a forgotten issue. It still is being used and it's being cussed and discussed and taken apart in lengthening legal actions. An FTC investigation is centering on it.

Howard Van Bortel, originator and promoter of the $49-over-invoice selling program, told Automotive News there probably are 100 or so dealers using the technique across the country.

Of those, he said, about 20 are working the Van Bortel plan under his tutelage. Some of the others are what he calls poachers who use the plan without paying him. He boasts of heady successes for his clients.

If what has been unfolding in a federal courtroom in Minneapolis is any indication of what is in store for them, however, $49-over dealers have dark days ahead.

The method calls for car sales to the public through dealerships at $49 over the factory invoice. In essence, it amounts to a high-volume mail-order operation, and Van Bortel said he can document a dealership's grossing $830,000 on the sale of 300 Chevrolets.

A former Chevrolet dealer, he operates with his son, George, as Van Bortel Automotive Consultant.

He tells of stories about $49-over appearing recently in the Wall Street Journal, Consumer Reports, USA Today and of being on the cover of Money.

He talks of conferring with an FTC investigator from Dallas. He says the agency is gathering information about General Motors' reaction to $49-over dealers. Word of an FTC probe also came in a hearing in a court case involving a $49-over point. The FTC man in Dallas would neither confirm nor deny an investigation.

Van Bortel said the investigation is centered on GM reaction to $49-over dealers. He said GM's reaction is retaliation consisting of delayed deliveries of cars to $49-over points. And, he said, delay regularly stretches on for months and can add up to a dealer's going out of business.

Van Bortel mentions John Peterson Motors in Lake City, Minn., as a case in point.

However, the records in Minneapolis tell a different story.

That dealership, which handled all five GM car lines, is bankrupt and has been liquidated.

The dealer, 30-year-old Donald John Peterson who took over the point in 1980, is in federal court in Minneapolis suing GM and General Motors Acceptance Corp. He is asking for $200 million in punitive damages under common law and an undetermined sum in treble damages under federal laws covering business.

A pre-trial conference with Judge Diana Murphy is scheduled for Aug. 21. As he handled the bankruptcy case, separate from Peterson's damage suit, Bankruptcy Judge Robert Kessel noted that a $500 customer deposit was required with each order. The judge said Peterson used $245,000 in customer deposits to run the business.

A Peterson attorney has been reported as saying Peterson plans to repay deposits. He spent the money only after GM had assured him he would get cars, the lawyer said.

Judge Kessel also said he figured Peterson lost about $245 on each sale. He said it makes no sense for Peterson to sell cars.

GM said the deposits totaled $250,000 and at least $110,000 in customer deposits cannot be accounted for. The company claimed that many vehicles were ordered

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Jaguar + 26 inches = cat's meow

Dodge-Maxwell, Inc., Austin, Tex., offers this Jaguar XJ sedan which has been stretched 26 inches. A 12-cylinder engine is standard. Options include seating for seven, color TV, telex, refrigerator, modular telephone, cocktail cabinet, burl walnut coffee tables and fine crystal. This big cat's bite begins at $55,000.

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60th year—No. 5088

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Isuzu signs 165 dealers, wants 260

ANAHEIM, Calif.—After launching the second phase of its dealer development program three months ago, Isuzu Truck of America has now signed 165 dealers in 39 states.

Steve Allen, vice president and general manager of Isuzu Truck, said the company is more than halfway toward its goal of 260 dealers in 49 states by the end of the year.

He attributed dealer interest in part to the NPR, the turbocharged Class 3 truck which Isuzu introduced in April, 1985.

The NPR diesel one-ton city delivery truck is a successor to the KS22, the first vehicle introduction after Isuzu's American truck unit was formed in 1984 as a subsidiary of Isuzu Motors, Ltd., Tokyo.

Chevrolet and GMC will retail the same vehicle under their Tiltmaster and Forward names. GMC, by comparison with Isuzu, will have 200 dealers handling its medium-duty product line, which includes the low-cab-forward (LCF) W4 and forthcoming W7 forward models from Isuzu (see accompanying story).

Allen said Isuzu is offering dealers prompt truck delivery through its five ports of entry—Baltimore; Jacksonville, Fla.; Tacoma, Wash.; Long Beach, and Honolulu.

Headquartered in South El Monte, Calif., Isuzu Truck's four regional offices are in Dallas, which serves the Central U.S.; Norcross, Ga., Southeast; Allentown, Pa., Northeast, and City of Industry, Calif., West.

Allen said Isuzu's "parts service level," the industry measure of a parts distribution network's effectiveness, has averaged 96.4 percent during the past 18 months.

Targeting small business owners, larger fleet owners and corporate decision-makers, the company has undertaken a substantial advertising and merchandising effort to promote the growth of both Isuzu Truck and its dealers.

Just-in-time delivery

Combining a sophisticated computer-based information management system and state-of-the-art trucks, Skyway Systems, Inc., Santa Cruz, Calif., is offering overnight trucking delivery service with a fleet of 200 short-haul and long-haul trucks. The service helps California manufacturers increase production efficiency, while cutting shipping costs 10 to 15 percent, according to Skyway Systems.

Profitable dealer sells big-ticket rigs off lot

By Arthur Flax
Assistant Truck Editor

Auto dealers work in a consumer market. Customers buy cars because they like the way they look or perform. And they often buy them right off the lot.

But how about heavy-truck dealers? A heavy truck is a specialized piece of merchandise, often special-ordered from the factory by the customer.

But it can be three or four months from the time a new rig is ordered until it is delivered. And some customers need trucks immediately. A truck is a tool, and if the workman—that is, the owner—needs another implement to earn his daily bread, he may not be able to wait.

So how can a truck dealer anticipate the marketplace and order what the customer will demand?

Eastern Michigan Truck Sales, a small Freightliner/Mercedes-Benz truck dealership in Warren, Mich., tries to stock one piece for every market—owner-operator, fleet customer, long-haul, etc.—according to Terry Drosz, general sales manager. The dealership tries to stock about 12 new Freightliners, 10 to 15 used trucks and four or five Mercedes trucks.

Robert M. Blinstrub, president and an owner, claims the dealership has been profitable for the two years it has been in operation.

Owner-operators, because they buy in ones and twos, would seem to be the best bets to buy trucks right off the lot. Fleets, it stands to reason, would be more inclined to special-order a group of trucks.

But EMTS, Drosz said, has also been successful in selling fleet trucks off the lot.

"We stock fleet trucks, sometimes with the type of fleet in

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truck industry news

Light groups soar

Truck deliveries set records for July, year

July retail sales of new trucks in the U.S. set alltime records for the month and the year.

During July of this year, 439,729 trucks were sold in the U.S.,

Tables on Page 24

22.4 percent above the previous July record of 359,157 in 1978.

This year through July, a record 2,818,412 trucks were sold, 14.0 percent above the former peak of 2,472,365 through July, 1978.

The sales counts are based on manufacturer's reports for light-duty sales and MVMA preliminary reports of medium and heavy-duty deliveries. The MVMA reports are broken down into class segments.

In the first seven months of this year, 2,651,472 light, Class 1-3, trucks were sold, up 15.7 percent from the 2,291,893 reported a year-earlier.

In the medium-duty, Class 4-6, segment, 32,335 sales were reported in 1985, down 4.61 percent from the 33,896 reported a year-earlier.

The MVMA did not report any sales in Class 4 in either 1985 or 1984.

In Class 5, 2,847 sales were reported in 1985, up 12.5 percent from the 2,531 reported in 1984.

In Class 6, 29,488 sales were tallied in 1985, down 6.0 percent from the 31,365 sales reported a year earlier.

In the heavy segment, Class 7-8, 134,605 sales were counted in 1985, up 9.3 percent from the year-earlier 123,126 sales.

Class 7 sales totaled 53,099 units for the current year, up 16.9 percent from the year-earlier 45,413 sales.

Class 8 sales totaled 81,506 units, up 4.9 percent from the year-earlier 77,713.

During July, 415,664 light-duty sales were tallied, up 29.72 percent from the year-earlier 320,423.

In the medium-duty segment, 5,025 sales were reported in July, down 28.1 percent from the 6,984 reported a year earlier.

In Class 5, 609 sales were tallied in July, 1985, down 31.2 percent from 885 a year earlier.

In Class 6, 4,416 sales were counted in July 1985, down 27.6 percent from 6,099 last year.

In the heavy-duty segment, the July total of 19,040 sales was down 4.46 percent from 19,928 in

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First-half total tops 2.2 million

6-month registrations set record

The industry continued its winning ways as truck registrations through June set an alltime record.

According to R.L. Polk & Co., 2,257,495 trucks were registered

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in the January-through-June period, up 15.15 percent from the previous record of 1,960,557 registered in the year-earlier period.

During June, 1985, 399,184 trucks were registered, compared with 363,152 registrations in June, 1984.

In the light group, Classes 1-3, 2,118,582 trucks were registered through June, 1985, up 14.5 percent from the 1,849,594 units tallied a year earlier.

Of the 1985 light-truck total, 409,527 units, or 19.3 percent, were imports. The imported light-truck total was up 28.5 percent from the 318,635 units registered through June, 1984. Last year, through June, imported trucks accounted for 17.2 percent of all light trucks.

In Class 1, a total of 1,460,468 trucks were registered through June, 1985, up 39.4 percent from 1,047,821 a year earlier.

In Class 2, the total was 639,943 through June, 1985, down 18.1 percent from the 781,714 trucks counted in the year-earlier period.

In Class 3, a total of 18,171 units were registered through June, 1985, down 9.4 percent from the year-earlier count of 20,059.

Medium-duty trucks registered through June, 1985, totaled 29,953, up 33.7 percent from the

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U.S. TRUCK REGISTRATIONS

SIX MONTHS, 1985 VS. 1984★

Make	6 mos., 1985	Percent Share of '85 market	6 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Ford	616,081	27.29	570,845	29.12	−1.83
Chevrolet	587,863	26.04	544,843	27.79	−1.75
Dodge	262,018	11.61	204,730	10.44	+1.17
GMC	163,421	7.24	146,553	7.48	−0.24
Jeep	80,135	3.55	68,512	3.50	+0.05
Plymouth	53,969	2.39	39,391	2.01	+0.38
International	34,653	1.53	27,924	1.42	+0.11
Mack	15,899	0.70	10,868	0.55	+0.15
Freightliner	9,300	0.41	7,258	0.37	+0.04
Peterbilt	6,273	0.28	5,875	0.30	−0.02
Kenworth	5,650	0.25	6,533	0.33	−0.08
White	4,356	0.19	3,400	0.17	+0.02
Mercedes	2,225	0.10	917	0.05	+0.05
Volvo	1,127	0.05	881	0.05	.....
Autocar	788	0.04	581	0.03	+0.01
Western Star	581	0.03	256	0.01	+0.02
Miscellaneous☆☆	413,156	18.30	321,190	16.38	+1.92
TOTALS	2,257,495	100.00	1,960,557	100.00	.....

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
☆☆—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

SIX MONTHS, 1935 VS. 1984★

Make	6 mos., 1985	Percent Share of '85 market	6 mos., 1984	Percent Share of '84 market	Pct. pt. Change '85-'84
Ford	23,210	21.30	17,402	19.65	+1.65
International	22,867	20.99	20,232	22.84	−1.85
Mack	13,834	12.70	9,287	10.49	+2.21
GMC	13,677	12.55	11,811	13.34	−0.79
Freightliner	9,300	8.53	7,258	8.19	+0.34
Peterbilt	6,273	5.76	5,875	6.63	−0.87
Kenworth	5,650	5.19	6,533	7.38	−2.19
Chevrolet	5,134	4.71	4,162	4.70	+0.01
White	4,356	4.00	3,400	3.84	+0.16
Volvo	1,127	1.03	881	0.99	+0.04
Mercedes-Benz	933	0.86	312	0.35	+0.51
Autocar	788	0.72	581	0.66	+0.06
Western Star	581	0.53	256	0.29	+0.24
Miscellaneous	1,230	1.13	576	0.65	+0.48
TOTALS	108,960	100.00	88,366	100.00	.....

★—Group 7 and 8 trucks only.

Advanced wreckers

Holmes International, Chattanooga, introduced a new Protech series of wreckers. The Protech wheel lift has a tilt motion to simplify loading, geared to the front-wheel-drive, aerodynamic designs of today's cars.

Bendix unit to build in Panama City, Fla.

PANAMA CITY, Fla.—The Bendix Friction Materials Division of Allied Automotive will build a $17 million plant here to produce new lines of asbestos-free friction materials for cars and trucks.

Initial production is expected by spring, 1986. The plant will initially produce semi-metallic asbestos-free disk-brake pads for cars and trucks as both OE and replacement parts, and will have the capability to extend production to include drum brake linings for cars and light, medium and heavy trucks.

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In report by SEC

Stock dealings of auto execs listed

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John D. Withrow, executive vice president, received 15 indirect shares through a company plan, his total indirect holdings. He also had 18,754 direct shares at the end of the reporting period.

Frederick W. Zuckerman, vice president, received 17 indirect shares through a company plan. His holdings total 17,408 direct and 90 indirect shares.

Ford Motor Co.

In a late filing, William Clay Ford, vice chairman, disposed of 3,464 direct shares by giving them as a gift and acquired 1,077 indirect shares. His holdings totaled 1,846,815 direct shares and 59,106 indirect shares at the end of the June.

Allan C. Gilmour, vice president, exercised options on 4,743 direct shares, his total holdings.

Sidney Kelly, corporate secretary, sold 514 direct shares, bringing his total holdings to 1,420 direct and 150 indirect shares.

Henry R. Nolte Jr., vice president, acquired 10,908 direct shares, bringing his total holdings to 15,908 direct shares.

Donald E. Petersen, chairman, exercised options on 2,371 direct shares, bringing his total holdings to 18,042 direct shares.

Lewis C. Veraldi, vice president, disposed of 4,840 direct shares, leaving him with 4,840 direct shares.

The savings and stock investment plan received 11,796 direct shares and sold 22,423 direct shares during the period for total holdings of 118,308 direct shares.

General Motors

John D. Debbink, vice president, acquired 1,342 direct and 514 indirect shares through a company plan, according to amended filings. He disposed of 3,308 shares. His holdings amount to 5,245 direct and 5,060 indirect shares.

Charles T. Fisher III, a director, acquired 28 direct and 361 indirect shares, pushing his total holdings to 568 direct and 7,233 indirect shares.

John O. Grettenberger, vice president, received 2,387 direct shares by exercising options or accruing them through a company plan, according to an amended filing. He also disposed of 704 direct shares. His total holdings were 2,975 direct shares and 459 indirect shares.

Courtney F. Jones, treasurer, sold 1,260 direct shares, leaving his holdings at 272 indirect shares.

Charles Katko, vice president, exercised options on 2,610 direct shares, bringing his total holdings to 17,048 direct and 1,841 indirect shares.

Ludvik F. Koci, vice president, sold 707 direct shares for total holdings of 1,360 direct and 825 indirect shares.

Donald McPherson, vice president, sold 5,000 direct shares, leaving him with 12,785 direct and 5,370 indirect shares.

Robert T. O'Connell, vice president, obtained 33 direct shares through a company plan, his total holdings.

David S. Potter, vice president, sold 1,630 direct shares, bringing his holdings to 3,797 direct and 879 indirect shares, according to a late filing.

In another late filing, John F. Smith Jr., vice president, obtained 707 direct shares through a company plan. His holdings amount to 4,740 direct and 1,106 indirect shares.

In a late filing, Robert B. Stone, vice president, sold 883 direct shares. His holdings amount to 1,353 direct and 171 indirect shares.

James G. Vorhes, vice president, acquired 1,458 direct shares, bringing his total holdings to 2,678 direct and 5,692 indirect shares.

Paul H. Zalecki, vice president, exercised options on 1,570 direct shares and acquired an additional 969 direct shares, bringing his holdings to 2,539 direct and 763 indirect shares.

Truck deliveries set records for July and year

Continued from Page 14

July 1984.

Class 7 sales for July totaled 7,931, up 3.0 percent from the year-earlier 7,703 sales.

Class 8 sales for July totaled 11,109, down 9.1 percent from the year-earlier 12,225 sales.

Chevrolet regained the lead in truck sales from Ford during July. For the month, Chevrolet's 120,449 light and medium-duty truck sales topped Ford's 111,578 sales.

Chevrolet also recaptured the year-to-date truck sales lead it lost last in June. Through July, 1985, Chevrolet sold 777,822 trucks compared with 771,766 for Ford.

Chrysler reported that its sales of 55,071 trucks during July set a record for the month. The previous record was 53,986 in July, 1978.

MAJOR MANUFACTURERS BY SEGMENT

	July		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	105,707	92,810	734,916	667,135
Medium-Duty	4,304	4,393	27,349	24,042
Heavy-Duty	1,567	1,331	9,501	7,049
Ford Total	**111,578**	**98,534**	**771,766**	**698,226**
Light-Duty	118,913	92,816	766,890	673,717
Medium-Duty	1,536	2,277	10,932	10,916
Chevrolet Total	**120,449**	**95,093**	**777,822**	**684,633**
Light-Duty	30,455	26,878	186,463	172,574
Medium-Duty	2,913	3,936	16,728	16,872
Heavy-Duty	750	1,330	6,538	8,273
GMC Total	**34,118**	**32,144**	**209,729**	**197,719**

LIGHT-DUTY JULY, YEAR-TO-DATE SALES

	July		Year-to-Date	
	1985	1984	1985	1984
Vans	15,222	12,896	113,521	102,917
Aerostar	725	0	725	0
Club Wagon	2,469	2,245	21,039	19,188
Ranger	17,447	18,640	152,790	132,976
Bronco	4,455	3,846	30,536	27,800
Bronco II	7,514	10,061	61,047	58,514
Pickups	57,875	45,122	355,258	325,740
Ford	**105,707**	**92,810**	**734,916**	**667,135**
Vans	12,950	13,455	94,128	102,295
Sportsvan	2,077	1,993	14,350	15,207
Astro	11,591	0	52,738	0
S-10	15,121	16,179	131,107	118,786
S-10 Blazer	12,904	12,276	104,136	82,904
El Camino	1,880	1,886	12,081	15,310
Blazer	4,131	4,261	26,491	29,178
Suburban	5,265	4,470	36,246	31,435
Pickups	52,994	38,296	295,613	278,602
Chevrolet	**118,913**	**92,816**	**766,890**	**673,717**
Vans	5,241	6,526	38,677	45,861
Ram Wagon	3,313	3,276	25,260	27,207
Voyager	10,219	7,145	67,747	50,770
Caravan	11,387	7,173	72,336	52,627
Mini Ram Van	2,053	2,078	15,302	9,970
Ram 50	4,838	4,695	41,849	27,207
Other Plymouth Trucks	0	0	0	378
Ramcharger	2,371	2,174	22,259	17,337
Rampage	0	1,139	0	6,652
Pickups	15,649	10,000	102,676	81,000
Chrysler	**55,071**	**44,206**	**386,106**	**319,019**
Vans	3,563	4,063	24,774	29,239
Safari	2,915	0	12,087	0
S-15	3,379	4,605	29,756	27,439
S-15 Jimmy	3,032	3,069	23,726	20,057
Jimmy	820	820	5,178	5,477
Caballero	251	275	1,532	1,761
Suburban	1,670	1,567	10,942	9,969
Pickups	14,396	11,701	74,055	75,190
P Model	429	778	4,413	3,442
GMC	**30,455**	**26,678**	**186,463**	**172,574**
CJ	3,981	3,411	21,476	23,345
Wagoneer	1,065	1,478	7,424	11,942
Cherokee	7,940	6,249	53,213	38,127
Grand Wagoneer	1,457	1,361	7,948	10,176
Pickups	277	515	2,434	4,190
Jeep	**14,736**	**13,014**	**92,495**	**87,780**
Toyota	46,356	22,392	200,748	144,206
Nissan	23,654	12,316	160,233	124,502
Mazda	10,779	11,282	64,111	71,320
Isuzu	7,702	3,380	44,125	22,880
Mitsubishi	2,297	1,329	15,385	8,760
Imports	**90,788**	**50,699**	**484,982**	**371,668**
Industry Total	**415,884**	**329,423**	**2,651,472**	**2,291,883**

*Nissan includes domestically built units in Tennessee

Automotive News

EXTRA

August 19, 1985

SHOWROOM PROFITS

Cover illustration by John Regalski.

Cash registers keep jingling at dealerships

Mood is optimistic for the rest of 1985

By Colleen Belli
Assistant Industry Editor

Americans love to shop. And when it comes to buying new cars and trucks, they like to visit dealer showrooms to look over the styles, colors and optional extras — just like shopping for new clothes in a department store.

When the economy is good and car sales are up, Americans tend to load their vehicles to the hilt with comfort and convenience items. Today there is a myriad of choices including fancy radios, high-tech electronic gadgetry, upgraded interiors, sophisticated color schemes, power equipment galore and engines of all shapes and sizes.

For new-car sales people, these option opportunities add up to increased profits for themselves and their dealerships.

With auto sales on the upswing in 1985 for the third consecutive year, a random sampling of dealers by Automotive News indicates that sales of optional equipment are also climbing.

In addition, dealership profitability is up and dealer optimism for the future is high, according to NADA.

Typical of the dealers interviewed, Bill Hager, owner of Des Plaines Chrysler-Plymouth, outside Chicago, stated, "The public is in a buying mood. We very seldom get a party walking in wanting a stripped-down model. The after-sale is a very intricate part of the business."

The Des Plaines, Ill., dealer added, "My outlook for the rest of the year — if the truck (transporters) strike is solved soon and deliveries can be made — is excellent. The truck strike could cause problems; any strike could cause problems." His dealership retails 1,200 to 1,400 new cars a year.

Among his top after-sale items are service contracts and rustproofing. He said service contracts are not only a high-profit item, but are an "insurance policy" for the buyer against increased repair costs in the future.

"We sell only Chrysler warranties on new and used cars. We sell over 60 percent, some months as high as 77 or 80 percent of our sales with warranties. It is a good profit item, but it's also a money saver (for the customer)," Hager said.

"We sell primarily the top-of-the-line custom coverage. It's a little bit higher, but I've had customers come back and thank me," Hager said. At $495 for five-year coverage, the plan costs the customer $100 a year, or just a few

Please turn to Page E-2, Col. 1

Shopping

Continued from Page E-1

cents a day, he explained.

"We're in the rust belt, so we sell a lot of rustproofing and paint sealant. For rustproofing, we sell an amount equal to that of warranties but less than that for paint sealant — probably about 30 percent," he added.

Hager foresees a demand for cellular mobile telephones down the road, but right now his sales amount to only a handful every month. The dealership carries Motorola phones.

"I like my own. I think I receive more calls than I call out. We don't sell that many, but down the road it will sell. It's a convenience. People will demand it. People want things easy, and dealers are in the business of making things easy for people," Hager said.

According to Steve Couey, general sales manager of Northgate Lincoln-Mercury, Tampa, Fla., "Things are excellent. The market in the Tampa area is very strong. We are even breaking last year's performance which was a record. July was our second-best volume month ever for new-car sales and total units."

In 1984 the Tampa dealership sold 3,850 new cars. "We're already at 3,200 through seven months of '85. We're going to break that," Couey said.

For Northgate, the top after-sale items are the Ford Extended Service Plan and Ford Super Seal rustproofing. These items are handled by the dealership's business office rather than the sales staff.

Northgate customers also like optional equipment, buying their cars heavily loaded. "With few exceptions, people don't want stripped-down cars, particularly if they're looking at Lincoln-Mercury cars," he pointed out.

Among the Tampa dealership's top options is the L-M Value Option Program, a group of extras including cruise control, tilt steering-wheel, rear-window defroster and upgraded radio sold at a discount price.

"Ninety percent of our cars are equipped with special value packages. Actually, you create a car that is not very marketable without that value package," Couey explained. "It enables us to position our customers against the competition more effectively and it enhances the marketablity of the car."

Northgate pushes some outside equipment, too. "We sell simulated convertible tops and different roof treatments from American Sunroof. These are good profit boosters for us," Couey added.

The sharp recovery in new-unit sales from the downturn of 1980-82 has allowed dealership profitability to return to more normal levels.

Statistics compiled by NADA's Industry Analysis Division show that for the first five months of 1985, dealer net profit before taxes, as a percent of total sales, was 2.5 percent. This compares with 3.0 percent for the first five months of last year and 2.18 percent for all of 1984. The record high of 3.5 percent was set back in 1952.

Dealership profitability as measured by return on investment has also shown tremendous gains, especially if the cost of money is considered, NADA added. Deducting the average yield on one-year treasury bills from the dealer's net profit before tax, as a percent of net worth, shows that in 1980 the average dealer had a negative return. In 1984 this measure of profitability reached its highest level ever.

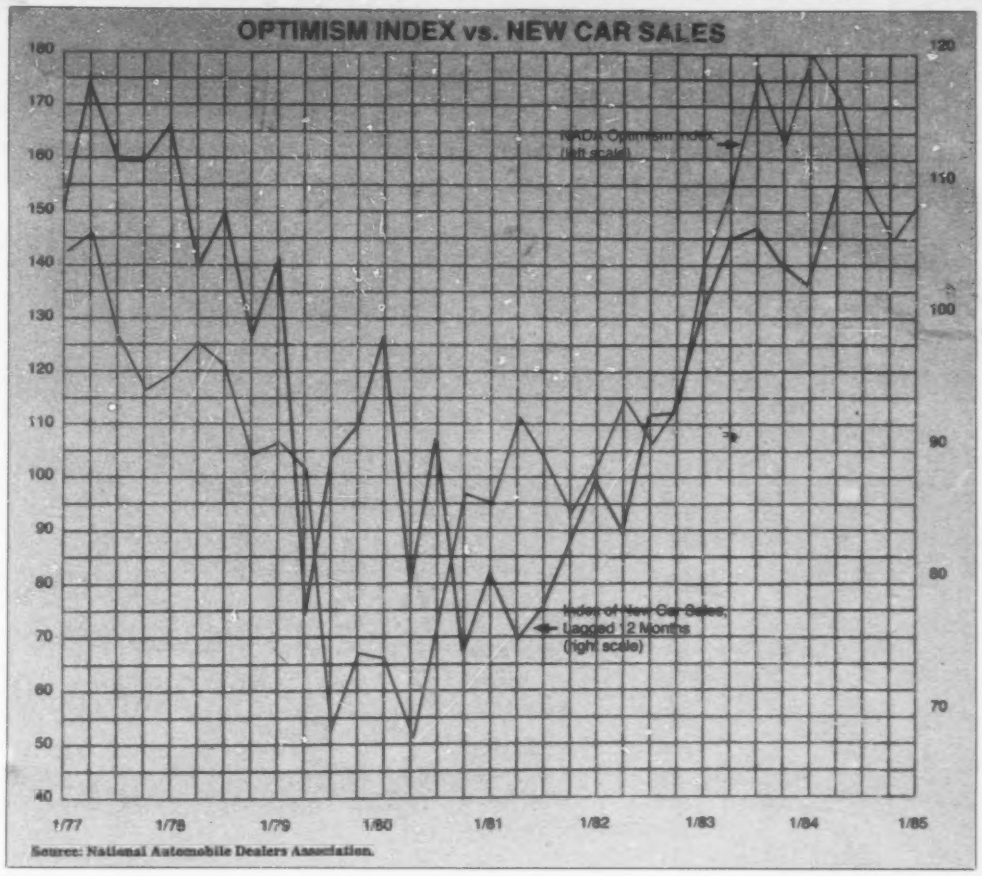
In 1984, both gross and expense as a percent of sales declined for the fourth consecutive year. The trend has been for dealerships to become increasingly large businesses that operate on increasingly thin margins, NADA said.

Representative of major expenses for the average dealership in 1984 were: Total payroll, $623,000; advertising, $88,500; rent and equivalent, $80,200, and floor plan interest, $60,600, according the dealer group.

What may be more important in the outlook is that dealer optimism is bright. For the past eight years, NADA has conducted a quarterly survey of the profit expectations of new car and truck dealers for the succeeding 12 months. The survey results have closely matched dealers' actual profit experience and also serve as a barometer of national economic trends, NADA said.

At the beginning of 1985, the NADA Optimism Index stood at a level of 151 — considerably less than its peak of 180 which was reached in January of last year, but is still high by historical standards.

Throughout 1981 and 1982, when many industry analysts were constantly predicting an imminent turnaround in new vehicle sales, dealers displayed no significant increase in optimism. In retrospect, it can be noted that the low level of dealer optimism was well-founded.



The NADA Optimism Index began its most recent rise in early 1983 and, subsequently, new-car sales began to improve. The current high level of dealer optimism indicates that dealers believe the motor vehicle industry's recovery will continue at a modest pace throughout 1985.

•Factory pre-tax profit margins for the domestic makers climbed to 7.0 percent in 1984, up from 5.97 percent in 1983, marking the best performance since 1978. For the first six months of 1985, factory pre-tax profits were 5.3 percent.

The increased factory profit margin is also a sharp contrast from three loss years — 1980-81-82 — when no profits were made.

While in the strictest sense it is not comparing apples to apples, the difference in factory and dealer pre-tax margins is noteworthy.

Dealers recorded a pre-tax margin of 2.18 percent in 1984, which was less than half of the 7.0 percent made by the factory. A year earlier, the picture was 2.14 percent for dealers and 5.97 percent for the factory.

While low profits were recorded in the three preceding years, the situation was unique in that dealers were ahead of the factory. Dealer pre-tax profits were 0.61 percent in 1980, 1.16 percent in 1981 and 1.30 percent in 1982, while the factory recorded a loss in each of those years.

Presently, the factory margin for the first six months of 1985 is 5.3 percent compared to the dealer pre-tax profit of 2.5 percent for the first five months of the year.

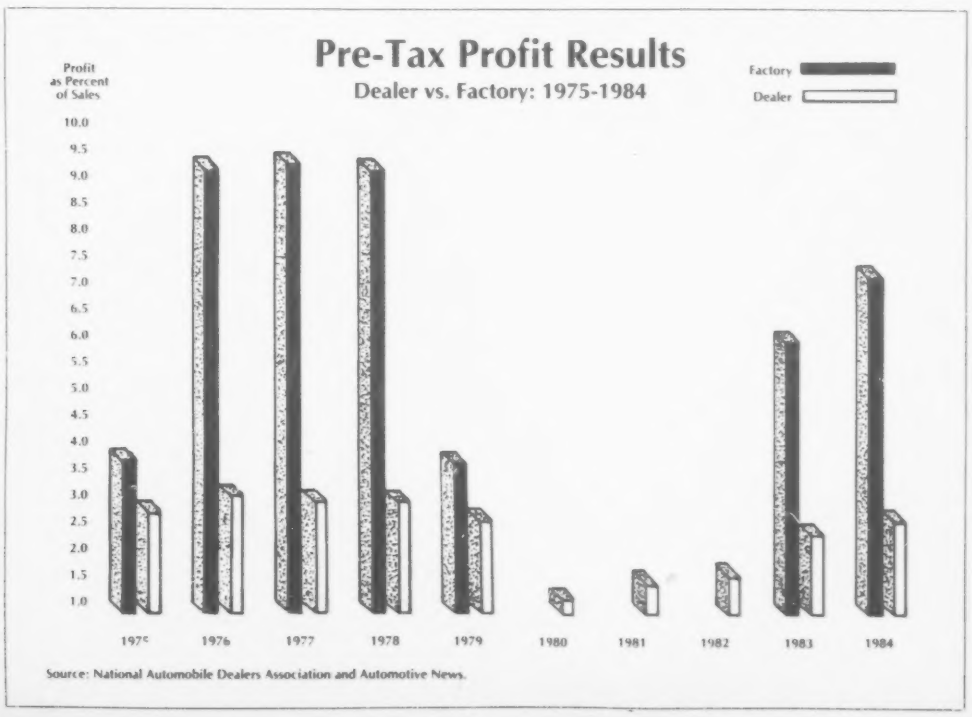
•NADA also reported that the continued recovery in sales in 1984 resulted in an advance in the new-vehicle department's share of total dealership sales. The share was 65.4 percent, up from 63.4 percent in 1983.

Although both the used vehicle and the service and parts departments accounted for smaller shares of total dealership sales in 1984, both had dollar sales increases in excess of 14 percent.

In 1984 the used-vehicle department accounted for 21.3 percent of total dealership sales, down from 22.5 percent in 1983. The service and parts department represented 13.3 percent in 1984 compared with 14.1 percent in 1983.

NADA said all dealership departments had increases in the actual unit volume of work performed last year. The average dealership had a 17 percent increase in new-unit sales.

Used-unit sales increased 11 percent and the total number of repair orders performed by the average dealership increased 7 percent.



Expectations for Dealership Profits

Percent of Dealers Expecting Profits to:

	INCREASE	NO CHANGE	DECLINE	INDEX VALUE
4/76	57.7	35.4	6.9	163
4/77	46.9	43.8	9.3	146
4/78	35.4	51.2	13.4	126
4/79	29.0	50.5	20.4	112
4/80	9.2	25.4	65.3	51
1/81	26.1	48.4	25.5	95
4/81	30.0	51.5	18.6	111
7/81	27.0	52.5	20.5	104
10/81	22.1	50.2	27.7	92
1/82	27.6	48.8	23.6	103
4/82	33.4	47.5	19.2	115
7/82	27.1	51.7	21.2	106
10/82	32.2	49.1	18.8	113
1/83	46.8	44.9	8.4	141
4/83	54.4	38.1	7.5	155
7/83	65.5	30.5	4.0	176
10/83	55.0	40.4	4.6	163
1/84	65.8	30.9	3.4	180
4/84	60.0	36.1	3.9	171
7/84	51.8	42.0	6.3	156
10/84	44.7	48.3	7.0	145
1/85	49.6	40.8	9.6	151

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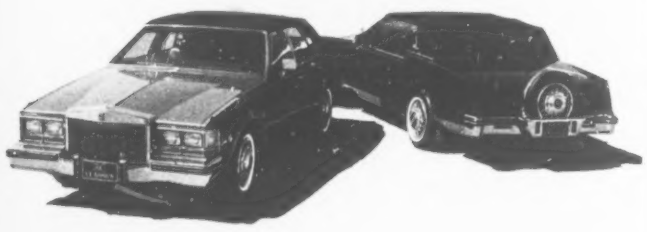

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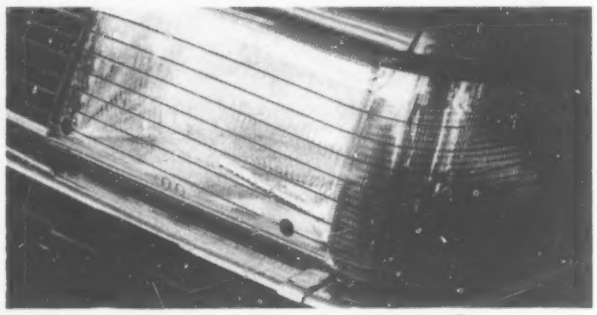

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Selling cars from the inside out

Radios are the crude oil of the late 1980s

By Arthur Flax
Assistant Truck Editor

A few years ago exotic car audio equipment was almost exclusively the domain of the aftermarket.

The aftermarket offered high power amplifiers, digital tuning, graphic equalizers and better speakers. The car buying public became aware of quality systems.

Auto makers have picked up on consumer demand for quality sound and now offer premium sound systems that compete with aftermarket units. Higher quality radio equipment is now standard in many car lines.

Following the success of the Delco Bose acoustically tuned stereo system in premium General Motors cars, a number of manufacturers are offering units that are tuned to the shape of their car interiors.

This year General Motors is expanding the number of vehicles it offers with the Delco Bose unit; AMC has teamed with Jenson to offer an acoustically tuned system; Ford will continue to offer its multi-speaker premium sound system, and Chrysler will continue to offer its five- and six-speaker Ultimate sound system.

Al Mattaliano, assistant general sales manager for Delco Electronics, said, "This is the year dealers will want to sell cars from the inside out."

Delco, he said, believes dealers can get buyers into cars with impressive electronics. "We like to say electronics are the crude oil of the late 80's."

This year, GM will offer the Delco Bose system in 13 models. New car lines that will have the Delco Bose system in 1986 are the Buick Somerset and LeSabre, Oldsmobile Calais and Delta 88 and Cadillac Cimarron.

Also new on 1986 GM cars are controls for stereo systems. Pontiac, for example, will offer sound system controls on the steering wheels.

Buick Riviera will be offered with a touch sensitive TV screen that controls the radio, climate control, trip computer and diagnostic functions.

The Buick Graphic Control Center could be the wave of the future, Mattaliano said. The screen controls over 90 functions and is arranged like a book. A summary page with a touch sensitive index, or menu, directs the driver to the device he or she wishes to control. A familiar reproduction of the device then appears on the screen (for example a picture of a radio) and controls can be adjusted by touching the appropriate areas.

Another electronic marvel in the future is the compact digital disk system which provides extremely accurate sound reproduction.

Mattaliano said Delco is working on digital disk car systems and "will be ready for the market when it explodes." Delco will not have a system for '86, but has one working in pilot cars.

In the 1986 model year, he predicted 70,000 compact disk units will be sold for cars. That number should increase as will the number of recordings available for the units.

Currently, digital disk is only available from Sony and Pioneer on the aftermarket, but a number of other audio equipment makers are working on systems. At least one auto maker is rumored to have a system ready for introduction in the 1986 model year.

Michael Williams, senior administrator in marketing for Delco said, "Dealers should be aware of and ready to pounce on the demand for digital disk. There is a tremendous opportunity here for shrewd dealers."

Another trend is the demand for upgraded speaker systems. He said 90 percent of GM cars are available with optional upgraded speakers this year.

Don Duncan, manager of planning, marketing and sales of Ford's Electrical and Electronics Division, noted that 1985 is the 60th anniversary of car stereo, but most of the developments in premium units occurred in the last 20 years.

The first AM/FM car radio was installed in 1963. It wasn't until the late '70's that car makers started to design systems specifically for individual car interiors.

He credited the Delco Bose advertising for popularizing high end stereo systems and predicted increased numbers of specialized stereo systems on the market. In fact, he said Ford recently entered into a venture with JBL Inc. to better develop high end sound systems.

Ford's current top of the line system is its Premium sound package with multiple speakers and a separate power amplifier. Ford also offers a Value Option Package that includes a premium sound system.

In the 1980 model year, Duncan said, only 32 percent of Ford products had stereo sound units. In 1985, year-to-date, he said 82 percent had stereo units and of those stereos, 42 percent have cassette systems.

Cassette systems, he noted, are more popular with younger customers. Luxury car owners prefer high end stereos without cassette decks. He said 75 percent of LTD's are purchased with AM/FM stereos without cassettes.

AMC's hot sound system for 1986 is its Accusound unit by Jenson. According to an AMC spokesman, Accusound is an electronic search and tune, AM/FM cassette stereo with a graphic equalizer.

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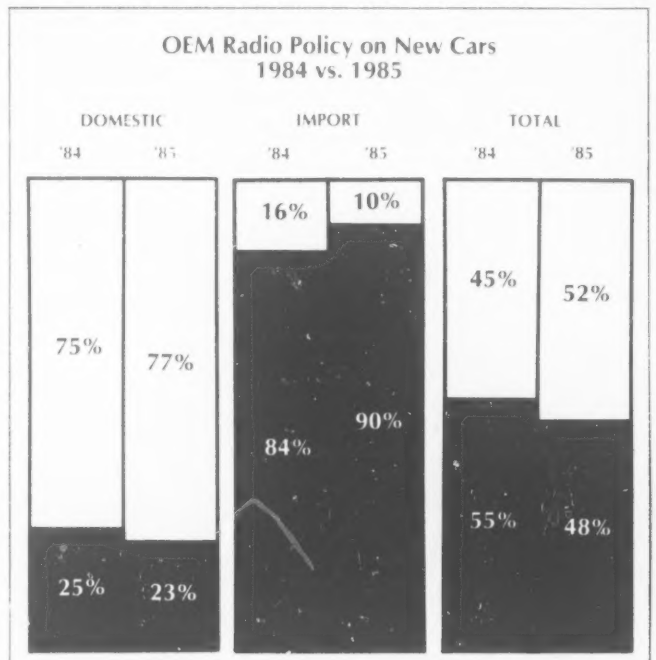

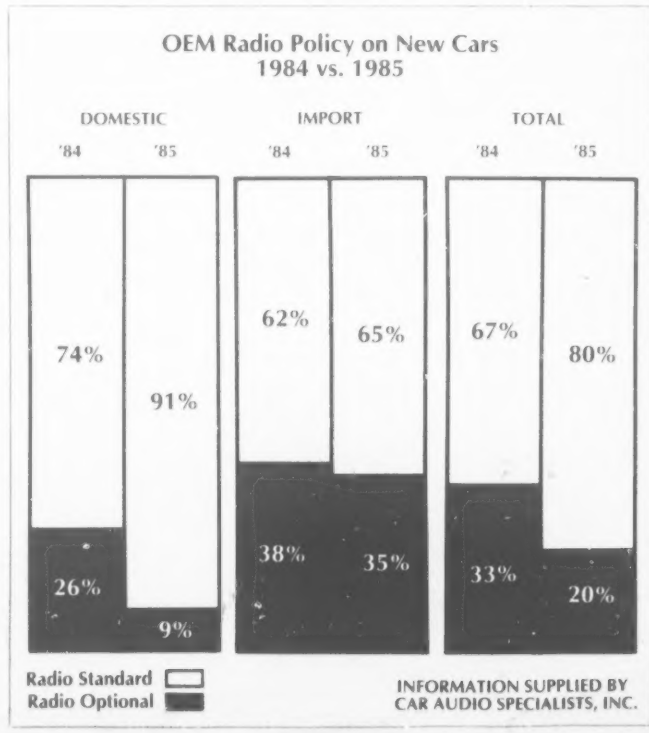

Radios

Continued from Page E-10

Jenson and AMC worked together to place the speakers in the car for best acoustic performance.

Accusound will be standard on the Grand Wagoneer with four speakers, and will be offered as an option on the Alliance and Encore with six speakers. The Jeep line will also get Accusound.

The premium Accusound system, the spokesman noted, will be featured in print advertising and catalogs. Accusound is not cheap. On an Alliance it costs $614, compared with $357 for an AM/FM cassette with four speakers.

Chrysler will offer its Ultimate sound system for the third year. Available on most models including subcompacts, Ultimate sound is a five- or six-speaker AM stereo/FM stereo, cassette unit. All Chrysler radios feature digital tuning with clocks.

A number of manufacturers, including Ford and GM, offer AM stereo, but that broadcast mode has not gained the popularity once predicted. Several experts in the field reported that much of the material currently broadcast on AM stations (news, sports, talk shows and such) does not benefit much from the added fidelity of stereo.

Volkswagen will carry over most of its 1985 sound equipment into 1986, according to Joseph Turkel, parts merchandising manager. Of domestic VW's, he said 30 to 35 percent are ordered with a factory radio and one half of those include cassettes.

Volkswagen also has an active aftermarket program designed to give the customer a choice of dealer installed Volkswagen or independent aftermarket sound systems. VW's, according to Turkel, can be ordered from the factory with speakers and an antenna, but no radio. The speaker preparation retails for $140 to $185 and VW radios range from $230 to $610. The pricy unit is built for VW by Blaupunkt.

A dealer with a good installation person, Turkel noted, might be able to make more money with aftermarket units (either VW or independent). "It's probably a wash, labor rates being what they are."

"It doesn't hurt to have a factory system to help sell the car," he added.

However, Cheryl Hollins, executive director of the Car Audio Specialists Assn., said dealers can increase profits with aftermarket systems. She said dealers can use aftermarket dealers as a warehouse to stock alternative sound systems.

The aftermarket also continues to provide the latest in new technology—currently the compact digital disk systems.

But on new cars, the aftermarket is losing ground to original equipment radios as more cars are offered with standard radios and fewer cars are available with deletable radios (see graph).

Following up after the sale

A simple thank-you goes a long way

By Matt DeLorenzo
Los Angeles Reporter

What two words do all car buyers like to hear but only half the new car dealers bother to say? According to David Reiss of the Gift Connection in Encino, Calif., it's a simple thank you for spending $10,000.

Simple as it may seem, Reiss feels that saying thank you is not only a common courtesy but a powerful marketing tool that can lock in a loyal customer and generate valuable leads for new customers.

"When you do it, people don't forget. It creates goodwill, generates positive word of mouth and you're creating a satisfied customer," Reiss said. The idea of sending a thank-you gift to a customer is not new. Many dealers already do, but how the thank you is handled and the information that a dealer can obtain from customer responses is the key to Reiss' operation.

The gift itself is very important, but it's not the heart of his business, Reiss stressed. "We're a marketing house, we're not a premium house or a front for some jelly bean manufacturer," he said. "If we send a gift, we send the most effective gift. Some send liquor, flowers or key chains. We give a gift (imported Danish butter cookies) that has high recognition and is classy. It's a gift that can be shared by everyone. They also save the tin and it's a constant reminder."

Along with the cookies, which are delivered via UPS, are a thank-you-card and a response card. The thank-you card is personalized with the dealer's logo and is printed on French linen stock. The response card is addressed and stamped and asks the buyer how he was treated, if the car was delivered to his satisfaction and how he heard about the dealership. It also asks for names of referrals and any comments on how the dealership can improve its service.

Reiss said dealers sending the thank-you gifts have gotten responses from 75 to 85 percent of their buyers. Five months later, a second response-referral card is sent. Reiss said his company is the only one that offers the second mailing. Gift Connection charges the dealer $10 per unit, which includes cookies, thank-you card and return postage on the response cards.

There is no contract and the company guarantees to keep the dealer's mailing list private. Buyers usually get the thank-you within two weeks of their purchase.

Through the response card, dealers, "Learn what they're doing right and what they're doing wrong," Reiss said. Several suggestions have been adopted. One dealer put games and toys for children in the service waiting lounge. Another takes all the credit information for checks when writing the estimate. When the work is completed, the customer simply writes the check and doesn't have to wait for approval.

Reiss has also developed sales training videotapes on post-sale follow-up that he provides to clients at no charge. "I've been in sales training for quite some time and have experience in follow-up product marketing," Reiss said. "Most sales training stops after the sale is made."

The tapes show dealership personnel the value of following up on the sale, how to prospect for referrals, taking care of the customer on his first service visit and other techniques to increase customer satisfaction.

Reiss said that most buyers choose the place they buy for one reason—price. That is how they will buy their next car if the dealer doesn't do any work after the sale. "They are less likely to shop around if they've built an allegiance to a dealership, if they perceive that you are the good guy," he added.

Reiss started his business four and half years ago selling the thank-you gifts to computer stores. Little more than a year ago, he moved into the automotive field and now nearly 95 percent of his business is automotive.

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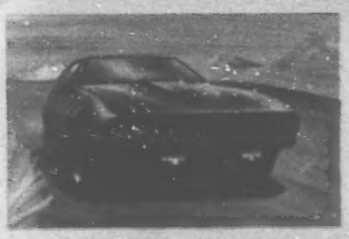

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But trucks rise 32 pct.

Car sales in Canada decline 1 pct. for July

By Jenny L. King
Detroit Reporter

Sales of new North American-built passenger cars in Canada slipped below the year-ago level in July. The 1.07-percent loss was the first time since February that car sales failed to surpass their 1984 counterpart.

Truck sales painted a more cheerful picture, up for the seventh consecutive month of this year, with a 32.86-percent increase.

Year-to-date sales were up for both cars and trucks.

July new-car sales dipped 1.07 percent, to 58,700 from 59,332. General Motors was the only maker to report a gain, up 8.68 percent to 30,663 from 28,215. Ford sales of 13,169 passenger cars were down 3.84 percent from 13,695. Chrysler was down 6.56 percent, to 12,368 from 13,236.

American Motors tumbled 49.01 percent, to 1,697 from 3,328 (including 588 imported Renaults this year versus 1,399 in 1984). Volvo reported sales of 803 units, off 6.41 percent from 858.

GM's share of the new-car market climbed to 52.24 percent from 47.55 percent. Ford slipped to 22.43 percent from 23.08 percent. Chrysler's 21.07 percent was down from 22.31 percent. AMC dropped to 2.89 percent from 5.61 percent, and Volvo slipped to 1.37 percent from 1.45 percent.

Car sales through July totaled 497,763, up 6.80 percent from 466,071.

Truck sales in July totaled 26,569, up 32.86 percent from 19,997 a year earlier. All four major truck makers enjoyed sales increases for the month, with Chrysler reporting a July record of 5,337, up 57.76 percent from 3,383.

GM truck sales jumped 31.35 percent, to 11,632 from 8,856. Ford was up 23.61 percent, to 8,816 from 7,132, and AMC Jeep sales of 784 were up 20.15 percent from 626.

Chrysler earned 20.09 percent of the July truck market, up from 16.92 percent in 1984. Ford dropped to 33.18 percent from 35.66 percent. GM was down to 43.78 percent from 44.29 percent. Jeeps took 2.95 percent of the market, down from 3.13 percent.

Truck sales, including captive imports, were up 23.44 percent for the first seven months, climbing to 196,822 from 159,445.

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Registrations highest ever for first half

Continued from Page 14

year-earlier 22,397.

In Class 4, the count was 468 registrations through June, 1985, up 42.3 percent from the 329 trucks registered a year earlier. All Class 4 trucks were imports.

In Class 5, 3,384 trucks were registered, up 208.5 percent from 1,097 a year earlier.

In Class 6, 26,101 trucks were registered, up 24.5 percent from 20,971 through June, 1984.

Ford, which captured the lead in the heavy segment from International a month earlier, continued to lead that group with 23,210 tallies, compared with International's 22,867.

International, however, has a firm lead in the Class 8 group with 15,047 registrations to Ford's 7,345. Ford leads the Class 7 group with 15,865 to IH's 7,820.

Also, Mack took over third place in the heavy segment from GMC. Mack's 13,834 registrations through June, 1985, marked a gain of 2.21 percentage points in market share over its 9,287 tallies during the year-earlier period.

Overall, 108,960 units were registered in the heavy group through June, 1985, 23.0 percent above the 88,566 counted through June, 1984.

In Class 7, a total of 38,598 units were registered through June, 1985, up 27.8 percent from the year-earlier period.

In Class 8, 70,362 registrations were counted through June, 1985, up 20.5 percent from the 58,370 units tallied through June, 1984.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

JUNE 1985 VS. 1984*

		Group 1 6,000 lbs and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	June '85	.....	.....	.....	.....	.....	.....	.....	132	132
	June '84	.....	.....	.....	.....	.....	.....	.....	129	129
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	788	788
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	581	581
CHEVROLET	June '85	60,271	42,452	2,870	.....	23	344	780	75	106,815
	June '84	51,073	44,281	3,547	.....	17	479	776	74	100,247
	Year to Date '85	327,397	238,810	13,986	.....	108	2,428	4,892	242	587,863
	Year to Date '84	275,697	242,990	19,334	.....	111	2,549	3,887	275	544,843
(Memo Units)#	June '85	44,159	16,210	.....	.....	.....	.....	.....	.....	60,369
	June '84	34,599	18,719	.....	.....	.....	.....	.....	.....	53,318
	Year to Date '85	246,545	90,668	.....	.....	.....	.....	.....	.....	337,213
	Year to Date '84	188,747	98,579	.....	.....	.....	.....	.....	.....	287,326
DODGE	June '85	30,663	13,741	.....	.....	.....	.....	.....	.....	44,404
	June '84	26,217	13,031	.....	.....	.....	.....	.....	.....	39,248
	Year to Date '85	180,645	81,373	.....	.....	.....	.....	.....	.....	262,018
	Year to Date '84	135,806	68,924	.....	.....	.....	.....	.....	.....	204,730
(Memo Units)#	June '85	23,047	8,087	.....	.....	.....	.....	.....	.....	31,134
	June '84	19,393	8,376	.....	.....	.....	.....	.....	.....	27,769
	Year to Date '85	134,375	43,827	.....	.....	.....	.....	.....	.....	178,202
	Year to Date '84	96,781	43,151	.....	.....	.....	.....	.....	.....	139,932
FORD	June '85	59,116	43,496	.....	.....	.....	911	2,512	1,426	107,461
	June '84	28,363	72,901	.....	.....	.....	853	2,270	1,051	105,438
	Year to Date '85	345,467	241,462	.....	.....	.....	5,942	15,865	7,345	616,081
	Year to Date '84	158,413	389,041	.....	.....	.....	5,989	12,001	5,401	570,845
(Memo Units)#	June '85	36,104	14,748	.....	.....	.....	.....	.....	.....	50,852
	June '84	28,230	23,255	.....	.....	.....	.....	.....	.....	51,485
	Year to Date '85	233,632	79,664	.....	.....	.....	.....	.....	.....	313,296
	Year to Date '84	154,812	127,895	.....	.....	.....	.....	.....	.....	282,707
FREIGHTLINER	June '85	.....	.....	.....	.....	.....	.....	.....	1,712	1,712
	June '84	.....	.....	.....	.....	.....	.....	.....	1,109	1,109
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	9,300	9,300
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,258	7,258
GMC	June '85	14,605	11,974	268	.....	582	509	1,068	1,009	30,015
	June '84	12,468	12,009	132	.....	220	424	1,089	1,230	27,572
	Year to Date '85	76,653	64,812	2,623	.....	3,128	2,528	7,660	6,017	163,421
	Year to Date '84	64,078	66,522	630	.....	986	2,526	6,179	5,632	
										146,553
(Memo Units)#	June '85	9,927	4,230	.....	.....	.....	.....	.....	.....	14,157
	June '84	7,350	4,425	.....	.....	.....	.....	.....	.....	11,775
	Year to Date '85	54,986	22,574	.....	.....	.....	.....	.....	.....	77,560
	Year to Date '84	39,416	24,167	.....	.....	.....	.....	.....	.....	63,583
INTERNATIONAL	June '85	.....	.....	.....	.....	.....	1,977	1,373	2,572	5,922
	June '84	.....	.....	.....	.....	.....	1,419	1,366	2,449	5,234
	Year to Date '85	.....	.....	.....	.....	.....	11,786	7,820	15,047	34,653
	Year to Date '84	.....	.....	.....	.....	.....	7,692	6,909	13,323	27,924
JEEP	June '85	14,833	1,176	.....	.....	.....	.....	.....	.....	16,009
	June '84	11,695	1,607	.....	.....	.....	.....	.....	.....	13,302
	Year to Date '85	71,726	8,409	.....	.....	.....	.....	.....	.....	80,135
	Year to Date '84	57,986	10,526	.....	.....	.....	.....	.....	.....	68,512
(Memo Units)#	June '85	14,833	1,041	.....	.....	.....	.....	.....	.....	15,874
	June '84	11,695	1,325	.....	.....	.....	.....	.....	.....	13,020
	Year to Date '85	71,726	7,397	.....	.....	.....	.....	.....	.....	79,123
	Year to Date '84	57,986	8,668	.....	.....	.....	.....	.....	.....	66,654
KENWORTH	June '85	.....	.....	.....	.....	.....	.....	.....	863	863
	June '84	.....	.....	.....	.....	.....	.....	.....	822	822
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	5,650	5,560
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	6,533	6,533
MACK	June '85	.....	.....	.....	.....	.....	378	88	2,584	3,050
	June '84	.....	.....	.....	.....	.....	296	61	1,958	2,315
	Year to Date '85	.....	.....	.....	.....	.....	2,065	531	13,303	15,899
	Year to Date '84	.....	.....	.....	.....	.....	1,581	261	9,026	10,868
MERCEDES-BENZ	June '85	.....	.....	.....	.....	.....	191	178	.....	369
	June '84	.....	.....	.....	.....	.....	75	46	.....	121
	Year to Date '85	.....	.....	.....	.....	.....	1,292	933	.....	2,225
	Year to Date '84	.....	.....	.....	.....	.....	605	312	.....	917
PETERBILT	June '85	.....	.....	.....	.....	.....	.....	.....	1,076	1,076
	June '84	.....	.....	.....	.....	.....	.....	.....	954	954
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,273	6,273
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	5,875	5,875
PLYMOUTH	June '85	10,557	.....	.....	.....	.....	.....	.....	.....	10,557
	June '84	7,587	9	.....	.....	.....	.....	.....	.....	7,596
	Year to Date '85	53,969	.....	.....	.....	.....	.....	.....	.....	53,969
	Year to Date '84	39,295	96	.....	.....	.....	.....	.....	.....	39,391
VOLVO	June '85	.....	.....	.....	.....	.....	.....	116	66	182
	June '84	.....	.....	.....	.....	.....	.....	104	82	186
	Year to Date '85	.....	.....	.....	.....	.....	.....	701	426	1,127
	Year to Date '84	.....	.....	.....	.....	.....	.....	601	280	881
WESTERN STAR	June '85	.....	.....	.....	.....	.....	.....	.....	97	97
	June '84	.....	.....	.....	.....	.....	.....	.....	43	43
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	581	581
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	256	256
WHITE	June '85	.....	.....	.....	.....	.....	.....	.....	718	718
	June '84	.....	.....	.....	.....	.....	.....	.....	430	430
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	4,356	4,356
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,400	3,400
MISCELLANEOUS«	June '85	68,274	875	326	83	39	10	41	154	69,802
	June '84	57,421	760	19	85	.....	8	12	101	58,406
	Year to Date '85	404,611	5,077	1,562	468	148	60	196	1,034	413,156
	Year to Date '84	316,546	3,615	95	329	.....	29	46	530	321,190
TOTALS	June '85	258,319	113,714	3,464	83	644	4,320	6,156	12,484	399,184
	June '84	194,824	144,598	3,698	85	237	3,554	5,724	10,432	363,152
	Year to Date '85	1,460,468	639,943	18,171	468	3,384	26,101	38,598	70,362	2,257,495
	Year to Date '84	1,047,821	781,414	20,059	329	1,097	20,971	30,196	58,370	1,960,557

*—Manufacturers' sales records used for compiling Oklahoma and in 1984, New York.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet Van, El Camino, Blazer, S-10 and Astro; Dodge compact trucks; Ford Econoline and Bronco; GMC Van, Jimmy, Caballero, S-15 and Safari.

«—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

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American Motors

Aug. 20—D-A Auto Auction, New Stanton, Pa.; Arena Auto Auction, Chicago, and High Point Auto Auction, High Point, N.C.

Aug. 21—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Aug. 22—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Used Car Sales
Auction Averages

August to date	$5,457
Month ago	$4,891
Year ago	$5,363

Model Breakdown
Auction Averages

	AUGUST, 1985	JULY, 1985	JUNE, 1985
1985	$11,072	$10,804	$11,181
1984	$7,899	$7,727	$8,061
1983	$6,052	$5,971	$6,306
1982	$5,331	$5,326	$5,544
1981	$4,500	$4,141	$4,536
1980	$3,404	$3,245	$3,528
1979	$2,781	$2,590	$2,953
1978	$2,163	$2,139	$2,114
Overall Average	$5,457	$4,815	$5,296

Aug. 29—Evansville Auto Auction. Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Aug. 20—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and NuCarPrep System, Santa Fe Springs, Calif.

Aug. 21—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Aug. 22—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Aug. 23—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Aug. 27—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 28—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction (tentative), Kent, Wash.

Aug. 29—Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 21—Lakeland Auto Auction, Lakeland, Fla., and Brasher's Southern California Auto Auction, Fontana, Calif.

Aug. 22—Aptco Auto Auction, Taylor, Mich.; 166 Auto Auction, Springfield, Mo., and Skyline Auto Exchange, Fairfield, N.J.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 20—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Aug. 21—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Aug. 22—Southwest Auto Auction, Phoenix.

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 29—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Sept. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 18—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

50 with Chevy

Bill Smith, left, Parsons Motors, Inc., Parsons, Kans., receives Chevrolet's 50-year-dealer award from Eldon Kibler Jr., right, Chevrolet's Kansas City zone manager. Witnessing is Smith's wife.

Chrysler ordered to pay $3 million in Volare crash

WEST PALM BEACH.—A Florida appeals court has ordered Chrysler Corp. to pay $3 million to the husband of a woman who died in a fiery car crash in 1977.

The appeals court said that Broward Circuit Judge Otis Farrington had erred when he overruled a jury's decision to require Chrysler to pay Jack Wolmer the $3 million in punitive damages.

Chrysler lawyers said through a spokesman that they were exploring a possible appeal.

In writing the decision of the Fourth District Court of Appeal, Judge Daniel Hurley said he agreed with the jury that found Chrysler had acted "with wantonness, willfulness or reckless indifference to the rights of others" when it designed the 1977 Plymouth Volare station wagon.

Evidence presented during the 1982 trial showed that Mary Wolmer was driving in her Volare wagon with two friends on Interstate 95 from Miami to Fort Lauderdale when they had to stop in the middle of the highway because of a disabled vehicle.

A pickup truck traveling 50 MPH hit Wolmer's car in the rear, and it burst into flames. Wolmer's two friends, who were in the front seat, escaped by climbing out a window, but Wolmer, engulfed in flames, died instantly.

A witness said he "saw a large ball of flame shoot up in the air, similar to when (he) worked the flamethrower in the Army."

Hurley wrote that two expert witnesses testifying for the family said the car had defects that "imperiled life and limb," defects that Chrysler knew about.

The witnesses said that in rear-end collisions, the car's fuel tank is pushed forward into the shock absorber, causing it to rupture. In addition, the tube leading to the fuel tank is pulled out by the car's outer panels, spraying gasoline around.

The plaintiff presented Chrysler records showing how the vehicle performed in simulated rear-end collisions at 30 MPH—thus indicating that Chrysler knew about the design flaws.

"Test reports revealed contact problems between the fuel tank and shock absorber. Also, there were problems of fuel leakage from the filler tube," Hurley wrote.

"The reports evidenced Chrysler's actual knowledge of both problems," Hurley wrote.

However, Chrysler told the judge that the 1977 Volare station wagon met Federal Government safety standards and that state law cannot preempt federal regulations.

In the decision that was overturned by the appeals court, Judge Farrington agreed with Chrysler, overruling the jury.

Buick dealers to visit Flint for 1986 model preview

FLINT.—More than 4,600 Buick dealers, sales and service personnel and other guests from across the country will take part in Buick's "hometown celebration"—a series of five new-car announcement meetings in Flint between Aug. 19 and Sept. 6.

The dealers and others will arrive in five groups of about 950 people each for three-day meetings to preview Buick's 1986 models. They also will visit Flint's Six Flags AutoWorld and the Sloan Museum.

They will tour the new $300-million-plus Buick City assembly facility where new front-wheel-drive Buick LeSabres are to be built beginning in September.

They will be entertained at a Broadway-style show with a Buick theme at Whiting Auditorium their first evening in Flint. The second night, they will attend a dinner at the Flint Hyatt Regency featuring comedienne Phyllis Diller and comedian Freddie Roman.

The dealers will attend seminars, including one on the women's market and another on a new computerized automotive maintenance system. On one afternoon, they will watch a demonstration of Buick's Anti-lock Braking System, events featuring some Buick-powered drag racing cars and other motorsports demonstrations. All events will be repeated five times to accommodate each group.

The theme of the announcement meetings is "Partners in Innovation," which the division said refers to the "partnership between the factory and the dealers and the Buick tradition in Flint."

Law cracks down on rollbacks

BOSTON.—A new Massachusetts law will emphasize stronger control over odometer rollbacks by auto dealers.

The state Registry of Motor Vehicles said that "odometer spinning" costs consumers $2 billion a year across the U.S. Registry spokesmen said that wholesalers and dealers are the major offenders, rather than individuals selling cars on an informal basis.

Heretofore in Massachusetts, odometer rollback charges have been tried on a civil court level. The new law allows prosecution in criminal court.

Anglo American offers Odometer Protection Plan

BLOOMFIELD HILLS, Mich.—Anglo American's Odometer Protection Plan is now included on all consigned cars sold with declared warranty mileage at 11 of its auto auction subsidiaries in the U.S.

William P. Benton, chairman of Anglo American Auto Auctions, Inc., said the plan is a major step to remove the risk of odometer fraud in auto auctions.

"The auctions have worked with Auction Insurance Agency to develop an innovative approach known as the AccuSafe Odometer Protection Plan," Benton said. "For some time, auction owners have been concerned with automobiles having rolled-back odometers.

"Under the AccuSafe plan, the buyer is protected by specific indemnity agreement from the auction which outlines the terms and conditions and provides protection up to 150 days. Specific terms can be varied to meet the special needs of individual auctions."

The protection issued by the auction is backed by an insurance policy written by Georgia Casualty and Surety Co. through Auction Insurance Agency. For 30 years, Auction Insurance Agency has provided check and title insurance services to the auction industry.

And strike cuts truck supply to 20

Import-car stocks dip to 29 days

Continued from Page 1

This means that on average, import dealers had perhaps only 20 days' worth of cars on their lots when the Teamsters went out on strike at the end of July.

Inventory figures show the shortages were most acute among Japanese-car dealers, although the supply of German-built cars dropped sharply.

In fact, Toyota said its latest report shows it has only a three-day supply of cars at dealers, in dealer prep centers and in transit, down from 12 days on Aug. 1. Like most importers, it doesn't count in its inventory cars that are waiting dockside, until it takes official receipt.

This month's car stockpile of 291,871, is lower than the month-earlier total of 310,221, but well above the year-earlier total of 197,688, when tighter Japanese quotas were in effect. The Aug. 1 days-supply figure of 29 days compares with the month-earlier figure of 31 and the year-earlier figure of 24.

The real shortages, as noted, are in imported trucks (including Nissan's Tennessee trucks). The truck inventory of 74,720 was a 14-month low—lowest since May 1, 1984, when there were 46,511 trucks in stock. In contrast to the Aug. 1, 1985, figure, on July 1, there were 94,705 trucks in inventory. And on Aug. 1, 1984, there were 86,785.

And import-truck dealers were selling like crazy during July, leaving little left for August: The Aug. 1 stockpile was worth only 20 days, compared with 36 days a month earlier and 39 days a year earlier. Truck days-supply figures haven't dropped so low since Automotive News began tracking them in mid-1981. The lowest it ever got was a 30-day supply, on Sept. 1, 1983.

Isuzu sliced its truck days-supply figure by about two-thirds through a combination of increased sales and sharply decreased inventories.

Toyota's inventories were decreased, too, but its truck sales jumped tremendously. Truck sales also were up for Nissan and Chrysler Corp.'s Dodge Ram 50 import. The remaining truck importers—Mazda and Mitsubishi—suffered sales declines because they didn't have enough trucks to sell during the month.

In the car segment, dased days-supply figures for Mitsubishi, BMW and Ford Motor Co.'s Merkur were due more to decreased shipments than to any sales-rate changes. Audi's big decrease in its days-supply figure was due to a combination of increased sales and decreased inventories.

By country of origin, the Aug. 1 car inventory was split this way: Japan, 58.22 percent; Germany, 29.35 percent; other countries, 12.43 percent. Unit counts were off in all three categories compared with a month earlier, when the split was Japan, 54.96 percent; Germany, 33.11 percent; other countries, 11.93 percent.

Combined import car and truck figures showed a 26-day supply on Aug. 1, the lowest since Sept. 1, 1984, when there was a 25-day import-vehicle supply. On July 1, there was a 32-day supply; on Aug. 1, 1984, it was 27.

The vehicle unit count this month amounted to 366,591, a three-month low. On July 1, it was 404,926; on Aug. 1, 1984, it was 284,473.

Japanese-car inventories averaged 21 days on Aug. 1: Isuzu, 92; Nissan, 26; Mazda, 23; Subaru, 22; Mitsubishi, 18; Toyota, 12, and Honda imports, 9. In addition, there was a 74-day supply of Chevrolet captive imports: A 79-day supply of the Isuzu-built Spectrum and a 62-day supply of the Suzuki-built Sprint.

There was a 42-day supply of Chrysler Corp. captives built by Mitsubishi: Dodge Conquest, 113; Plymouth Conquest, 104; Plymouth Colt, 44; Dodge Colt, 38; Dodge Vista, 33, and Plymouth Vista, 33.

The German-car days' supply averaged 57 days: Merkur, 117; VW imports, 66; BMW, 59; Porsche, 56; Audi, 51, and Mercedes-Benz, 40.

The days-supply average for cars from the other European countries averaged 49: Renault imports, 297; Peugeot, 77; Volvo, 41; Saab, 40; Jaguar, 25, and Alfa Romeo, 24.

Japanese light-duty trucks and their days-supply averages: Chrysler, 38; Nissan (including domestics), 35; Isuzu, 29; Mitsubishi, 15; Mazda and Toyota, each 12.

IMPORT STOCKS

	Aug. 1, 1985	July 1, 1985	Aug. 1, 1984
Spectrum	79	89	0
Sprint	62	69	25
Chevrolet	74	83	25
Plymouth Colt	44	51	65
Dodge Colt	38	49	57
Plymouth Conquest	104	91	99
Dodge Conquest	113	106	106
Plymouth Vista	33	40	43
Dodge Vista	33	40	39
Chrysler Corp.	42	49	64
Honda	9	7	5
Isuzu	92	71	58
Mazda	23	19	17
Mitsubishi	18	30	47
Nissan	26	27	27
Subaru	22	20	18
Toyota	12	13	15
JAPAN	21	22	20
Audi	51	70	37
BMW	59	85	46
Mercedes-Benz	40	46	17
Merkur	117	172	0
Porsche	56	63	19
VW	66	69	54
GERMANY	57	70	43
Alfa Romeo	24	28	120
Jaguar	25	25	19
Peugeot	77	82	37
Renault	297	276	148
Saab	40	37	32
Volvo	41	51	33
OTHER COUNTRIES	49	53	44
TOTAL IMPORT CARS	29	31	24
Isuzu	29	75	87
Mazda	12	13	22
Mitsubishi	15	25	40
Nissan*	35	39	40
Toyota	12	33	29
Chrysler	38	46	74
TOTAL IMPORT TRUCKS	20	36	39
TOTAL IMPORT VEHICLES	26	32	27

*—Includes domestic trucks.

EUROPEAN SALES BY MAKER

	Sales, 6 Mos., 1985	1985 Market Share	Sales 6 Mos., 1984	Pct. Change
Alfa Romeo	91,600	1.6	106,900	– 14.3
Austin Rover	213,300	3.8	216,000	– 1.2
BMW	157,000	2.8	172,700	– 9.1
Fiat Auto	725,800	12.8	749,000	– 3.1
Ford	664,500	11.7	733,100	– 9.4
General Motors	657,400	11.6	665,600	– 1.2
Japanese (all)	592,200	10.5	560,600	+ 5.6
Mercedes-Benz	203,200	3.6	170,800	+ 19.0
Peugeot SA	652,300	11.5	638,000	+ 2.2
Renault	613,200	10.8	602,600	+ 1.8
Seat	75,400	1.3	88,200	– 14.5
VW-Audi	733,800	13.0	678,100	+ 8.2
Volvo	138,900	2.5	130,800	+ 6.2
Total	5,657,500	100.0	5,657,300	0

Just a whisker ahead of Fiat in first-half sales

VW Group snares lead in Europe

Continued from Page 1

market shares in practically every Fiat export market. Only the U.K., long a Fiat weakness, contributed any significant share increase.

Ford, the European market leader in 1984, fell by more than 9 percent in sales to finish the first half at 11.7 percent of the market.

That was a result of Ford's declared unpreparedness to defend its European leadership if it meant reducing margins. It also is because of the intensity of the competition, not least from GM's Opel and Vauxhall.

GM was still behind Ford at the end of June, but the difference was only about 5,000 units, or 0.1 percent of total sales. With the new Kadett/Astra at last reaching peak volumes—more than 2,500 a day—the second half of this year could see the long-expected reverse in position between GM and Ford.

Despite weak domestic demand, both French groups increased their overall market shares. PSA, led by Peugeot, was up 2.2 percent in sales and had a market share of 11.5 percent, while Renault recovered by 1.8 percent in overall sales and captured 10.8 percent of the market.

The continuing success of the Peugeot 205 and the arrival of the new Renault 5 were prime factors.

The combined market share of the Japanese makers rose from just under 10 percent to 10.5 percent.

Among the smaller-volume makers, the 19-percent rise in Mercedes-Benz sales was the outstanding feature. Mercedes-Benz made solid gains against the general trend in Germany—the only maker to do so—and pushed more cars into exports as well. The recent extension to its capacity (at Bremen) and the strong demand for all models means it continues to build at record numbers.

Similarly, Volvo made steady progress, but BMW suffered a setback in its market share. A serious fall in BMW's German business was not compensated for by greater European exports, although its U.K. business continued to improve.

However, BMW continues to talk optimistically of record production this year and seems confident of recovering its losses.

EUROPEAN SALES BY COUNTRY

	6 Mos., 1985	6 Mos., 1984
Austria	131,400	121,300
Belgium/Lux	201,400	217,000
Denmark	84,000	80,400
Finland	75,200	68,900
France	897,000	903,000
Greece	37,800	33,300
Ireland	38,400	37,700
Italy	989,700	941,700
Netherlands	304,000	299,000
Norway	73,900	53,900
Portugal	43,400	34,600
Spain	274,300	276,600
Sweden	146,600	119,000
Switzerland	151,100	163,000
W. Germany	1,256,700	1,364,000
U.K.	943,600	943,900
Total	5,657,500	5,657,300

Early-August sales drop; shortage of cars hurts

Continued from Page 2

12 09 percent to 15.48 percent of the domestic market.

General Motors was down 10.01 percent, to 92,298 from 102,561. Ford Motor Co. dropped 12.36 percent, to 37,135 from 42,373.

Honda plunged to sales of 771 from 4,145 a year earlier, a drop of 81.40 percent. Volkswagen was down 14.89 percent, to 1,149 from 1,350. American Motors reported sales of 2,700 units, down 49.34 percent from 5,330, while Nissan had sales of 545 this year.

GM's share of the domestic market edged to 57.96 percent from 57.88 percent last year. Ford dipped to 23.32 percent from 23.92 percent. Chrysler catapulted to 15.48 percent from 12.09 percent.

VW was down to 0.72 percent from 0.76 percent. Honda had 0.48 percent, down from 2.34 percent a year earlier. AMC earned 1.70 percent, down from 3.01 percent, and Nissan had 0.34 percent its first early-August on the domestic market.

Plymouth and Dodge were the only U.S. makes with sales increases for the period. Plymouth climbed 37.66 percent, to 6,975 from 5,067. Dodge was up 41.97 percent, to 9,505 from 6,695.

Other results included Chrysler down 15.54 percent; Ford, down 11.46 percent; Mercury, down 12.88 percent; Lincoln, down 17.68 percent; Renault, down 50.00 percent, and AMC, down 39.39 percent.

DOMESTIC SALES

	Aug. 1-10, 1985	Aug. 1-10, 1984
Renault Alliance-Encore	2,500†	5,000†
AMC	200†	330†
AMERICAN MOTORS	2,700†	5,330†
Chrysler	8,160	9,661
Plymouth	6,975	5,067
Dodge	9,505	6,695
CHRYSLER CORP.	24,640	21,423
Ford	23,702	26,769
Mercury	10,667	12,244
Lincoln	2,766	3,360
FORD MOTOR CO.	37,135	42,373
Buick	19,233	23,149
Cadillac	6,373	7,592
Chevrolet	30,391	34,269
Oldsmobile	21,748	22,411
Pontiac	14,553	15,140
GENERAL MOTORS	92,298	102,561
VOLKSWAGEN	1,149	1,350
HONDA	771	4,145
NISSAN	545	0
U.S. INDUSTRY TOTAL	159,238	177,182

†—Estimate

Edsel Ford sees Sable matching sales of Taurus

Continued from Page 2

which Ford Division has, which is their price unit," he said.

"We don't have the image. We're trying valiantly with the Trans Am series, and we're going to win the series. But we're going to see if we can't do something. I don't know what the details are because we haven't formulated them yet, but I'd like to see if I can't just push Capri a little bit."

Ford said a notchback offering for Capri is not necessarily the answer.

"I've looked into that, and it's a function of cost because of the fenders," he said. "There are some fender issues on the Capri versus Mustang and the shape of the deck that we got ourselves into, but I don't think we need the notchback.

"I think Mustang ought to have the notchback and they ought to have it to themselves and that's fine, but I think we have to get all the marketing wizards together at Lincoln-Mercury Division and come up with a program to launch Capri.

"Everybody abandoned the car," he added. "I came to Lincoln-Mercury Division and said 'well, who is selling Capri?' and everybody kind of looked around and said, 'Capri?' So I've taken it on as my personal task—that along with Merkur—to get going on Capri.

"It's all a function of saying to the dealers, 'here's a nice car, here's a price point where we think you can sell the car' and if there are any marketing actions 'here they are,' and we'll just get going with it."

Special tires

Ron Pink, business manager of Vehicle Fleet Maintenance for Xerox Corp., takes delivery of the first of a group of Chrysler Corp. minivan service vehicles factory equipped with Uniroyal's puncture-sealing Royal Seal tires.

South Carolina allows auto sales on Sundays

COLUMBIA, S.C.—The South Carolina General Assemby approved compromise legislation liberalizing the state's blue laws which prohibited sales of specific merchandise, including autos, on Sundays.

The new law allows Sunday sales of almost everything except alcohol.

Output gains despite changeover downtime

Makers schedule 117,150 cars

By Louise Kertesz
Detroit Reporter

Estimated U.S. production of 117,150 cars last week was up 1.45 percent from the previous week's 115,481, though downtime continues at several plants for vacations and model changeovers.

A jump in expected final assemblies at Chrysler Corp. plants made the difference.

Last week's estimated build was about the same (up 0.22 percent) as the year-ago week's 116,890.

Year-to-date, 5,307,460 cars have been assembled, 4.50 percent more than the 5,078,860 completed last year at this time.

Last week's scheduled production was shared as follows: General Motors, 59.81 percent; Ford Motor Co., 27.00 percent; Chrysler, 6.15 percent; American Motors, 2.35 percent; Volkswagen of America, 2.00 percent; New United Motor Mfg. Co., 1.60 percent, and Nissan Motor Mfg. Co., U.S.A., 1.09 percent.

• Honda of America Mfg. Co.'s plant in Marysville, O., was down last week for vacation and model changeover. It is due to resume operations today (Aug. 19).

GM's Tarrytown (N.Y.) and Oklahoma City plants closed Aug. 16 for model changeover. They are scheduled to resume production Aug. 26 and 28, respectively.

As previously reported, GM's Van Nuys (Calif.) and Detroit plants are closed for changeover until Aug. 26 and Sept. 5, respectively.

GM's Wentzville (Mo.) and Fairfax (Kans.) plants are scheduled to reopen this week after being down for changeover.

Chrysler's Newark (Del.), Sterling Heights (Mich.) and St. Louis (No. 2) plants are scheduled to resume operations today after being down for changeover and vacation.

Volkswagen's Westmoreland (Pa.) plant is closed this week for model changeover. It is due to reopen Sept. 9.

Last week, companies reported production of the following 1986 models for the first time (some of them were built during the previous week): Buick Regal (along with 1985s); Buick LeSabre; Cadillac DeVille; Chevrolet Corvette; Oldsmobile Firenza; Oldsmobile Cutlass Supreme (along with 1985s); Oldsmobile Ninety-Eight; Oldsmobile Toronado (along with 1985s); Pontiac Sunbird (along with 1985s); Pontiac 1000 (along with 1985s); Pontiac Firebird, and Pontiac Fiero.

For the first time last week, Chrysler reported production of 1986 models of all its nameplates except: Plymouth Gran Fury; Chrysler LeBaron, LeBaron GTS and Fifth Avenue, and Dodge Lancer and Diplomat. Some of the 1986 models were built during the previous week.

Ford has scheduled daily overtime at all its car plants this week. Its Chicago facility is also slated for overtime Saturday (Aug. 24).

NHTSA looks at Chevette; Chrysler inquiry upgraded

WASHINGTON.—NHTSA has opened a preliminary inquiry into an alleged throttle-sticking problem on 1979-1980 Chevrolet Chevettes and Pontiac T-1000s. Inquiries involving several other General Motors lines have been closed.

The safety agency has also upgraded and expanded its investigation of reported engine-compartment fires in Chrysler K-cars with four-cylinder engines.

The investigation has been upgraded to an engineering analysis and expanded to include Chrysler K-cars produced from the 1981 to 1984 model years. An earlier preliminary inquiry included only Chrysler 4-cylinder K-cars built in the 1981 model year.

The Center for Auto Safety has been pressing NHTSA for action in both the GM and Chrysler cases.

An upgraded investigation was also announced for Audi 5000s built between 1981 and 1985 for alleged engine-compartment fires.

Investigations that have been closed include a rear-axle-failure investigation of GM's 1977-81 B-body cars—Chevrolet Impala and Caprice Classic, Pontiac Catalina and Bonneville, Oldsmobile Delta 88 and Buick LeSabre.

NHTSA also closed inquiries into an alleged vapor-lock problem with 1980-82 Ford light trucks and a seat-belt anchor-bolt defect investigation of GM A-body and B-body cars for 1979 and 1980.

The safety agency also said it had sent information requests to GM concerning possible rear-brake lockup of 1981-82 Chevettes with diesel engines and to Volkswagen of America regarding possible engine-compartment fires in Volkswagen Vanagons built from 1980 to 1982.

Ford has also been queried in regard to alleged front-wheel-spindle failure on 1984 Ford Ranger pickup trucks.

Blue law in Missouri

JEFFERSON CITY, Mo.—Gov. John Ashcroft has signed into law a bill that prohibits the sale or purchase in Missouri of new and used automobiles and trucks on Sundays. It is effective Sept. 28.

Truck production continues above 60,000 units

Domestic truck production was pegged at 64,004 units last week, 2.17 percent more than the previous week's 62,646.

Last week's output was 9.93 percent more than the year-ago week's 58,224.

So far this year, 2,174,249 trucks have been assembled, 9.98 percent more than the 1,976,931 completed last year at this time.

General Motors scheduled two overtime shifts Saturday (Aug. 17) at its Pontiac plant (No. 5).

Ford Motor Co. plans daily overtime this week (Aug. 19) at its facilities in Wayne, Mich., and Lorain, O.

Oshawa returns; Canada builds 20,846 cars

With General Motors' Oshawa (Ont.) car plant back in production after being idle for vacation and model changeover, scheduled Canadian auto production of 20,846 units last week jumped 67.98 percent over the previous week's 12,410.

Except for Volvo's Halifax (N.S.) plant, which is due to reopen Aug. 26, Canadian assembly facilities have completed their vacations and changeovers, and line speeds are increasing.

Last week's estimated build was 38.49 percent better than the year-ago week's 15,052.

So far this year, 652,710 cars have been assembled, 5.64 percent fewer than the 691,735 completed last year at this point.

American Motors' Brampton (Ont.) plant was down last week for inventory adjustment. It is scheduled to resume production today (Aug. 19).

Truck makers expected to build 10,240 units last week, 5.99 percent more than the previous week's 9,661, but 23.25 percent fewer than the year-ago week's 13,342.

Year-to-date, 535,136 trucks have been completed, 5.54 percent more than the 507,050 assembled last year at this time.

General Motors' Oshawa truck plant is scheduled to resume production this week after being down for vacation and model changeover.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
AMERICAN MOTORS	0	0	409	409	14,055	5,902
FORD MOTOR	11,461	10,012	8,860	24,819	274,236	310,022
GENERAL MOTORS	9,385	5,040	3,141	13,697	396,962	330,330
VOLVO	0	0	0	90	6,482	6,456
Total Cars, Canada	20,846	15,052	12,410	39,015	691,735	652,710

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
CHEVROLET	19,123	18,333	18,191	44,866	640,768	757,537
DODGE	4,000	4,382	4,014	8,014	127,182	133,922
FORD	23,007	21,395	22,867	55,844	740,911	745,099
GMC	6,472	5,417	6,346	15,366	207,330	235,174
INTERNATIONAL	1,300	1,590	1,650	3,613	47,606	49,577
JEEP	5,500	3,868	4,953	11,765	118,526	126,656
NISSAN	2,552	2,189	2,575	6,159	59,738	65,891
AM GENERAL	50	50	50	120	1,670	1,590
MISCELLANEOUS	2,000	1,000	2,000	4,800	33,200	58,803
Total Trucks, U.S.	64,004	58,224	62,646	150,547	1,976,931	2,174,249

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
CHRYSLER	6,047	7,983	5,804	11,851	221,849	248,240
FORD	2,898	2,821	2,638	6,996	95,888	101,856
GENERAL MOTORS	1,080	2,321	1,007	3,891	184,416	178,151
INTERNATIONAL	215	217	212	512	4,897	6,889
Total Trucks, Canada	10,240	13,342	9,661	23,251	507,050	535,136
N. American Trucks	74,244	71,566	72,307	173,797	2,483,981	2,709,385

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Aug. 17, 1985	Week Ended Aug. 18, 1984	Week Ended Aug. 10, 1985	Aug. to Date	Jan. 1 to Aug. 18, 1984	Jan. 1 to Aug. 17, 1985
AMERICAN MOTORS	2,750	4,702	2,820	6,694	126,948	70,077
Renault Total	2,750	4,702	2,820	6,694	126,948	70,077
Alliance	1,950	3,017	1,943	4,667	69,604	44,091
Encore	800	1,685	877	2,026	57,344	25,986
CHRYSLER CORP.	7,200	13,635	67	10,263	781,315	836,191
Plymouth Total	3,450	4,643	31	4,483	231,078	242,439
Horizon	2,300	2,884	0	3,259	99,459	93,150
Reliant	1,000	939	21	1,021	111,359	106,005
Caravelle	150	534	10	160	6,278	31,829
Gran Fury	0	286	0	43	13,982	11,455
Chrysler Total	600	3,886	14	1,591	260,469	273,918
LeBaron	0	658	0	0	77,775	62,713
LeBaron GTS	0	0	0	0	0	60,506
Laser	100	393	0	100	46,416	34,490
New Yorker/E-Class	500	604	14	514	63,937	44,053
Fifth Avenue	0	2,231	0	977	72,341	72,156
Dodge Total	3,150	5,106	22	4,189	289,768	319,834
Omni	2,000	2,624	0	2,894	93,938	91,260
Aries	900	809	11	911	88,588	87,958
Daytona	100	322	0	100	34,556	31,574
Dodge 600	150	718	11	161	49,192	43,080
Lancer	0	0	0	0	0	42,807
Diplomat	0	633	0	123	23,494	23,155
FORD MOTOR	31,635	38,804	28,408	73,103	1,099,530	1,053,655
Ford Division	21,213	24,906	18,331	48,178	708,981	698,572
Escort	7,507	7,078	7,686	18,265	217,719	207,075
Mustang	3,484	2,844	916	5,952	86,125	110,389
LTD	3,471	4,639	3,334	8,202	135,877	135,410
Thunderbird	2,699	2,757	2,353	6,067	93,838	116,065
Crown Victoria	0	2,880	0	0	48,434	7,122
EXP	0	1,263	0	0	22,955	3,863
Tempo	4,052	3,445	4,042	9,692	104,033	118,648
L-M Division	10,422	13,898	10,077	24,925	390,549	355,083
Mercury Total	6,938	10,021	6,466	16,392	281,602	252,441
Lynx	1,524	1,471	1,491	3,693	43,138	46,733
Capri	310	263	74	681	10,679	11,976
Marquis	1,829	2,645	1,861	4,413	73,263	68,134
Cougar	2,127	3,312	1,889	4,824	68,517	84,799
Grand Marquis	0	1,475	0	0	58,468	4,733
Topaz	1,148	855	1,151	2,781	27,537	36,066
Lincoln Total	3,484	3,877	3,611	8,532	108,947	102,642
Continental	490	1,022	501	1,193	24,976	16,950
Lincoln	2,614	2,427	2,701	6,390	64,915	74,318
Mark VI/VII	380	428	409	949	19,056	11,374
GENERAL MOTORS	70,069	56,796	75,529	177,832	2,931,059	3,144,718
Buick Total	13,442	10,756	18,449	39,619	640,832	650,908
Skylark	0	3,157	0	0	63,774	40,953
Skyhawk	1,635	2,007	1,201	2,836	95,824	69,836
Somerset Regal	2,800	12	2,625	6,328	3,907	77,331
Century	5,875	1,381	6,130	14,315	145,177	175,244
Regal	1,916	0	963	4,267	131,396	82,597
LeSabre/Electra(rwd)	11	2,385	2,305	3,301	135,551	87,333
Riviera	1,205	0	1,184	2,890	32,920	42,924
Electra(fwd)	0	1,814	4,041	5,682	32,283	74,690
Cadillac Total	6,172	3,083	3,113	12,035	210,657	232,050
Cimarron	485	256	590	1,327	11,286	18,706
Seville	715	0	711	1,714	25,433	25,087
Eldorado	1,405	0	1,400	3,371	49,876	47,543
Cadillac (rwd)	166	0	412	740	88,015	29,651
DeVille (fwd)	3,401	2,827	0	4,883	36,047	111,063
Chevrolet Total	22,824	22,507	21,861	53,576	1,001,343	1,054,810
Chevette	2,688	2,796	2,766	6,563	122,054	105,111
Cavalier	7,425	8,623	7,618	18,277	263,585	315,611
Celebrity	4,978	2,120	5,471	12,636	191,284	183,351
Camaro	0	5,128	0	0	169,407	137,143
Citation	0	990	0	0	71,447	28,697
Malibu/El Camino	0	0	0	0	16,346	0
Monte Carlo	2,690	1,108	2,304	5,798	73,400	89,472
Chevrolet	4,046	1,026	2,998	8,176	71,709	166,300
Corvette	997	716	704	2,126	22,111	29,125
Oldsmobile Total	18,026	11,116	22,098	49,248	730,988	787,779
Omega	0	0	0	0	29,289	0
Firenza	1,143	1,284	627	1,770	45,778	41,128
Cutlass Supreme	4,098	2,540	3,233	9,240	177,577	147,019
Cutlass Ciera	6,195	4,758	6,328	15,041	181,843	232,909
88/98 (rwd)	1,952	0	6,029	10,293	226,446	159,083
Olds 98 (fwd)	683	2,521	1,338	3,046	39,498	87,406
Calais	3,250	11	3,844	8,169	1,265	95,072
Toronado	705	2	699	1,689	29,292	25,702
Pontiac Total	9,605	9,334	10,008	23,353	347,239	419,171
Acadian**	0	323	197	299	10,420	8,677
2000 Sunbird	2,533	2,681	2,543	6,107	93,715	91,743
1000	542	812	659	1,472	26,325	15,883
Firebird	527	2,671	42	569	77,949	73,761
Phoenix	0	0	0	0	14,116	0
6000	1,503	0	1,613	3,700	0	34,199
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	0	0	1,449	2,072	17,237	46,865
Fiero	1,000	2,421	0	1,000	77,744	70,599
Grand Am	3,500	426	3,505	8,135	0	77,444
HONDA	0	2,872	3,055	4,299	84,577	98,135
NISSAN	1,280	0	1,296	3,092	0	16,977
NUMMI (Nova)*	1,875	0	1,850	4,445	0	23,874
VOLKSWAGEN	2,341	81	2,456	5,729	55,431	63,833
Total Cars, U.S.	117,150	116,890	115,481	285,456	5,078,860	5,307,460
Total Cars, Canada	20,846	15,052	12,410	39,015	691,735	652,710
N. American Cars	137,996	131,942	127,891	324,471	5,770,595	5,960,170
N. American Trucks	74,244	71,566	72,307	173,797	2,483,981	2,709,385
North American Cars and Trucks	212,240	203,508	200,198	498,268	8,254,576	8,669,555

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

August 26, 1985

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From Flint for 1986

Buick's front-drive LeSabre

LeSabre from Buick has been redesigned from bumper-to-bumper for the 1986 model year. It has front-wheel drive, a base V-6 engine and a lengthy list of standard equipment that includes four-speed automatic transmission, air conditioning and tinted windows. Above is the LeSabre Limited coupe. Story, other pictures are on Page 25.

GM and Chrysler using composites

Molded chassis in works

By Dan McCosh
Detroit Reporter

General Motors and Chrysler Corp. have quietly launched new car-development programs aimed at bringing molded, composite chassis manufacturing systems into production, Automotive News has learned.

Meanwhile, Ford Motor Co. sources confirm that the company is pursuing new technology to build extruded and molded chassis for its early-1990s cars.

The new-car programs—which GM calls its GM-100 and Chrysler its Genesis project—give active status to new technology that promises to revolutionize auto manufacturing.

It would virtually eliminate the assembly line as a means of producing cars, and it would have a tremendous impact on the steel, diemaking and stamping businesses that are the current foundations of high-volume auto manufacturing.

Composite exterior body panels have been in wide use since the 1960s, but the new direction being pursued by auto makers is aimed at replacing the hundreds of pieces in a car chassis and the car interior with large-scale molded structures—a technique that so far has not been attempted in any significant volume.

The chassis and interior are the most labor-intensive parts of auto manufacturing today.

At least one projection of an in-house study ordered by GM estimates that approximately 10,000 employes in stamping, diemaking and final assembly could be replaced by an operation with fewer than 500 workers in a molding operation that uses only four robots, compared with the hundreds currently in use in today's auto plants.

Domestic auto companies have been studying the potential of molding car chassis for decades, but the recent moves at GM and Chrysler indicate a new seriousness about getting the process into volume production.

The GM-100 and Genesis projects are general research programs, rather than aimed at developing a specific car, but they will include development of several prototypes for structural testing.

Both the GM and Chrysler projects also are longer-range programs than the highly publicized Saturn and Liberty projects, both of which will rely on highly automated, but relatively conventional assembly lines.

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Ford, GM tie a portion to new finance-rate program

Are carryover rebates in peril?

By Edward Lapham
Marketing Editor

The news that Ford Motor Co., Chrysler Corp. and American Motors had joined General Motors in the latest round of finance incentives was overshadowed in some circles last week by the fear that GM and Ford might be close to ending their traditional 5 percent carryover rebate programs.

Those programs traditionally have been used to help move out old-model-year cars still in stock on introduction day.

The carryover allowance, or rebate, effectively reduces the dealer's cost and allows him to reduce his retail price in order sell out the old inventory and make room for the new.

The fear that those programs were ending was the result of the requirement that Ford and GM dealers have to give up one half of the carryover rebate to participate in the new finance-rate programs.

NADA President William J. Symes sent a letter to both auto makers, protesting the requirement. He said dealers depend on "the annual allowance as a planning tool" in developing their own marketing strategies.

"The requirement that dealers sacrifice half of this allowance, after buildout commitments have been made, is unfair for this year and will certainly undermine the confidence of dealers in their future buildout ordering," Symes wrote.

James G. Vorhes, vice president in charge of the GM Customer Sales and Service Staff, told Automotive News the NADA fears were unfounded.

"We did it this way this year because there are unusual circumstances, primarily because of the carrier strike, which means there is a net of two weeks less to get the cleanup job done," Vorhes said.

He also said there is a cash bonus program which allows dealers to reduce their cost of participation. Each division established a "middle of the road," or national average, objective for the period of the incentive, he said.

"Dealers who do better than the average will earn cash bonuses," Vorhes said.

"And dealers with no carryover stock on Oct. 3 will have no participation costs and will still earn the cash bonuses."

GM also pushed back its intro date one week which gives dealer the opportunity to cleanup more 1985 models before introduction.

All of the dealers contacted by Automotive News last week liked the new APR incentive programs and none seemed to think the participation cost was too stiff or that his objective was too high.

"I think it's fair," said one

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Change faces UAW on 50th anniversary

By Marjorie Sorge
Labor Editor

News Analysis

There is a Chinese proverb that says the other side of change is opportunity.

If that is true, the UAW has more opportunities now, as it celebrates its Golden anniversary today (Aug. 26), than it has ever had. The question then becomes, "Can the union take proper advantage of the changes and turn them into opportunities?"

To do so, the UAW must move quickly. It cannot afford to plod along or make mistakes.

Changes in today's industrial world are global, rapid, efficient and unforgiving, and if the union cannot keep up, it may not be around in its current form by the year 2000. It could easily find itself a watered-down version of its old vibrant self.

The UAW must undergo a reincarnation of enthusiastic unionism while, at the same time, it negotiates visionary contracts that may not be popular with the members.

It must also deal with an anti-union sentiment in the U.S., expensive and often unrewarding organizing drives and the changing makeup of the rank and file.

In addition, the union must deal with industry's move to the

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10th World Congress keynoted by Hahn

The 10th annual Automotive News World Congress is in full swing today (Aug. 26) at Detroit's Westin Hotel with a flavor that is more international than ever before.

It began with a keynote address Sunday night by Carl H. Hahn, chairman of Volkswagen AG, who presented a European view of the state of the industry.

Among other international presentations will be those of faculty members representing two nations new to the American automotive scene—Korea and Yugoslavia.

American presentations at the podium will be delivered by a number of executives on the 34-member faculty. They will cover automobile manufacturing, parts supply, robotics, labor, China trade, design, trucks, custom cars, R&D, financing, advertising and human resources.

Each presentation is geared toward helping provide a glimpse of the future of the industry and its various facets.

World Congress participants will gather at the Westin Hotel's Renaissance Ballroom for the Tuesday Evening Gala. Scheduled are presentations by Donald F. Kopka, vice president design, Ford Motor Co., and Chung Se Yung, president, Hyundai Motor Co.

The title of Kopka's presentation is Have You Driven a Probe Lately? Yung will discuss Hyundai's plans for the U.S. market.

Including the Ford Probe V, which will be featured in Kopka's presentaton, there are six vehicles on display outside the main hall during the World Congress, including a Hyundai and a Yugo.

Tickets to the Tuesday Evening Gala are still available from the World Congress registration desk on the 4th Level. Price is $40 per ticket.

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The fin is in

Ford Probes outer limits of aerodynamics

Ford Motor Co. last week took the wraps off a fiberglass model of Probe V, an advanced aerodynamic concept car with a coefficient of drag of 0.137. The minimal wind resistance of the new car betters the record of the Probe IV, and apparently will make it the slipperiest driveable car in the world. The car features a clear glass vertical stabilizer, or "dorsal fin," at the rear. Story on Page 2.

breaking news

Samurai is $6,200

BREA, Calif.—Suzuki of America Automotive Corp. has placed a price of $6,200 on its Samurai sport/utility vehicle, which goes on sale Nov. 1 (Automotive News, July 1). The company expects to sell 10,000 of the vehicles annually through an initial network of 45 dealers in California, Flordia and Georgia.

Search narrowed

TOKYO.—Mitsubishi reportedly has narrowed its search for a U.S. plant site to four states. Illinois is rated first, Michigan second, Indiana third and Ohio fourth. The Illinois site is said to be

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Is deficit out of control?

Trade policy debate as sticky as weather

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—In August, Washington is hot and humid. And this year, the discussion of the Administration's trade policy is just as sticky as the weather.

An "end of tour" report by Lionel Olmer, former undersecretary of Commerce for international trade, is a hot item around town. Olmer was a top Reagan Administration trade negotiator who never was reluctant to express his frustration in dealing with the Japanese.

A second trade report, from the wide-ranging House Energy and Commerce Subcommittee on Oversight and Investigations, has also been released by Committee Chairman John Dingell, Michigan Democrat, who is a frequent critic of the Administration's trade policy.

The documents should heat up the debate on what some are coming to view as the nation's out-of-control foreign-trade deficit.

Current bad news from the government's economic indicators is expected to heighten the sense of urgency over the trade deficit issue because many economists are pointing to imports as the source of stagnating economic growth in the country.

Congressional focus in this fall's trade-policy debate is sure to be on a bill which would threaten a 25-percent tariff on imports from Japan and other nations that have trade surpluses deemed excessive by U.S. lawmakers.

It is backed by top Democrats, who seem bent on making the trade topic an issue in next year's congressional elections.

Perhaps more important, the leader of the slim Republican majority in the Senate, Robert Dole, of Kansas, told Japanese lawmakers last week that a presidential veto of the bill might be overridden if Japan doesn't act fast to cut its trade surplus with the U.S.

Dole said trade deficit measures recently announced by the Japanese "ignored the urgency of the problem."

The Olmer report focuses principally on the devastating impact the strong dollar has had on U.S. manufacturers. He said that "much of U.S. industry now is poised between what may be a significant further weakening or what could be a a major resurgence in our international competiveness."

Olmer claimed that the strength of the dollar is the key to which direction American industry will take and that this "potential for erosion of our domestic base of manufacturing . . . should be of overriding concern" for the U.S. Government. He warned that such

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To be shown in Frankfurt

Halley, a four-seat coupe, will be exhibited at the Frankfurt Motor Show, Sept. 12-22, by Carrozzeria Maggiora. The designer is Paolo Martin. The car has the mechanics and chassis of the Fiat Uno.

With design differences, exclusive offerings, a coming 'lower-end' car

L-M seeking a clearer identity

By Richard Johnson
Detroit Reporter

In an effort to better distinguish Lincoln-Mercury from Ford Division, L-M executives are planning a string of design differences and a growing line of exclusive L-M offerings, including an unannounced "lower end" car due sometime next year.

In an interview with Automotive News last week, L-M General Manager Thomas Wagner said the division wants to be recognized as "more than a high-priced Ford Division."

Wagner also said the division is targeting 7 percent of the U.S. industry in 1986 and has Pontiac in its sights.

L-M has been one of the hottest domestic car divisions since 1980, growing at a pace beyond the industry rate. Had it not been for the haulaway strike, the division would have scored its best August in history, according to Wagner. It may still break the August record, and next month is almost certain to be L-M's best September ever, he said.

Through the first seven months of 1985, L-M sales were 409,763, or 6.3 percent of the industry (domestic and import combined), compared with 465,520, or 7.1 percent, for Pontiac.

But Mercury's new Sable intermediate, described by Wagner as "probably the most important car this division has ever introduced," could tighten the gap between the two domestic divisions after hitting showrooms in mid-November.

"We're taking dead aim on Pontiac," said Wagner. "We think that we'll be in the 7-percent range next year. It is a very real target for us, assuming the industry stays high."

L-M, of course, has two makes of cars in its divisional lineup, while Pontiac has only one.

Although Wagner said "our primary competition is in Lansing, Flint and Pontiac, not on the 37th Floor of this building," he acknowledged that the division is working to set itself apart from Ford Division.

"Product is the greatest differentiator of them all and we are continuing to separate the two as much as we can," he said. "Thun-

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And Chrysler applauds his stand

Petersen backs 25-pct. tariff plan

MACKINAC ISLAND, Mich.—Donald E. Petersen, Ford Motor Co. chairman, endorsed a bill that would threaten a 25-percent tariff on imports from Japan and other nations which have excessive trade surpluses.

Petersen backed the 25-percent tariff bill while speaking at the Midwestern Governors' Conference here. The bill has been introduced in the Senate and the House of Representatives.

A Chrysler Corp. spokesman in Washington said, "Chrysler believes the comments made by the chairman of Ford Motor Co. are an honest exposition of the problem and we could not agree more."

The spokesman also said Chrysler would be willing to testify in favor of either the 25-percent tariff bill or the Danforth/Packwood bill in the Senate which calls for an immediate reduction in the U.S.-Japan trade deficit.

At the Governor's Conference, Petersen also called the U.S. trade deficit a "national crisis" and said U.S. vehicles may have to become less American in order to be competitive.

He said the overpriced dollar is a key element contributing to the decline of American manufacturing.

"At least until recently," he said, "our domestic automobile industry has held onto its homegrown aura. Through the 1984 model year, most of the vehicles offered in the U.S. by the major domestic auto makers have been predominately North American."

Petersen pointed out that in spite of intensive efforts and significant productivity improvements, overall cost levels required for world-class competitiveness have not been achieved. He blamed increases in the strength of the dollar relative to the Japanese yen and European currencies.

"It is Ford's goal to remain strong here at home, in concert with remaining a strong worldwide business overall," he said. "But as things stand today, our U.S. vehicles may have to become less American in order to compete."

The U.S. is bearing the brunt of massive imbalances in world trade and capital flows, Petersen said. He recommended that top priority be given to solving the problem. To get the solution under way, he said, the Federal Government should raise to the highest priority the four steps that would help alleviate the problem:

1. Reduce the federal deficit, which would lower pressure on interest rates, quell demand for foreign capital and make the dollar less attractive abroad.

2. Press America's trading partners for complementary policies so that European and Japanese economic policies are targeted to foster growth at home.

3. Urge Japan to reduce sharply the enormous imbalance in its trade and capital accounts that is causing a real threat to world trade.

4. Take a federal leadership role in a multilateral effort to deal with exchange rate distortions and huge international capital flows.

Taiwan planning to sell cars in U.S. through Nissan

TOKYO.—Yue Loong Motor Co., Taiwan's largest automobile manufacturer, plans to sell cars in North America through Nissan Motor Co.'s distribution network, according to Nihon Keizai, a Japanese business journal.

Nissan recently bought a 25 percent interest in Yue Loong which is now producing Nissan's subcompact Sunny and Bluebird with Nissan's technological assistance and with some imported Nissan parts. The cars carry the Yue Loong name.

Nihon Keizai said Yue Loong and Nissan have yet to work out details of the plan, but exports are "likely to start in 1987 with an annual volume of 500,000 units."

Although denying that the two companies have reached an export agreement, a Nissan spokesman acknowledged that the Japanese firm plans to ship cars from Taiwan sometime in the future. However, he said, the region to which the cars will be exported has not been selected.

The published report noted that by linking with Yue Loong, Nissan will be able to circumvent Japan's voluntary restraints on car exports to the U.S. since exports of cars from Taiwan are outside the quota.

Bieber's invited, but will he show?

DETROIT.—One of the biggest secrets in the UAW today is whether UAW President Owen Bieber will appear at the Canadian UAW's Founding Convention the first week in September.

Last week, Bieber told Automotive News he had been invited but would discuss it only with Robert White, who heads the Canadian region and who will be the likely president of the Canadian union. At presstime, the word had not gone out.

Pininfarina Spider leaving U.S. market

By John A. Russell
New York Staff Writer

NEW YORK.—Pininfarina is pulling out of the U.S. retail market and will no longer sell its Spider convertible in this country.

The decision marks the end of a 16-year span in which the car was sold first by Fiat and then by International Automobile Importers, Inc.

George Ryder, U.S. representative for the Italian coachbuilder, said last week that this was the "end of the Spider" in the U.S. He said there are 200 cars in dealers' hands and that the company "is not bringing any more cars into the U.S."

While not highly critical of Malcolm Bricklin, whose IAI took up the banner from Fiat when that company decided to pull out of the market, Ryder termed the withdrawal a "sad situation" and said "a better job could have been done all the way around."

Now, he said, Pininfarina's main task is to assure owners that there is warranty and parts support for the cars. He said he is arranging that through various sources.

This is the second announcement in a month about the former product line of IAI. Bertone announced a major revamping of the distribution of its X 1/9 and will continue to market its two-seater mid-engined sports cars here.

But for Pininfarina, with its lines running at full capacity, the need is not there to continue.

The marketing of both companies' cars was taken over by IAI nearly three years ago when Fiat announced its withdrawal from the U.S. market. Malcolm Bricklin, whose Yugo America, Inc., is bringing in the subcompact Yugo, arranged to import and market the cars.

Prices were established at $15,000 under IAI with such luxury items as air conditioning and leather interiors. Fiat, when it last sold the cars in 1982, priced them at $10,990.

Bricklin said IAI would continue to honor its contractual obligations, which Ryder confirmed, saying IAI was still fulfilling its responsibilities under the sales agreement.

Early in February, Pininfarina and Bertone contracted with General Warranty to handle the warranty administration of the cars.

Ryder said he was not getting "a lot" of support from IAI on the parts issue though the company is working with Pininfarina on that.

Pininfarina has sourced parts from the Fiat North America operation in the U.S., which is basically a parts and warranty business now.

Ryder said there are about 200 dealers handling Pininfarina in the U.S. He said about 2,500 cars have been imported in the last 2½ years.

Ryder said Pininfarina did not reach its break-even point on the cars though he would not reveal the exact loss.

As for the reasons for failure in the market, Ryder said perhaps someday a study will be made and he would "sure like to know why it didn't go."

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60th year—No. 5089

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

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Nissan hike averages $91 on '86 cars

CARSON, Calif.—Nissan kept it simple as it priced its 1986 cars for the U.S. market.

The company said the average increase is $91, or one percent, on the Sentra, Pulsar, Stanza and Maxima lines. And the increases are uniform within each series of cars—no $146 on one model and $78, or whatever, on another.

Increases are $50 on the Sentra Deluxe, XE and SE; $100 on the Pulsar and Stanza and $200 on the Maxima.

Prices of the 200-SX and 300-ZX will be announced later.

Nissan's price leader, the Sentra Standard two-door sedan, is $5,499, unchanged from 1985.

The $50 increase on other Sentras resulted in the following 1986 prices: Deluxe two-door, $6,699; MPG Diesel two-door, $7,149; XE two-door, $7,349; Deluxe four-door, $6,899; XE four-door, $7,549; Deluxe wagon, $7,399; XE wagon, $8,049; XE hatchback coupe, $7,849, and SE hatchback coupe, $8,749. Prices are for 5-speed models.

Hikes of $100 were applied to the Pulsar NX coupe, now $8,349, and the Stanza GL notchback four-door sedan, now $9,649. The Stanza automatic rose an extra $30 (a total of $130) to $10,179. The Stanza wagon, introduced last April as a 1986 model, is $9,949.

Missing from the Stanza series is the XE four-door hatchback which was $8,949 for 1985. Thus, buyers will be paying considerably more than before to get into a Stanza.

Maxima prices are $13,699 for the SE (5-speed) and GL (automatic) four-door sedans and $14,599 for the wagon. All are up $200 for 1986.

Van converters must comply with stricter rules

Continued from Page 16

firm, it will accept its share of responsibility for assuring that products being certified are indeed produced according to the guidelines of its program.

The NVCA also said it is using impartial representatives to conduct inspections, verify documents and coordinate testing.

The certification program will be the highlight of NVCA's Expo '85, a van conversion and specialty vehicle show, that will be held Oct. 9-10 at the Indiana State Fairgrounds, Indianapolis.

The two-day event for auto dealers, fleet and leasing firms and RV dealers will feature displays by Chevrolet, Ford, Dodge and Toyota and several certified van manufacturers.

Dealers from an 11-state area are expected to attend, along with factory and administrative personnel from the major auto companies.

There will be daily seminars on various topics related to the standards.

Thailand lifts import ban

BANGKOK, Thailand.—To curb smuggling, the Minister of Commerce has approved the lifting of a ban on the import of completely assembled cars with engines larger than 2,300 cc. Under new regulations, import duty on such cars will be 600 percent or higher.

IMPORT SALES BY MODEL

	July 1985	July 1984	7 Mos. 1985	7 Mos. 1984
ALFA ROMEO	363	325	2,851	2,056
AUDI	7,417	4,013	44,581	43,836
4000	0	527	0	8,730
4000D	0	0	0	0
4000S	1,818	293	10,386	1,198
4000S Quattro	508	311	2,573	2,510
5000S	3,929	2,243	24,167	25,513
5000S turbo gas	812	366	4,994	3,542
5000D/td	0	0	0	0
Quattro turbo	9	2	57	44
Coupe	341	271	2,304	2,299
Tourist	0	0	0	0
BMW	7,827	5,066	50,175	42,011
318/320	2,178	2,040	14,952	20,068
325e	192	1,108	588	6,946
524 TD	2,700	0	16,934	0
528/533	1,643	1,172	10,717	8,812
633CSI	312	189	1,990	1,609
733	802	557	4,994	4,576
CHEVROLET	7,617	1,436	39,147	4,514
Spectrum	5,341	0	28,248	0
Sprint	2,276	1,436	10,899	4,514
CHRYSLER/MITSUBISHI	8,281	7,107	48,687	46,826
Colt	5,449	5,118	34,015	34,549
Conquest	400	530	3,150	4,744
Vista	2,432	1,459	11,522	7,533
FIAT	0	0	0	0
HONDA	28,062	30,255	230,911	226,128
Civic	11,116	12,429	86,109	78,718
Civic CRX	2,907	2,446	29,748	23,665
Accord	9,084	10,231	72,846	81,874
Prelude	4,955	5,149	42,208	41,871
I.A.I.	0	1,499	0	1,149
ISUZU	2,787	1,499	14,473	9,492
I-Mark	1,497	247	5,024	2,214
Impulse	1,290	1,252	9,449	7,278
JAGUAR	1,784	1,329	11,106	10,203
XJ6	1,454	1,025	9,008	8,388
XJS	330	304	2,098	1,815
LANCIA	0	0	0	21
MASERATI BITURBO	88	218	782	458
MAZDA	17,229	16,269	103,579	98,299
GLC	4,909	4,330	24,132	26,128
626	7,501	6,922	47,191	40,726
RX-7	4,819	5,017	32,256	31,445
MERCEDES BENZ	7,706	2,343	51,605	42,869
190D	317	184	2,120	3,605
190E	2,035	342	14,041	7,649
240D	0	0	6	21
300D	1,603	672	10,876	9,335
300CD	179	97	1,042	942
300TD	389	112	2,104	1,418
300SD	728	528	4,628	8,505
380SE	753	185	5,566	3,411
500SEL	720	67	4,100	2,106
380SL/SLC	875	118	6,212	4,900
500SEC	107	38	910	977
MERKUR	933	0	3,666	0
MITSUBISHI	5,280	2,579	27,161	22,172
Starion	631	278	3,363	4,119
Cordia	981	1,221	4,637	9,260
Tredia	1,274	1,080	5,574	8,793
Mirage	1,325	0	7,328	0
Galant	1,069	0	6,259	0
NISSAN	53,564	42,183	304,857	286,428
Sentra/210	17,965	17,240	103,310	114,690
Pulsar/310	5,824	3,482	30,828	21,642
Stanza	7,710	3,252	31,024	25,657
Maxima	9,930	6,154	52,433	38,796
200SX	5,416	5,923	40,747	36,769
300ZX	5,658	5,814	41,892	44,745
Hawaii	1,061	318	4,623	4,120
PEUGEOT	1,901	1,652	9,437	11,427
PORSCHE	2,072	659	14,172	13,117
944	1,304	430	9,499	8,723
911	536	121	3,267	2,949
928	232	108	1,406	1,445
RENAULT	489	1,114	4,740	7,600
LeCar	0	0	0	0
18i	204	444	1,598	1,779
Fuego	285	670	3,142	5,821
SAAB	3,679	2,663	23,979	20,806
900	1,176	526	6,863	5,043
900S	1,005	717	7,307	6,248
Turbo	1,328	1,268	9,102	8,982
Tourist	170	152	707	533
SUBARU	15,569	15,097	94,068	93,646
TOYOTA	68,753	51,962	352,685	321,420
Starlet	0	0	0	258
Corolla	19,572	15,532	94,385	91,800
Tercel	10,228	9,673	53,504	57,037
Celica	8,531	8,231	45,602	51,663
Supra	3,102	2,706	15,900	17,062
Camry	12,857	7,934	69,017	53,760
Cressida	5,402	3,119	25,919	19,622
Land Cruiser	558	403	1,424	1,801
Van	3,754	2,981	21,550	21,031
4Runner SR 5	380	1,000	3,364	2,531
MR2	3,844	0	17,892	0
Hawaii	525	38	4,125	4,854
Other	0	1	3	1
VOLKSWAGEN	13,079	7,924	81,177	67,445
Rabbit Convertible	1,232	1,120	8,065	8,084
Jetta	7,659	2,526	44,989	25,489
Vanagon	1,774	1,419	11,458	12,469
Quantum	1,300	1,457	7,923	10,259
Scirocco	1,114	1,402	8,967	11,144
VOLVO	10,918	10,142	68,498	67,156
DL	3,963	4,223	26,253	31,264
GL	1,003	3,032	6,355	18,284
GLT Turbo	71	912	1,950	6,373
DL/GL	37	554	1,895	2,701
Coupe	0	0	0	0
740 Series - Gas	3,661	0	21,340	0
740 Series - Diesel	811	0	1,313	0
760 Series - Gas	1,118	1,129	6,475	5,406
760 Series - Diesel	171	273	1,769	1,997
Tourist	83	19	1,148	1,131
IMPORT TOTAL	265,398	207,334	1,582,137	1,439,079

factories list auction dates

American Motors

Aug. 27—Aptco Auto Auction, Taylor, Mich.

Aug. 28—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Aug. 29—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Aug. 27—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Aug. 28—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction (tentative), Kent, Wash.

Aug. 29—Atlanta Auto Auction, Red Oak, Ga.

Ford Motor Co.

Aug. 28—Clanton's Auto Auction, Darlington, S.C.

Aug. 29—Floyd Hauhe Auto Auction, Bridgeton, Mo.

General Motors

Aug. 28—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City.

Aug. 29—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Japanese firm to build plant in Missouri

JEFFERSON CITY, Mo.—Missouri's trade office in Tokyo is paying dividends. Toyoda Gosei Co., Ltd., an auto parts manufacturer, announced plans to build a $2 million to $3 million plant in Perryville, about 75 miles southeast of St. Louis.

This will be the company's first venture in the U.S. Gov. John D. Ashcroft said Toyoda Gosei has an option to purchase land in the Perryville Industrial Park.

Ashcroft declined to answer questions about whether this announcement has any bearing on reports that Toyota is considering Kansas City as an assembly plant site.

Another Japanese firm, Maka Japan, Inc., will merge with Midland Marketing in Hillsboro, Mo. Midland sells and services coin mechanisms for vending machines; Maka Japan makes those products.

Used Car Sales
Auction Averages

August to date	$5,504
Month ago	$4,815
Year ago	$5,316

Model Breakdown
Auction Averages

	AUGUST TO DATE	JULY 1985	JUNE 1985
1985	$11,215	$10,804	$11,181
1984	$7,956	$7,727	$8,061
1983	$5,984	$5,971	$6,306
1982	$5,417	$5,326	$5,544
1981	$4,478	$4,141	$4,536
1980	$3,373	$3,245	$3,528
1979	$2,817	$2,590	$2,953
1978	$2,184	$2,139	$2,114
Overall Average	$5,504	$4,815	$5,296

From American Custom Coachworks

American Custom Coachworks, Ltd., Beverly Hills, Calif., plans to build about 350 Van Cleef Series 1985 Cadillac limousines. The vehicles, which are stretched 56 inches, are equipped with color TV, intercom system, cellular telephone, separate climate control systems and dark tinted windows.

Price increase approved for new cars in Mexico

MEXICO CITY.—Mexican new-car prices have been boosted between 8 to 16 percent. Total increases for new models this year amount to 34 percent.

The Ministry of Commerce granted the sliding increases, less for compacts and more for deluxe models. Ford's Cougar now has a price tag of more than 5 million pesos and a Volkwagen sedan, standard with no added equipment, costs 996,985 pesos.

Dollar equivalent for the Ford Cougar at the government's "free" peso rate is $20,500 and for the Volkswagen, $4,086. But citizens able to buy pesos at quotations of around 350 to the dollar get the Cougar for approximately $15,000 and the VW for under $3,500. All other car models are priced in proportion.

A limited spot check in Mexico City, Monterrey, Guadalajara and Puebla revealed that despite high tabs, deluxe cars have been selling well. But models in the 1-to 3-million-peso price range have not been moving as well.

That is because members of Mexico's hard-hit middle class, feeling the effects of inflation and minor salary adjustments, just do not have sufficient resources to change cars each year. If the peso continues to weaken, and inflation resumes an upward trend, it could seriously affect car sales in the medium-price ranges.

used-car auction directory

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Domestics down, imports up for June

Month's registrations close to 1984

By Jenny L. King
Detroit Reporter

June new-car registrations moved up 11,000 units from May's total but failed to achieve their year-earlier level as the domestic-market sales curve flattened.

First-half registrations were up 4.86 percent over 1984, according to figures compiled by R.L. Polk & Co. Domestics were up 3.46 percent, imports climbed 9.29 percent and gained 1.01 percentage points in share of the market.

Table on Page 51

The June total of 922,910 marked a 1.20-percent improvement over May's 911,932, but it was down 0.53 percent from 927,849 recorded for June, 1984.

Domestic registrations in June were off 4.86 percent from May, slipping to 666,863 from 700,907. They were down 5.26 percent from 703,901 a year earlier.

Import registrations were up more than 30,000 units June to June, to 256,047 from 223,948. Their share of the market expanded to 27.74 percent from 24.14 percent.

Ford Motor Co.'s modest 0.12 percentage-point increase in June was the only gain among the domestics in market share. That, coupled with the 3.60 percentage-point gain for imports, balanced losses at General Motors, Chrysler Corp. and American Motors.

GM dropped 2.73 percentage points to 42.92 percent from 45.65 percent. Chrysler slipped 0.25 percentage points, to 9.63 percent from 9.88 percent and AMC was off 0.74 percentage points, to 1.06 percent from 1.80 percent.

Ford was up 0.12 percentage points to 18.65 percent from 18.53 percent.

The domestic-only market in June was divided in this manner: GM had 59.39 percent, Ford had 25.81 percent, Chrysler had 13.33 percent and AMC had 1.47 percent.

A year earlier, GM earned 60.17 percent, Ford had 24.42 percent, Chrysler had 13.03 percent, AMC had 2.37 percent and miscellaneous domestics, 32 in number, accounted for 0.01 percent of the domestic total.

Domestic intermediates, with 28.27 percent of the market, represented the largest single market class share in June. Imports were a close second with 27.74 percent, followed by compacts at 15.91 percent, subcompacts at 11.45 percent, standards at 9.09 percent and luxury cars at 7.54 percent.

A year earlier, intermediates had 26.15 percent, imports had 24.14 percent, compacts had 19.12 percent, subcompacts had 11.74 percent, standards had 10.71 percent and luxury models had 8.14 percent.

Excluding the imports, the June market revealed intermediates soaring to 39.12 percent from 34.47 percent; compacts slipped to 22.02 percent from 25.20 percent; subcompacts edged up to 15.84 percent from 15.48 percent; standards dipped to 12.59 percent from 14.12 percent, and luxuries stopped at 10.43 percent compared with 10.73 percent a year earlier.

First-half registrations of 5,258,967 showed an increase of 4.86 percent over 5,015,409 for the first six months of 1984. They were up 23.48 percent from the 1983 sum of 4,258,857.

Domestics numbered 3,949,156 at the end of the first half, up 3.46 percent from 3,816,981 a year earlier, and up 28.69 percent from 3,068,670 two years ago.

Imports enjoyed a higher 9.29-percent increase over 1984, growing to 1,309,811 from 1,198,428. It should be noted that R.L. Polk & Co. counts Volkswagen Golfs, Honda Accords and Nissan Sentras assembled in the U.S. as imports.

Chrysler, Ford and the imports posted first-half market-share market gains. Chrysler was up 1.73 percentage points, to 11.14 percent from 9.41 percent; Ford was up 0.89 percentage points, to 19.84 percent from 18.95 percent, and imports gained 1.01 percentage points on their way up to 24.91 percent from 23.90 percent of the market.

GM was down 3.07 percentage points to 42.83 percent from 45.90 percent, and AMC dipped 0.56 percentage points to 1.28 percent from 1.84 percent.

Domestic makes with first-half market gains included Chrysler, Plymouth, Dodge, Ford, Lincoln and Pontiac. GM's remaining four were down as were Mercury and American Motors.

Chrysler Financial profits at peak for quarter, half

TROY, Mich.—Chrysler Financial Corp. reported record profits for the second quarter and the first half of 1985, setting the company on the path for a record year.

For the quarter, Chrysler Financial had net earnings of $35.6 million, up 66 percent from 1984's $21.4 million and surpassing the previous record of $31.8 million set in the first quarter of this year.

Sales volume rose 56 percent to $6.7 billion from 1984's $4.3 billion. Chrysler Financial provided financing for 32.7 percent of Chrysler's new-car and truck sales, compared with 15.9 percent in the second quarter of 1984.

In the first six months of this year, the financing subsidiary's earnings amounted to $67.4 million, increasing 68 percent and breaking the previous record of $40.1 million set in the first six months of 1984.

Sales volume for the six-month period was $12.0 billion, up 46 percent from $8.2 billion in the first half of 1984.

The company attributed its strong performance to an all-time high volume of financing and a significant increase in the number of Chrysler vehicles financed at the retail level. Finance incentives were offered on various models throughout the first half.

"For the first time in any quarter of the company's history, Chrysler Financial reached $6.7 billion in sales volume and financed 32.7 percent of Chrysler's new-car and truck sales," said Robert S. Miller, Chrysler Financial chairman.

New and used vehicles financed by Chrysler Financial during the first six months of 1985 amounted to 1,104,208 units, compared with 849,951 financed in the comparable period of 1984.

NADA names Knopp to post of DEAC rep

McLEAN, Va.—Gregory Knopp has been appointed to the position of Dealers Election Action Committee representative.

Knopp, 27, will report to Bob Daly, NADA's executive director of communications and industry relations. Knopp's primary responsibilities will be to develop and implement DEAC's fund-raising plans as well as to assist the dealers on the DEAC teams.

Knopp served for three years as political director for the Ripon Society, a Washington-based policy group, before becoming PAC coordinator for the annual Republican Senate-House Dinner.

DEAC, organized in 1975, is the political-action arm of NADA.

NEW-CAR MARKET SHARES IN U.S.

	JUNE					6 MONTHS				
	Regis., June 1985	Percent Share of Market	Regis., June, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 6 Mos., 1985	Percent Share of Market	Regis., 6 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	133,515	14.47	146,662	15.81	−1.34	775,684	14.75	798,402	15.92	−1.17
Ford	118,758	12.87	112,034	12.07	+0.80	704,232	13.39	630,952	12.58	+0.81
Oldsmobile	96,408	10.44	101,900	10.98	−0.54	527,754	10.04	559,353	11.15	−1.11
Buick	73,423	7.96	84,920	9.15	−1.19	428,861	8.16	451,968	9.01	−0.85
Pontiac	67,104	7.27	63,335	6.83	+0.44	377,770	7.18	343,577	6.85	+0.33
Mercury	42,018	4.55	45,634	4.92	−0.37	261,572	4.97	251,963	5.03	−0.06
Dodge	33,080	3.58	35,026	3.77	−0.19	227,574	4.33	179,293	3.58	+0.75
Chrysler	32,928	3.57	29,130	3.14	+0.43	178,858	3.42	149,102	2.97	+0.45
Cadillac	25,613	2.78	26,722	2.88	−0.10	142,107	2.70	148,939	2.97	−0.27
Plymouth	22,899	2.48	27,551	2.97	−0.49	179,558	3.41	143,556	2.86	+0.55
Lincoln	11,325	1.23	14,250	1.54	−0.31	77,717	1.48	67,321	1.34	+0.14
AMC	9,778	1.06	16,705	1.80	−0.74	67,364	1.28	92,395	1.84	−0.56
GENERAL MOTORS	396,063	42.92	423,539	45.65	−2.73	2,252,176	42.83	2,302,259	45.90	−3.07
FORD MOTOR CO.	172,101	18.65	171,918	18.53	+0.12	1,043,521	19.84	950,236	18.95	+0.89
CHRYSLER CORP.	88,907	9.63	91,707	9.88	−0.25	585,990	11.14	471,951	9.41	+1.73
AMC	9,778	1.06	16,705	1.80	−0.74	67,364	1.28	92,395	1.84	−0.56
IMPORTS	256,047	27.74	223,948	24.14	+3.60	1,309,811	24.91	1,198,428	23.90	+1.01
MISC. DOMESTIC	14	0.00	32	0.00	−0.00	105	0.00	140	0.00	−0.00
TOTAL	922,910		927,849			5,258,967		5,015,409		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

movers and shakers

Chevrolet

Chevrolet has reassigned three zone managers and has appointed another man to the post of zone manager.

John C. Burrow was named manager of the Los Angeles zone.

John D. Helser succeeded Burrow as manager of the Boston zone.

David A. Walsh was appointed manager of the Charleston (W.Va.) zone, replacing Helser.

Lance E. Westerlund succeeded Walsh as manager of the Washington zone. Westerlund formerly was manager of marketing special projects in the Chevrolet Central Office.

Burrow joined Chevrolet in 1955 and has served in El Paso, Omaha, New York, Louisville and the Central Office.

Helser joined the division in Wichita in 1955 and also has held posts in Oakland, Calif., and Salt Lake City.

Walsh has been with Chevrolet since 1963. His assignments have included posts in Seattle, Salt Lake City, San Diego and the Central Office.

Westerlund, with Chevrolet since 1967, has served in Boston, Syracuse, the Midwest regional office and the Central Office.

John C. Burrow

John D. Helser

David A. Walsh

Lance E. Westerlund

Volkswagen of America

Sean Brennan has been named dealer enterprise manager for Volkswagen of America. He succeeds **Charles Cook,** who now is assistant manager of VWoA's Chicago region.

Sean Brennan

Brennan has been VWoA used-vehicle merchandising manager since June, 1984.

He began his Volkswagen career in 1973 with World-Wide Volkswagen Corp., Orangeburg, N.Y., an independent VW distributor. He later was vice president and general manager of Colonie Motors, Inc. (VW), Schenectady, N.Y., and joined the VWoA corporate staff in 1982 as fleet accounts manager.

Chrysler Corp.

Chrysler Corp. has appointed **John McDonald** regional manager—Central, U.S. Automotive Sales. He will direct the zone offices in Detroit, Chicago, St. Louis, Cincinnati and Pittsburgh.

McDonald, 40, has been Southern regional manager since 1983 and was Chicago zone sales manager for three years before that. He joined Chrysler in 1971.

Chrysler also announced appointments in its new Special Vehicle Management Operations group.

David E. Hyre, 41, was named chief—engineering and program management. He is responsible for the engineering, design and development of special vehicle powertrains and electronic, body and chassis components. He also is responsible for the production of the cars the new unit will manufacture. Hyre formerly was chief—engineering and program development in the Program Development Office.

John E. Fernandez, 36, was named manager—Chrysler Shelby Development Center in Santa Fe Springs, Calif. He is responsible for development work at the center and for coordinating its activities with Chrysler's Product Development Office in Highland Park, Mich., and with the Chrysler Pacifica Design Studios in Carlsbad, Calif.

Fernandez formerly was manager—advance planning in the Advance Planning Office, working on Chrysler's joint venture with Mitsubishi Motors Corp.

Robert L. Davis, 45, continues as Maserati program planning chief—Italy with the added responsibility for Maserati product development activities in the U.S.

Henry F. Carlini, 58, continues as Special Vehicle program executive, and **John L. VanDien,** 56, continues as Special Vehicle business development executive.

Porsche appoints

RENO.—James L. McDowell has been named director of planning and analysis for Porsche Cars of North America. He formerly was a corporate planner for Optical Coating Laboratory, Inc., Santa Rosa, Calif.

25-year Volkswagen dealer

Dale Schuppan, second from left, Schuppan's Sales and Service, Inc., Grand Island, Neb., receives a Volkswagen 25-year-dealer award. Also shown are James R. Fuller, left, vice president of Volkswagen of America's Volkswagen Division; Mrs. Schuppan, and John Capps, executive vice president of Volkswagen Mid-America, distributor for Arkansas, Kansas, Missouri and Nebraska.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report
JUNE, 1985 VERSUS JUNE, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	5,288	36,206	8,783	47,485
Encore FWD	3,729	24,535	6,520	34,512
Eagle 4WD	144	1,500	296	2,105
Eagle 4WD SW	617	5,123	1,106	8,293
TOTAL AMC	9,778	67,364	16,705	92,395
Chrysler Laser FWD	3,913	29,114	5,325	26,509
LeBaron GTS FWD	7,966	27,878	0	0
LeBaron FWD	6,958	41,909	9,158	42,287
LeBaron SW FWD	627	3,704	870	5,009
E Class-NY FWD	4,447	28,320	6,893	40,458
NY Fifth Ave-Newpt	3,017	47,933	6,884	34,839
Imperial	0	0	0	0
Total	32,928	178,858	29,130	149,102
Plymouth Horizon FWD	5,206	49,637	6,363	38,481
Turismo FWD	3,678	31,023	4,653	22,873
Reliant FWD	6,815	53,425	10,734	54,310
Reliant SW FWD	2,270	16,721	3,936	20,307
Caravelle FWD	3,077	18,844	0	0
Gran Fury	1,853	9,908	1,865	7,585
Total	22,899	179,558	27,551	143,556
Dodge Omni FWD	4,575	42,127	5,786	32,948
Charger FWD	3,903	33,582	4,701	25,310
Daytona FWD	3,678	26,792	4,282	22,293
Aries FWD	5,587	43,844	7,991	41,166
Aries SW FWD	2,062	13,299	3,219	16,805
Lancer FWD	5,539	19,872	0	0
600'84/400'83 FWD	4,647	29,286	5,903	29,568
Diplomat	3,089	18,772	3,144	11,203
Mirada	0	0	0	0
Total	33,080	227,574	35,026	179,293
TOTAL CHRYSLER CORP.	88,907	585,990	91,707	471,951
Ford Escort FWD	33,045	153,186	22,147	128,622
Escort SW FWD	8,664	39,151	7,141	41,778
EXP FWD	1,576	14,537	2,565	12,731
Tempo FWD	16,596	156,116	21,644	123,860
LTD	13,515	79,647	12,527	70,479
LTD SW	3,766	22,173	5,163	27,936
LTD Crn. Victoria	11,399	67,260	13,532	67,207
LTD Crn. Victoria SW	2,132	13,001	2,746	15,616
Mustang	14,230	80,819	11,896	65,327
Thunderbird	13,835	78,342	12,673	77,396
Total	118,758	704,232	112,034	630,952
Lincoln Town Car	8,174	53,006	7,841	37,659
Mark VII	1,432	10,074	2,949	17,093
Continental	1,719	14,637	3,460	12,569
Total	11,325	77,717	14,250	67,321
Mercury Lynx FWD	7,131	32,104	4,201	25,551
Lynx SW FWD	1,414	6,930	1,125	6,996
LN7 FWD	0	0	0	0
Capri	1,067	7,670	1,456	9,625
Zephyr	0	0	0	0
Topaz FWD	4,347	42,522	5,764	36,671
Marquis	6,857	43,066	8,716	42,125
Marquis SW	803	4,868	1,069	6,402
Grand Marquis	9,169	58,684	11,606	60,464
Grand Marquis SW	937	6,083	1,733	7,947
Cougar	10,293	59,645	9,964	56,182
Total	42,018	261,572	45,634	251,963
Lincoln-Mercury Division Total	53,343	339,289	59,884	319,284
TOTAL FORD MOTOR CO.	172,101	1,043,521	171,918	950,236
Buick Skylark FWD	5,152	49,283	9,742	51,344
Skyhawk FWD	6,010	42,000	12,085	53,104
Skyhawk SW FWD	458	3,324	1,117	5,168
Somerset Regal FWD	11,400	50,959	0	0
Century FWD	17,188	89,653	14,780	86,272
Century SW FWD	2,195	12,682	3,034	14,513
Regal	9,274	50,821	18,413	98,599
Regal SW	0	0	0	0

	1985 Month	1985 Year	1984 Month	1984 Year
LeSabre	10,376	63,807	12,271	69,403
Electra	0	0	3,135	30,234
Electra FWD	6,129	34,685	4,804	10,063
Buick SW	1,109	7,095	1,364	7,221
Riviera FWD	4,132	24,552	4,175	26,067
Total	73,423	428,861	84,920	451,988
Cadillac DeVille	74	1,525	8,495	57,423
DeVille FWD	6,879	41,875	3,324	7,212
Cimarron	1,738	10,395	1,473	8,855
Fleetwood & Chassis	4,480	23,380	3,116	22,133
Fleetwood FWD	2,471	15,761	1,625	3,350
Eldorado FWD	6,671	33,113	5,704	32,799
Seville FWD	3,300	16,058	2,985	17,167
Total	25,613	142,107	26,722	148,939
Chevrolet Nova	1,024	1,069	0	0
Chevrolet Chevette	9,146	59,840	14,784	92,700
Camaro	18,158	100,695	19,704	98,926
Cavalier FWD	28,522	180,297	26,210	135,948
Cavalier SW FWD	6,802	41,270	8,088	43,642
Citation FWD	3,774	33,608	9,040	52,419
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	23,961	123,595	21,490	117,331
Celebrity SW FWD	7,777	39,396	9,482	46,152
Monte Carlo	10,223	56,094	11,252	68,533
Impala	4,717	25,899	5,010	26,101
Caprice	11,094	67,289	13,457	73,202
Chevrolet SW	4,978	27,342	5,924	29,292
Corvette	3,339	19,290	2,221	14,156
Total	133,515	775,684	146,662	798,402
Oldsmobile Omega FWD	0	0	4,281	23,585
Firenza FWD	3,059	23,811	4,811	22,261
Firenza SW FWD	726	5,483	1,445	6,975
Calais FWD	14,078	64,319	0	0
Cutlass Ciera FWD	25,962	135,326	19,833	106,571
Cutlass Ciera SW FWD	3,939	20,894	4,969	21,597
Cutlass Supreme-Calais	18,939	104,935	29,801	180,085
Cutlass SW	0	0	0	0
Delta 88	15,916	92,103	23,286	117,228
98	0	0	1,735	34,966
98 FWD	8,981	52,590	5,304	10,583
Oldsmobile SW	2,062	11,083	2,856	15,701
Toronado FWD	2,746	17,210	3,579	19,781
Total	96,408	527,754	101,900	559,353
Pontiac 1000	1,917	10,835	2,264	13,357
Firebird	10,103	51,510	9,710	50,514
Sunbird FWD	9,221	56,174	11,026	54,009
Sunbird SW FWD	727	4,312	1,144	6,096
Grand Am FWD	9,591	53,393	0	0
Phoenix FWD	0	0	1,416	7,032
Bonneville	4,554	25,667	5,991	35,605
Bonneville SW	0	0	0	0
6000 FWD	12,020	63,474	9,704	51,651
6000 SW FWD	1,431	7,003	2,048	9,882
Grand Prix	4,677	27,132	6,940	38,563
Parisienne	3,753	23,032	3,372	18,136
Pontiac SW	1,355	7,106	1,432	7,703
Fiero	7,755	48,132	8,288	51,119
Total	67,104	377,770	63,335	343,577
TOTAL GM CORP.	396,063	2,252,176	423,539	2,302,259
Miscellaneous Domestic	14	105	32	140
Domestic Station Wagon Total	56,851	318,043	71,011	370,941
Domestic Grand Total	666,863	3,949,156	703,901	3,816,981
Import Total	256,047	1,309,811	223,948	1,198,428
Grand Total All Registrations	922,910	5,258,967	927,849	5,015,409

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

Maybe a compact—or bigger or smaller

Ford Alpha: No year, no size

By Richard Johnson
Detroit Reporter

Ford Motor Co.'s Alpha car has been conceived as a compact—in the range of Tempo/Topaz—but could ultimately stretch or shrink, according to John Betti, Ford executive vice president—Technical Affairs and Operating Staffs.

The clean-sheet project which, like GM's Saturn and Chrysler's Liberty, is aimed at making the company cost-competitive with Japanese auto makers. It could involve a new corporation, a greenfield plant site and a highly integrated manufacturing complex.

Betti talked about Ford's allout effort to build small cars profitably during an informal question and answer session following presentation last week of the company's Probe V concept car.

He said the Alpha remains a "no-year" car. The Saturn project is geared for a 1989 introduction and Chrysler has vowed to beat Saturn to the marketplace with Liberty. But Ford officials have indicated in the past that an Alpha model won't appear before the end of the decade.

Indeed, Betti said there may not even be an Alpha car if cost objectives can be spun off the project and applied satisfactorily to existing vehicles.

"If it turns out you don't have to do the vehicle to get the cost, that would be great," he said. "But our current thought is that we're proceeding with a vehicle that will meet that cost target."

Betti said Alpha is "basically" a compact car, but could go up or down in size by the time it is ready for production.

"It will have the ability to stretch or shrink in terms of the basic car concept," he said. "But when we lock into a particular car, it may be only Tempo/Topaz."

To become cost competitive with overseas producers, Betti said, the company is reviewing a number of approaches to the Alpha project.

"Conceivably, it could be a whole new plant; conceivably, it could be a whole different company," he said. "The important thing is to be able to get the cost-competitive position, that's the bottom line."

GM has organized Saturn as a separate corporation and will built a highly integrated manufacturing complex in Spring Hill, Tenn., for Saturn operations.

"One of the problems with a big investment is that also provides cost to the product, so we wouldn't put extra investment in if it wasn't necessary," said Betti. "But the one thing that augurs in favor of trying to get the supply facilities close to the assembly facilities is control of inventory, the shipping costs, etc."

Asked whether a fully integrated Rouge-type works will produce Alpha, Betti said, "I don't think being the Rouge is the answer, but having isolated feeder plants scattered all over the country also isn't the answer. Somewhere in between has got to be the optimum."

Betti said the Alpha team has not been formulated as a "distinct, separate group." He said a core group of less 100 persons is providing leadership, but drawing from the operations for implementation studies.

"If a guy is working on an Alpha idea, he may all of a sudden see an application in something that he is doing in his day-to-day business and therefore he'll apply it directly," he said.

Makers turn out 133,035 cars for 16 percent gain

Estimated U.S. production of 133,035 cars last week was up 15.97 percent from the previous week's 114,716, though downtime continues at several plants for vacations and model changeovers.

Last week's estimated build was down 2.87 percent from the year-ago week's 136,959.

Year-to-date, 5,428,061 cars have been assembled, 4.11 percent more than the 5,219,623 completed last year at this time.

Last week's scheduled production was shared as follows: General Motors, 55.35 percent; Ford Motor Co., 26.04 percent; Chrysler Corp., 12.10 percent; American Motors, 2.07 percent; Honda of America Mfg. Co., 2.05 percent; New United Motor Mfg., Inc., 1.43 percent, and Nissan Motor Mfg. Co., U.S.A., 0.96 percent.

Volkswagen of America's plant in Westmoreland, Pa., is down through Sept. 6 for model changeover.

Ford scheduled overtime for Saturday (Aug. 24) and during this week at its plant in Chicago. The company also scheduled overtime this week at the following plants: Dearborn; Wixom, Mich.; Edison, N.J., and Kansas City.

General Motors scheduled overtime for Saturday (Aug. 24) at its Pontiac plant, which builds Buick Regal and Oldsmobile Cutlass Supreme.

Truck production climbs 2 pct.; 66,711 assembled

Domestic truck production was scheduled at 66,711 units last week, 2.76 percent more than the previous week's 64,921.

Last week's output was 13.45 percent more than the year-ago week's 58,800.

So far this year, 2,241,877 trucks have been assembled, 10.02 percent more than the 2,037,719 completed last year at this time.

Ford Motor Co. scheduled overtime Saturday (Aug. 24) at its plant in Lorain, O., and this week at its plants in Lorain; Wayne, Mich.; Kansas City, and Norfolk, Va.

Ford also announced it will add a second shift at its Norfolk plant in March, 1986. Approximately 800 employes will be added to the workforce. Positions will be filled by recalling laid-off workers at Norfolk and other Ford locations.

The Norfolk facility was chosen for an added shift because more pickup trucks are needed in the East and Southeast where the plant's products are distributed.

Chrysler Corp. scheduled two overtime shifts at its Warren (Mich.) plant last Saturday (Aug. 24). The plant will work two daily nine-hour shifts this week.

Canadian makers hike output to 24,627 for week

Canadian auto production was scheduled at 24,627 units last week, up 22.64 percent over the previous week's 20,080.

Last week's estimated build was 46.66 percent better than the year-ago week's 16,792.

So far this year, 676,571 cars have been assembled, 4.42 percent fewer than the 707,824 completed last year at this point.

Truck makers expected to build 15,152 units last week, 26.66 percent more than the previous week's 11,963, but 7.15 percent fewer than the year-ago week's 16,318.

Year-to-date, 552,011 trucks have been completed, 5.59 percent more than the 522,763 completed at this time last year.

International Harvester's Canadian plant was down for vacation last week.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
AMERICAN MOTORS	400	610	0	809	14,665	6,302
FORD MOTOR	11,461	9,500	10,887	35,706	283,279	320,909
GENERAL MOTORS	12,586	6,457	9,193	26,091	403,173	342,724
VOLVO	180	225	0	270	6,707	6,636
Total Cars, Canada	24,627	16,792	20,080	62,876	707,824	676,571

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
CHEVROLET	20,658	17,318	20,786	67,187	660,411	779,858
DODGE	5,000	5,076	3,920	12,934	132,064	138,842
FORD	24,071	22,239	21,885	78,793	762,801	768,048
GMC	6,580	5,231	6,640	22,114	212,849	241,922
INTERNATIONAL	0	1,749	1,293	3,606	49,223	49,570
JEEP	5,800	3,975	5,768	17,833	122,424	132,724
NISSAN	2,552	2,162	2,579	8,738	62,027	68,470
AM GENERAL	50	50	50	170	1,720	1,640
MISCELLANEOUS	2,000	1,000	2,000	6,800	34,200	60,803
Total Trucks, U.S.	66,711	58,800	64,921	218,175	2,037,719	2,241,877

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
CHRYSLER	7,099	8,457	6,885	19,788	230,080	256,177
FORD	3,040	2,936	3,022	10,160	98,899	105,020
GENERAL MOTORS	5,013	4,708	1,837	9,661	188,694	183,921
INTERNATIONAL	0	217	219	516	5,090	6,893
Total Trucks, Canada	15,152	16,318	11,963	40,126	522,763	552,011
N. American Trucks	81,863	75,118	76,884	258,300	2,560,482	2,793,888

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Aug. 24, 1985	Week Ended Aug. 25, 1984	Week Ended Aug. 17, 1985	Aug. to Date	Jan. 1 to Aug. 25, 1984	Jan. 1 to Aug. 24, 1985
AMERICAN MOTORS	2,750	4,859	2,775	9,469	131,650	72,852
Renault Total	2,750	4,859	2,775	9,469	131,650	72,852
Alliance	1,950	3,131	1,988	6,655	72,721	46,079
Encore	800	1,728	787	2,813	58,929	26,773
CHRYSLER CORP.	16,100	17,332	7,319	26,482	798,900	852,410
Plymouth Total	5,300	5,550	3,577	9,910	236,871	247,866
Horizon	2,800	2,895	2,539	6,298	102,843	96,189
Reliant	1,900	1,737	888	2,809	112,898	107,793
Caravelle	400	610	150	560	6,862	32,229
Gran Fury	200	308	0	243	14,268	11,655
Chrysler Total	4,800	5,596	621	6,412	265,855	278,739
LeBaron	200	1,094	56	256	78,883	62,969
LeBaron GTS	900	0	0	900	0	61,406
Laser	700	830	90	790	47,309	35,180
New Yorker/E-Class	800	873	475	1,289	64,691	44,828
Fifth Avenue	2,200	2,799	0	3,177	74,972	74,356
Dodge Total	6,000	6,186	3,121	10,160	296,174	325,805
Omni	2,400	2,614	2,074	5,368	97,062	93,734
Aries	1,700	1,355	835	2,546	89,897	89,593
Daytona	500	508	76	576	34,978	32,050
Dodge 600	300	949	136	447	50,110	43,366
Lancer	500	0	0	500	0	43,307
Diplomat	600	760	0	723	24,127	23,755
FORD MOTOR	34,635	40,089	31,707	107,810	1,137,905	1,088,362
Ford Division	23,261	25,961	21,227	71,453	734,321	721,847
Escort	7,784	7,543	7,626	26,168	224,415	214,978
Mustang	4,143	3,555	3,515	10,126	89,737	114,563
LTD	4,070	4,814	3,389	12,190	140,826	139,398
Thunderbird	3,359	2,943	2,718	9,445	97,140	119,443
Crown Victoria	0	3,000	0	0	51,011	7,122
EXP	0	1,263	0	0	24,010	3,863
Tempo	3,905	2,843	3,975	13,524	107,182	122,480
L-M Division	11,374	14,128	10,480	36,357	403,584	366,515
Mercury Total	7,781	10,965	7,022	24,257	291,714	260,306
Lynx	1,357	1,662	1,405	4,931	44,560	47,971
Capri	372	320	327	1,070	10,981	12,365
Marquis	2,052	2,798	1,911	6,547	76,077	70,268
Cougar	2,705	3,588	2,160	7,562	72,222	87,537
Grand Marquis	0	1,600	0	0	59,620	4,733
Topaz	1,295	997	1,219	4,147	28,254	37,432
Lincoln Total	3,593	3,163	3,458	12,099	111,870	106,209
Continental	500	837	481	1,684	25,746	17,441
Lincoln	2,699	1,958	2,603	9,078	66,741	77,006
Mark VI/VII	394	368	374	1,337	19,383	11,762
GENERAL MOTORS	73,638	71,664	67,415	248,816	3,008,132	3,215,702
Buick Total	14,673	14,949	13,078	53,928	655,522	665,217
Skylark	0	3,253	0	0	67,020	40,953
Skyhawk	1,705	1,764	1,655	4,561	97,606	71,561
Somerset Regal	2,800	0	2,376	8,704	1,119	79,707
Century	1,963	3,200	5,875	16,278	148,556	177,207
Regal	3,302	816	1,972	7,625	132,273	85,955
LeSabre	213	3,393	8	3,511	141,313	87,543
Riviera	1,215	926	1,192	4,092	33,858	44,126
Electra(fwd)	3,475	1,577	0	9,157	33,777	78,165
Cadillac Total	5,525	5,246	7,348	18,736	219,376	238,751
Cimarron	0	335	855	1,697	11,539	19,076
Seville	[illegible]	195	1,426	3,144	26,038	26,517
Eldorado	1,405		2,800	6,171	51,220	50,343
Cadillac (rwd)	0	0	564	1,138	88,015	30,049
DeVille (fwd)	3,401	3,192	1,703	6,586	42,564	112,766
Chevrolet Total	23,976	29,931	25,864	80,592	1,030,151	1,081,826
Chevette	5,439	3,436	3,033	12,347	125,369	110,895
Cavalier	7,023	10,757	8,902	26,777	273,334	324,111
Celebrity	860	3,725	4,927	13,445	195,163	184,160
Camaro	1,475	4,732	986	2,461	174,344	139,604
Citation	0	2,673	0	0	74,299	28,697
Malibu/El Camino	612	277	530	1,142	16,538	1,142
Monte Carlo	2,690	1,400	2,728	8,526	74,761	92,200
Chevrolet	4,877	2,196	3,754	12,761	73,660	170,885
Corvette	1,000	735	1,004	3,133	22,683	30,132
Oldsmobile Total	19,066	12,301	16,378	66,666	744,199	805,197
Omega	0	0	0	0	29,289	0
Firenza	1,190	1,313	1,134	2,951	47,138	42,309
Cutlass Supreme	5,694	2,962	3,314	14,150	180,646	151,929
Cutlass Ciera	4,673	2,857	6,239	19,758	184,852	237,626
88/98 (rwd)	0	2,141	2,114	10,455	228,724	159,245
Olds 98 (fwd)	3,549	2,394	239	6,151	41,797	90,511
Calais	3,250	0	2,620	10,789	1,737	97,692
Toronado	710	634	718	2,412	30,016	26,425
Pontiac Total	10,398	9,237	4,747	28,893	358,884	424,711
Acadian**	0	293	79	378	10,743	8,756
2000 Sunbird	2,830	3,405	144	6,548	97,040	92,184
1000	645	519	21	1,596	27,522	16,007
Firebird	781	2,345	534	1,357	80,537	74,549
Phoenix	0	0	0	0	14,116	0
6000	0	0	0	2,197	0	32,696
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	842	295	0	2,914	17,237	47,707
Fiero	1,800	2,380	1,078	2,878	80,165	72,477
Grand Am	3,500	0	2,891	11,026	1,791	80,335
HONDA	2,732	2,935	0	7,031	87,424	100,867
NISSAN	1,260	0	1,281	4,373	0	18,258
NUMMI (Nova)*	1,900	0	1,875	6,345	0	25,774
VOLKSWAGEN	0	80	2,344	5,732	55,612	63,836
Total Cars, U.S.	133,035	136,959	114,716	416,057	5,219,623	5,438,061
Total Cars, Canada	24,627	16,792	20,080	62,876	707,824	676,571
N. American Cars	157,662	153,751	134,796	478,933	5,927,447	6,114,632
N. American Trucks	81,863	75,118	76,884	258,300	2,560,482	2,793,888
North American Cars and Trucks	239,525	228,869	211,680	737,233	8,487,929	8,908;520

*—Revised estimate
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

AAA doubles death benefit for seat-belt wearers

WASHINGTON.—The American Automobile Assn. has added a safety-belt endorsement doubling the death benefit to its travel and accident policies sold by AAA Life Insurance Co.

Under terms of the endorsement, the benefit amount is doubled if a covered driver or passenger is killed in an automobile accident and proof is submitted indicating the insured wore a safety belt at the time of the accident.

C2700-1

Automotive News

September 2, 1985

60th year—$45 per year, $1.00 per copy

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At World Congress

Jon Wiseman

First-night speakers

Dr. Carl H. Hahn, left, and W.R. Timken Jr., right, opening-night speakers at the Automotive News World Congress, visit with Keith E. Crain, Automotive News publisher and editorial director. Hahn is chairman of Volkswagen AG, and Timken is chairman of Timken Co.

Big Fords may become 'imports' to meet CAFE

By Richard Johnson
Detroit Reporter

Though acknowledging it would be "a dumb move," Ford Motor Co. may decide this month to shift more than 25 percent of Crown Victoria/Grand Marquis parts production to Mexico and thereby avoid U.S. fuel-economy penalties.

"Re-sourcing" is the frontrunner among four options Ford presented to NHTSA last month as part of a request for relief from 1987-89 CAFE standards, according to Louis Ross, executive vice president, Ford North American Automotive Operations.

By increasing foreign content on big cars, the company would improve its domestic CAFE average and sidestep cash penalties otherwise expected in future model years. The relatively low-mileage Crown Victoria/Grand Marquis would be figured into the company's imported fleet, for which Ford enjoys CAFE credits.

In its filing with the government last month, Ford said it might have to cancel or sharply curtail U.S. manufacture of large cars or shift much of its production abroad.

But the company seems to have settled on a fourth option: Increasing the imported components used in big cars to more than 25 percent of the value so they would be counted as imports.

"We would utilize a lesson already demonstrated by the Japanese and that is to keep assembly here and increase foreign content," said Ross. "We are on a very serious study to do that. It will come up in September, and my prognosis is it seems to be the most efficient route to still build a large car, still maintain your fuel economy, still try to keep . . . jobs in the U.S. and Canada.

"So, we're looking at procurement of parts in Mexico and whether we can get a sufficient quantity has yet to be determined," he said. "Preliminary analysis says yes, and so we will be acting between now and the end of the year to re-source large cars."

The outsourcing maneuver would involve only Crown Victoria and Grand Marquis at first and could eventually extend to Lincoln Town Car and Continental. Crown Victoria and Grand Marquis are assembled in St. Thomas, Ont., although Ross said 80-90 percent of parts production is in the U.S.

Final assembly of the 5-liter, V-8 power plant now built at Ford's Cleveland engine plant would be transferred to Mexico, although the Ohio facility would continue to produce some parts for the engine. Other plants affected—involving production of more than 100 components—"are too numerous to mention," Ross said.

Ross said engine production could go to company facilities in Cuatitlan or Chihuaha, Mexico.

While taking production of the entire vehicle overseas would result in the loss of more than 8,000 jobs, Ross said "a move to make it over 25 percent foreign content would get it down to . . . a couple of hundred jobs (lost), I expect."

Ross said UAW officials have already been advised about the outsourcing plans.

"I have met with the UAW several times and asked their support and they're fully knowledgeable," he said. "Before we went to the government, we talked to the UAW about it.

"This is a dumb move," Ross added. "It's dumb for the U.S., dumb for the union, for Ford, for everybody else. It will cost us over $100 million in investment and cost us a lot per car and it doesn't do anything but lose jobs for the U.S.

"We went to the union and said 'isn't that dumb' and they said 'yeah it is.' And so we're both trying to get it changed, but we're not sure if we can get it changed in time."

Ross said the company is close to being forced to make a decision on the big-car issue.

"By the end of the year, I think the ship will have sailed," he said. "If we start today, it's the 1988

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VW chief is World Congress keynoter

Hahn says U.S. must lead world

By Richard Feast
Automotive News Staff

Stimulation of the world's economies—which would lead to an improvement in auto industry prospects—can come only from the U.S., Dr Carl H. Hahn, chairman of the Volkswagen Group, told the Automotive News World Congress.

"Quite simply, no one else has the resources, the strength, the self-confidence, the bold courage and the strong, broad-enough platform, all of which are required for success in this task," he declared in his keynote address.

European countries are beset by political and economic stagnation, which embraces protectionism and contraction, Hahn said. Japan's system will not work forever if trade flows only in one direction, he added.

An American-led initiative in the development of areas such as Latin America is long overdue, Hahn said. There, the burdens of debt are beyond their economic capacity and human strength to solve.

"I believe there must be some sort of Marshall Plan to get that area moving again," Hahn said. Hopefully, we will remember that the Castros are in the wings, ready to reap the harvest of poverty, hunger and disorder."

The VW chief's speech was a European view of the state of the auto industry. It emphasized the more international tone adopted for this, the 10th World Congress.

Hahn reported that America's free trade position enabled Volkswagen to become one of the world's largest auto makers. Today, the company is the most international of the European makers, with major assets in North and South America, in Japan and in the People's Republic of China.

That free trade continued until the Japanese were finally successful in the market, following significant failures in the 1950s and 1960s. Those grave consequences led to the Voluntary Re-

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Hyundai plans to build Canada assembly plant

By Dan McCosh
Detroit Reporter

Korea's Hyundai Motor Co., Ltd., plans to build a plant in Canada that will assemble 100,000 cars a year for the Canadian and U.S. markets.

Hyundai officials in Seoul, Korea, said last week the company plans to spend some $200 million (Canadian) to build the plant, which will open in 1988.

The site has not yet been determined, according to Hyundai, but Canadian sources anticipate it will be near Montreal. The plant will employ 1,200 persons.

The Canadian plant is expected to assemble a new subcompact, likely a new generation of the current Pony model. Hyundai also is building a parts plant in Canada that will make electrical components.

Hyundai's impact on the Canadian auto scene has been explosive. The Korean auto maker entered the Canadian market early in 1984 and now is first in import sales with 39,977 deliveries for the first seven months of 1985.

Korea began buying Canadian auto parts and now accounts for nearly 10 percent of Canada's $190 million export business in parts—three times the trade going to Japan.

Hyundai's rapid growth in Canada quickly cost the company its favored status as an exporter from an underdeveloped country. It will begin paying the Canadian tarrif on car imports in 1987 and is already paying Canadian duty on imported parts.

Under terms of the joint U.S.-

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breaking news

Renault to fold Formula 1 team

PARIS.—The Renault board of directors decided last week to discontinue its factory Formula 1 auto racing team at the end of this year. It will continue to supply turbo V-6 engines to Lotus, Tyrrell and Ligier, however. The cost-cutting is part of a broad economy drive at Renault in the wake of huge losses. Renault entered Grand Prix racing in 1977 and has won 15 events. Lotus won two using Renault engines.

Alfa grooms Spider for America

MILAN, Italy.—Alfa Romeo soon will introduce a facelifted version of the Pininfarina-built Spider. The 1986 model has been restyled with the American market in mind. The U.S.

See BREAKING NEWS, Page 6, Col. 1

Chrysler, UAW split over profit sharing

By Marjorie Sorge
Labor Editor

Chrysler Corp. did not include profit sharing, the continuation of cost-of-living-adjustments or annual wage increases in its first contract proposal, which it presented to the UAW last week, said Thomas A. Miner, Chrysler labor relations vice president.

Miner also said the company has asked the UAW to cut the number of job classifications throughout the company from about 500 to six to 12.

The UAW has already demanded profit sharing, pattern bargaining and job security along with parity with workers at General Motors and Ford Motor Co. With the latest COLA increase, Chrysler assemblers make $13.23 an hour while those at GM and Ford make $13.29.

While that is very close to wage parity, a UAW spokesman said the Chrysler workers are behind in many other benefit areas and the union wants to get back to parity on those.

The first proposals are very general, and although Chrysler did not offer profit sharing, it does not mean the company is not interested in negotiating some formula.

Miner said he believes Chrysler and the UAW will spend a lot of time discussing it during the talks aimed at reaching a new agreement by the Oct. 15 deadline.

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20,000-40,000 a year, starting in 1988

Ford to import cars from Taiwan affiliate

By Richard Johnson
Detroit Reporter

Ford Motor Co. will import 20,000 to 40,000 small cars annually from its Taiwan affiliate, possibly beginning in 1988, according to Louis Ross, executive vice president, Ford North American Automotive operations.

Ross confirmed the Taiwan plans during a question and answer session following his address to the Automotive News World Congress in Detroit last week.

While citing Ford's announced intentions to import vehicles from Kia Industries of Korea and a new Ford assembly plant under construction in Hermosillo, Mexico, Ross also noted that "we are bringing a nominal amount of cars into North America from Taiwan Ford."

Ford Lio Ho Motor Co., the company's Taiwanese affiliate, applied for government approval last year to expand its automotive manufacturing and assembly facilities in Chung Li, Taiwan, by 1986.

The $35-million expansion will increase Ford Lio Ho production capacity from the current 40,000 cars annually to 90,000.

In announcing the expansion last fall, the company said it planned to export 30,000 to other markets. Ford officials have not previously said where the cars will go, but Ross last week said a decision has been made to bring the Ford Lio Ho vehicle into the U.S.

"The volume is like 20,000-40,000, something like that," he said. Asked when the car would debut here, he said "probably 1988, but I don't remember."

The additional capacity at Chung Li will be used to build a vehicle based on the Ford Laser, a Mazda-designed subcompact now being produced by various Ford affiliates and associated companies for sales in 65 world markets. Ross put the size of the new vehicle "between Yugo and Escort."

Ford Lio Ho's $35-million expansion brought the company's total investment to about $135 million. The Taiwanese firm was organized in 1972 by Ford and Lio Ho Automobile Industrial Corp., of Taiwan, and began producing the Laser in January, 1981. Seventy percent of the company is owned by Ford Motor Co.

Plans to expand Ford Lio Ho facilities last year followed mutual termination of a proposed joint car-production venture involving Toyota and the Taiwanese Government. That venture originally called for Toyota to produce annually 300,000 Corolla-type cars with 1.3 and 1.5-liter engines.

At the insistence of the Taiwanese Government, 50 percent of the units would have been exported.

Ford opposed the Taiwan-Toyota marriage, asserting that the country should take a more conservative approach to the auto export market. Taiwan's six auto manufacturers now produce only for the domestic market. Ford executives maintain that the more gradual Ford Lio Ho export plan is a better way to increase auto exports in the country.

Alcohol project for Swedish firm

WASHINGTON.—The Department of Energy has selected Swedish Motor Fuel Technology Co. (SMFTC) to collect, classify and comment on international data on generating and using alcohol and alcohol blends as motor fuels.

The International Energy Agency (IEA) will share information and cost with SMFTC, which is partly owned by the Swedish Government. Since 1975, the firm has been the lead organization in Sweden on alcohol processing and use and research and development.

The IEA agreement is supported by Canada, New Zealand, Sweden and the U.S.

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60th year—No. 5090

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Jon Wiesen

Chrysler's Sperlich foresees dogfight

Chrysler Corp. President Harold A. Sperlich predicted the Japanese factories moving into the U.S. will create excess capacity that will slice small-car prices and industrywide profit margins. Sperlich addressed a general session of the Automotive News World Congress Monday morning.

Ephlin sounds the call for an auto summit

By Marjorie Sorge
Labor Editor

The revolutionary changes in recent UAW agreements such as Saturn are not enough to help the auto industry in the long-term, and an auto summit should be called soon to examine the industry's worldwide future, according to a top UAW official.

The summit would include discussions on tax policy, world trade, labor practices and managerial perogatives, UAW Vice President Donald F. Ephlin told the Automotive News World Congress.

Representatives of labor, government and industry would attend the meeting.

Ephlin said the recent agreements between the UAW and New United Motor Mfg., Inc.; Mazda and, Saturn, which offer more flexibilty in work rules and economics, are a clue to where the UAW is going in the future.

Chrysler Corp. and the UAW are currently conducting contract talks, and the company has said it is very interested in portions of the Saturn deal.

"Saturn has no influence on the 1985 talks at Chrysler," he said.

According to Ephlin, the Saturn contract is designed to keep small-car production in the U.S. and "if another company wants part of Saturn, they'll have to take all of it."

However, at a press conference following his speech, Ephlin said the UAW would be willing to talk about a Saturn-type agreement with Chrysler for its Liberty project, provided that the project produces a complete car in the U.S.

Ephlin also told the World Congress that if an auto summit cannot be arranged in the near future, the trade issue must be acted upon since the U.S. trade deficit is expected to eclipse $150 billion this year. Last year, it was $123

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Sperlich sees problem in new plants

By Dan McCosh
Detroit Reporter

"Excess capacity isn't going to go away," Chrysler President Harold A. Sperlich told reporters following an address to the Automotive News World Congress.

The new small-car assembly capacity coming from U.S.-based Japanese plants that will open in the near future is going to continue the pressure on small-car prices, Sperlich said, and cut margins for the whole industry.

"It's going to be a real dogfight," he added.

Questioned about the cost and potential life of current incentive programs, he said, "They cost us a lot. In the short term, the market will grow, but it's going to be tough for a long time."

He declared, "They aren't making the tough decisions in Washington," referring to Chrysler's position that the growing national debt and the end of the Voluntary Restraint Agreement with the Japanese is leading toward a deep recession in the next few years.

Sperlich also confirmed the existence of Chrysler's Genesis program. He , called it a "skunkworks" program looking at future technology, but declined to elaborate. Automotive News reported Aug. 26 that Genesis is a mid-1990s program aimed at bringing molded composite chassis to volume production, a process that promises to eliminate most of the conventional assembly line.

Sperlich said Chrysler's future products will broaden its current lineup to include upscale markets and more specialized niches.

In his speech to the World Congress, Sperlich called for a broad initiative to reduce the current trade deficit with Japan. He suggested that the Japanese be given an ultimatum to cut the dollar deficit "instead of arguing with the Japanese over plywood one day and walnuts the next."

" If we do nothing substantial to attack these deficits, the crash, if it comes, will be steep and hard," Sperlich said.

The economic scenario outlined by Sperlich was for a continuing deficit in the federal budget, escalating from $200 billion to $300 billion in the next few years. The resulting demand for credit, in turn, would weaken the U.S. economy and provoke a steep recession.

EPA proposal with 3 options could overturn gray market

By Jake Kelderman
Washington Reporter

WASHINGTON.—The EPA last week proposed new regulations that could overturn the applecart of the importers of gray-market automobiles.

Gray-market importers typically sell modified high-performance European luxury sedans and sports cars here for significantly less than the original manufacturers.

The gray market has grown in the last five years from a small collection of individuals moving approximately 5,000 units each year to more than 600 professional modifiers who will move as many as 70,000 units in 1985.

Mercedes-Benz, BMW and—to a lesser extent—Porsche and others have been pressing for stringent curbs on or elimination of the importers who, they say, are costing them money and goodwill.

Indeed, EPA was the first place they tried, but since 1980 the agency has steadfastly refused to address the situation other than in a piecemeal fashion.

Last week, all that changed as EPA proposed three options it has under consideration to deal with the gray-market importers.

One would put them out of business altogether and the other two would likely eliminate the small "fly-by-night" operations by subjecting all the importers to nearly the same rigorous and costly demands EPA makes of the original builders.

"What we are trying to do is either put all this behind us completely or keep in business only the responsible and professional modifiers who know what they are doing," an EPA source said.

EPA will hold hearings on the proposals Oct. 9 in Washington and Oct. 24 in San Diego. The EPA proposals are:

1. Ban gray market imports altogether.

2. Require anyone who wants to import a car to go through full small-volume manufacturer emission certification and complete compliance with all other EPA regulations including Selective Enforcement Audits, recall, maintenance instructions, emissions warranties, emissions labeling and fuel-economy requirements, including a full highway fuel economy test, gas-guzzler tax and Corporate Average Fuel Economy requirements.

3. Require of the gray marketers the same things that are required of the original makers and provide only a very limited exception whereby a truly rare automobile could be brought in by an individual as long as it was modified by an EPA-certified modifier.

EPA said that someone who imports fewer than 60 cars per year would qualify for that less-strin-

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Auto makers must learn to adapt, McCormack says

In South America, change is norm

By Matt De Lorenzo
Automotive News Staff

Despite economic and political uncertainty, South America remains an important market for all auto makers, and learning to adapt to the changes is the key to survival in that region, John P. McCormack, General Motors vice president for Latin American Operations, told the Automotive News World Congress.

Struggling with high inflation, a heavy debt load and a rising population, South American countries seek to foster and protect industry. Those changing economic and political winds often mean rapid changes in the way auto companies conduct their business, McCormack said.

"How fast do things change?" McCormack asked rhetorically. "Well, one of our people who's spent considerable time in South America likes to say that 'stability' means no major changes for the last three months. And that's not much of an exaggeration.

"It's not easy to put in a major investment with the very real possibility that in two or three years, or even tomorrow, conditions may turn 180 degrees."

He said that policy changes can occur not only following a change in government, but also in "stable" governments reacting to shifting conditions.

"Throughout GM's long history in South America, we've seen chronic shifts in the rules and re-

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Personal touch just right for dealers, Orkin says

Radio Ranch boss calls for humor

By Mary Beth Mayer
News Editor

The head honcho of the Radio Ranch and Home for Wayward Cowboys rode into town last week with a message: Humor in advertising works; it works well in radio, and radio works.

Dick Orkin, self-styled head honcho of the Los Angeles "ranch" which produces humor advertising, told the Automotive News World Congress that automobile dealers currently spend 25 percent more of their budget on radio advertising than the average retailer.

"Radio is right not just for dealers but the automotive industry as well, which should take a tip from the importance dealers attach to it," Orkin said.

In describing the transition from the days of *our* radio in the 1950s to *my* radio in the 1980s, Orkin said, "In the 1950s, people sat in the living room as a family listening to network programs on one big radio. Then network block programming was gone and the transistor radio came along. Now everyone has a radio to take along wherever we go."

According to the Radio Advertising Bureau, Orkin said, radio listenership is up 47 percent since 1970.

"Since the *our* medium has become the *my* medium, radio has become the most potentially effective medium for one-to-one personal communication," Orkin said. "The next best thing would be having a salesman at every consumer's side."

However, according to Orkin, most advertisers do not like to get personal. They think the audience just wants the facts about a product or service.

"But if the agency or whomever insists, the advertiser will go along with the 'personal stuff' but in ways that reveal they misunderstand the idea," he said. "They think if they come up with an ad slogan like 'We're the friendly car dealer,' or 'Our service department *cares* about *you*,' that's plenty personal."

Another problem is "ad ego," from which Orkin said many advertisers are suffering.

"The advertiser believes because it's their investment, no matter what they have to say the consumer will drop everything and turn up the volume," Orkin said. "After all, the thinking goes, 'we're talking to them, it's costing us money . . . aren't they supposed to be out there listening to us and hanging on our every word?'"

Listeners did "hang on to every word" in the days of *our* radio, but listening habits have changed.

"Now, I don't just listen to *the* radio, I listen to *my* radio *station* or several of them," said Orkin. "Boring advertising forces station switching. Zap, zap and there goes the consumer the advertiser thought was hanging onto every word."

An early tenet of advertising was "Find the meaningful product point of difference and drive it home." But things have become more complicated, Orkin said.

Today, radio's assets grow out of the way listeners relate to radio as a personal medium. Those assets are radio's ability to appeal to the imagination and its ability to involve the listener by inviting participation, he said.

"By stimulating an emotional response, humor breaks through the clutter. It grabs attention; draws interest to the product or service and rewards the listener for the time spent because there's a payoff at the end. Humorous advertising entices the advertiser to stay with the spot and hear its conclusion."

Orkin stressed that radio humor can be used to connect a product or service with the human condition. In that way, humor creates awareness and establishes an image, he said.

Since people tune in to radio to be entertained, not to listen to commercials, "if you can inform *and* entertain, you are saying something special about your product or service, about your company. It says that you connect with your potential customer's life in a very real way. It says you understand how things really are out there—sometimes tough, sometimes funny and hardly ever perfect."

Orkin concluded, "Advertising that stays in touch with the human condition—that solidly connects—is advertising that can work."

factories list auction dates

American Motors

Sept. 3—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 4—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Mason City, Ia.

Sept. 5—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 10—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 11—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 12—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 17—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 18—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Mason City, Ia.

Sept. 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Chrysler Corp.

Sept. 3—Hatfield Auto Auction, Hatfield, Pa.

Sept. 4—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Sept. 6—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 10—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 12—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

Sept. 4—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 5—Nashville Auto Auction, Nashville.

Sept. 10—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.

Sept. 12—Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix.

Sept. 18—Golden Gate Auto Auction, Fremont, Calif.

General Motors

Sept. 4—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Sept. 5—Aptco Auto Auction, Taylor, Mich.; Floyd Hauhe Auto Auction, Bridgeton, Mo., and Dallas Auto Auction, Dallas.

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Sept. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Model Breakdown
Auction Averages

	AUGUST, 1985	JULY, 1985	JUNE, 1985
1985	$11,068	$10,804	$11,181
1984	$7,762	$7,727	$8,061
1983	$5,923	$5,971	$6,306
1982	$5,094	$5,326	$5,544
1981	$4,228	$4,141	$4,536
1980	$3,165	$3,245	$3,528
1979	$2,585	$2,590	$2,953
1978	$2,099	$2,139	$2,114
Overall Average	$5,172	$4,815	$5,296

Used Car Sales
Auction Averages

August 1985	$5,172
Month ago	$5,327
Year ago	$5,189

As lines speed up after changeover

Car production pegged at 141,924

By Louise Kertesz
Detroit Reporter

Domestic auto production was expected to jump 4.77 percent to 141,924 units last week from the previous week's 135,467, as line speeds increased after model changeover.

Last week's scheduled output was 13.44 percent more than the year-ago week's 125,112.

So far this year, 5,582,417 cars have been assembled, 4.24 percent more than the 5,355,536 built last year at this point.

Last week's estimated production was shared as follows: General Motors, 55.38 percent; Ford Motor Co., 22.75 percent; Chrysler Corp., 15.64 percent; Honda of America Mfg. Co., 2.05 percent; American Motors, 1.94 percent; New United Motor Mfg. Inc., 1.34 percent, and Nissan Motor Mfg. Co., U.S.A., 0.90 percent. Volkswagen of America's Westmoreland (Pa.) plant is closed for changeover until Sept. 6.

No Saturday overtime was scheduled during the Labor Day weekend.

All U.S. assembly plants are closed today (Sept. 2) in observance of Labor Day.

GM's Linden (N.J.) plant closed Aug. 30 for modernization, with the new 1986-model E and K cars now being produced in the Detroit-Hamtramck facility.

The Linden plant is expected to begin building new GM products on Sept. 2, 1986.

GM's Janesville (Wis.) plant, which produces the Cimarron, is down for model changeover. The company has not specified a reopening date.

The 1986 Buick Electra and Pontiac Parisienne and 6000 have been in production for two weeks.

All Chrysler plants have reported production of 1986 models for the past two weeks.

Honda's Marysville (O.) plant has also been building the 1986 Accord for the past two weeks.

Ford's Wixom (Mich.) plant is scheduled to begin building the 1986 Lincoln Continental, Town Car and Mark VII tomorrow (Sept. 3).

Production of the 1986 Ford Escort and Mercury Lynx is also expected to begin tomorrow.

Ford has scheduled daily overtime this week at its plants in Chicago; Dearborn; Edison, N.J.; Kansas City, and Lorain, O.

Ford's plants in Chicago, Dearborn and Lorain are slated for overtime Saturday, Sept. 7.

Bondurant notes advances in handling of U.S. cars

By Arthur Flax
Assistant Truck Editor

American car makers, spurred on by a new awareness of performance driving techniques and competition from the Japanese, are on their way to building automobiles that handle as well as any in the world, racing school proprietor Robert L. Bondurant told the Automotive News World Congress.

Three years ago, Donald Petersen, Ford Motor Co. chairman, took a three-day course at the Bob Bondurant School of High Performance Driving at Sears Point Raceway, north of San Francisco.

Since that time, more than 125 Ford engineers and executives have taken Bondurant's course. So have a number of Goodyear and Firestone engineers.

"What Petersen wanted to learn," Bondurant said, "was how he and the engineers should evaluate a car."

As a result of the training, Bondurant said, the Ford people have "a lot more confidence and understanding about driving the car; maybe a better touch. They're able to do a better test job with it, and they have a lot more enthusiasm about the product."

He also said that the handling of the majority of American cars has improved over the past several years (although Ford is the only company to send its engineers to the Bondurant school).

"Five years ago, there was a huge difference in handling between U.S. and European cars," he said. "Now, all the (U.S.) manufacturers are doing a much better job."

Bondurant said competition from Japanese car makers, also builders of good-handling cars, forced the U.S. makers to improve.

But he added, "Some American cars are still a little soft. I've seen it from being around the Ford people. There are still a lot of people who have been there for a long time, and it's old thinking not catching up to the new thinking.

"I remember being asked to evaluate a new car with three suspensions. The one that I thought was the worst was the one they wanted for the base car . . . They said the mom and pop people don't know the difference and want a smoother ride.

"I said if you give them a better suspension, they get in less trouble and the car works better. They went with the better suspension."

The old-school thinking still must change, "but, boy, we're on the right line," he added.

CANADIAN CAR PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	400	0	409	1,218	14,665	6,711
FORD MOTOR	11,461	9,331	11,250	46,956	293,065	332,159
GENERAL MOTORS	13,500	7,200	12,565	39,570	410,383	356,203
VOLVO	225	225	0	315	6,932	6,681
Total Cars, Canada	25,586	16,756	24,224	88,059	725,045	701,754

U.S. TRUCK PRODUCTION☆

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
CHEVROLET	20,212	17,816	13,038	79,779	675,462	792,450
DODGE	4,700	4,272	5,040	17,674	136,340	143,582
FORD	25,146	22,687	23,507	103,375	784,591	792,630
GMC	6,753	6,245	6,982	29,269	218,536	249,077
INTERNATIONAL	1,300	1,589	0	4,906	50,983	50,870
JEEP	5,800	3,462	6,282	24,115	126,399	139,006
NISSAN	2,540	1,570	2,543	11,269	64,189	71,001
AM GENERAL	50	50	50	220	1,770	1,690
MISCELLANEOUS	2,000	1,000	2,000	8,800	35,200	62,803
Total Trucks, U.S.	68,501	58,691	59,442	279,407	2,093,470	2,303,109

CANADIAN TRUCK PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
CHRYSLER	7,360	7,010	7,546	27,595	237,185	263,984
FORD	3,040	2,965	3,125	13,285	101,835	108,145
GENERAL MOTORS	5,760	4,564	5,526	15,934	193,463	190,194
INTERNATIONAL	230	217	0	746	5,331	7,123
Total Trucks, Canada	16,390	14,756	16,197	57,561	537,814	569,446
N. American Trucks	84,891	73,447	75,639	336,967	2,631,284	2,872,555

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck makers boost output to 68,501 for week

Domestic manufacturers estimated production of 68,501 trucks last week, 15.24 more than the previous week's 59,442 and 16.71 percent more than the year-ago week's 58,691.

So far this year, 2,303,109 trucks have been assembled, 10.01 percent more than the 2,093,470 completed last year at this time.

No Saturday overtime was scheduled over the Labor Day weekend.

All assembly plants are closed today (Sept. 2), Labor Day.

Ford Motor Co. has scheduled daily overtime this week at its plants in Lorain, O.; Louisville; Wayne, Mich., and Norfolk.

Overtime is scheduled Saturday (Sept. 7) at Ford plants in Kansas City, Lorain and Wayne.

Chrysler Corp.'s Warren (Mich.) plant is scheduled to operate two nine-hour daily shifts this week.

Canadian cars jump to 25,586; near 1985 high

Scheduled output of 25,586 cars in Canada last week was 5.62 percent more than the previous week's 24,224 and was right in line with the top production of any week this year: 25,789 for the week ended June 22.

Because of downtime and slowdowns for vacations and model changeovers, production had not topped 25,000 in 10 weeks.

Last week's expected production was 52.70 percent more than the year-ago week's 16,756.

So far this year, 701,754 cars have been assembled, a pace that is now just 3.21 percent behind the 725,045 built last year at this time.

Truck makers pegged production at 16,390 units last week, about the same as (up 1.19 percent) the 16,197 for the previous week.

Last week's output was 11.07 percent more than the year-ago week's 14,756.

Year-to-date, 569,446 trucks have been assembled, 5.88 percent more than the 537,814 completed last year at this point.

Assembly plants are closed today for the Labor Day holiday.

U.S. CAR PRODUCTION

	Week Ended Aug. 31, 1985	Week Ended Sept. 1, 1984	Week Ended Aug. 24, 1985	Aug. Est.	Jan. 1 to Sept. 1, 1984	Jan. 1 to Aug. 31, 1985
AMERICAN MOTORS	2,750	0	2,886	12,355	131,709	75,738
Renault Total	2,750	0	2,886	12,355	131,709	75,738
Alliance	1,950	0	2,098	8,753	72,652	48,177
Encore	800	0	788	3,601	59,057	27,561
CHRYSLER CORP.	22,200	20,510	16,405	48,987	819,282	874,915
Plymouth Total	7,200	6,688	5,080	16,890	243,271	254,846
Horizon	2,900	3,213	2,805	9,203	105,338	99,094
Reliant	3,600	2,599	1,691	6,200	115,835	111,184
Caravelle	500	620	357	1,017	7,572	32,686
Gran Fury	200	256	227	470	14,526	11,882
Chrysler Total	6,500	6,371	5,268	13,380	272,451	285,707
LeBaron	400	1,524	825	1,281	80,477	63,994
LeBaron GTS	2,000	0	712	2,712	0	63,218
Laser	900	981	787	1,777	48,239	36,167
New Yorker/E-Class	1,000	1,282	749	2,238	65,964	45,777
Fifth Avenue	2,200	2,584	2,195	5,372	77,771	76,551
Dodge Total	8,500	7,451	6,057	18,717	303,560	334,362
Omni	2,500	2,959	2,551	8,019	99,676	96,385
Aries	3,000	1,905	1,535	5,381	91,852	92,428
Daytona	700	744	601	1,377	35,786	32,851
Dodge 600	500	1,151	239	886	51,359	43,805
Lancer	1,200	0	462	1,662	0	44,469
Diplomat	600	692	669	1,392	24,887	24,424
FORD MOTOR	32,290	33,330	34,748	140,213	1,175,801	1,220,765
Ford Division	21,883	22,018	23,425	93,500	759,763	743,864
Escort	6,782	6,815	7,751	32,917	232,147	221,727
Mustang	4,108	2,693	4,157	14,248	92,436	118,685
LTD	3,479	5,608	4,092	15,691	145,257	142,899
Thunderbird	3,350	3,391	3,417	12,853	100,639	122,851
Crown Victoria	0	2,022	0	0	54,639	7,122
EXP	0	1,101	0	0	25,299	3,863
Tempo	4,164	388	4,008	17,791	109,346	126,747
L-M Division	10,407	11,312	11,323	46,713	416,038	376,871
Mercury Total	7,087	9,146	7,711	31,274	302,069	267,323
Lynx	1,189	1,462	1,406	6,169	46,266	49,209
Capri	369	183	368	1,435	11,236	12,730
Marquis	1,795	2,278	2,030	8,320	78,336	72,041
Cougar	2,696	2,986	2,715	10,270	75,452	90,245
Grand Marquis	0	2,160	0	0	61,898	4,733
Topaz	1,036	77	1,192	5,080	28,881	38,365
Lincoln Total	3,320	2,166	3,612	15,438	113,969	109,548
Continental	458	390	498	2,140	26,129	17,897
Lincoln	2,491	1,515	2,710	11,580	68,197	79,506
Mark VI/VII	371	261	404	1,718	19,643	12,143
GENERAL MOTORS	78,596	68,173	76,347	330,121	3,082,698	3,297,007
Buick Total	17,988	15,563	13,209	70,452	671,587	681,741
Skylark	0	3,224	0	0	70,273	40,953
Skyhawk	1,699	1,739	1,718	6,273	99,385	73,273
Somerset Regal	2,800	632	2,370	11,074	1,980	82,077
Century	5,131	3,613	1,990	21,436	151,968	182,365
Regal	2,945	1,937	3,192	10,460	134,567	88,790
LeSabre/Electra(rwd)	466	1,847	230	3,994	143,179	88,026
Riviera	1,177	1,012	1,247	5,301	34,886	45,335
Electra(fwd)	3,770	1,559	2,462	11,914	35,349	80,922
Cadillac Total	5,456	5,433	5,274	23,941	224,760	243,956
Cimarron	0	293	0	1,697	11,825	19,076
Seville	692	646	739	3,856	26,498	27,229
Eldorado	1,363	1,441	1,453	7,582	52,690	51,754
Cadillac (rwd)	0	0	0	1,138	88,015	30,049
DeVille (fwd)	3,401	3,053	3,082	9,668	45,752	115,848
Chevrolet Total	25,085	26,687	21,710	103,411	1,059,298	1,104,645
Chevette	2,675	2,863	2,825	12,408	128,286	110,956
Cavalier	9,052	9,374	7,200	36,006	282,713	333,340
Celebrity	1,392	4,440	889	14,866	200,341	185,581
Camaro	2,801	3,078	1,440	5,227	177,034	142,370
Citation	0	2,948	0	0	77,203	28,697
Malibu/El Camino	560	307	669	1,759	16,899	1,759
Monte Carlo	2,340	1,007	2,582	10,758	76,359	94,432
Chevrolet	5,265	2,040	5,110	18,259	77,051	176,383
Corvette	1,000	630	995	4,128	23,412	31,127
Oldsmobile Total	18,011	11,840	18,015	83,626	757,010	822,157
Omega	0	0	0	0	29,289	0
Firenza	1,192	1,429	1,173	4,126	48,453	43,484
Cutlass Supreme	4,599	4,391	4,629	17,684	185,291	155,463
Cutlass Ciera	4,527	40	4,809	24,421	184,860	242,289
88/98 (rwd)	0	2,099	0	10,455	231,712	159,245
Olds 98 (fwd)	3,679	2,783	3,739	10,020	44,200	94,380
Calais	3,250	242	2,926	13,715	2,457	100,618
Toronado	764	856	739	3,205	30,728	27,218
Pontiac Total	12,056	8,650	18,139	48,690	370,023	444,508
Acadian**	0	229	271	649	11,036	9,027
2000 Sunbird	2,384	2,612	3,902	10,004	100,009	95,640
1000	645	743	809	2,405	27,655	16,816
Firebird	1,334	1,550	1,379	3,289	81,814	76,481
Phoenix	0	0	0	0	14,116	0
6000	523	0	3,030	5,750	0	36,249
Grand Prix/Bonneville	0	0	0	0	31,861	0
Parisienne	1,700	1,247	1,595	5,367	18,736	50,160
Fiero	2,208	2,269	2,789	6,075	82,545	75,674
Grand Am	3,262	0	4,364	15,152	2,251	84,461
HONDA	2,908	2,855	1,924	9,131	90,384	102,967
NISSAN	1,280	0	1,257	5,630	0	19,515
NUMMI (Nova)*	1,900	0	1,900	8,245	0	27,674
VOLKSWAGEN	0	244	0	5,732	55,662	63,836
Total Cars, U.S.	141,924	125,112	135,467	560,413	5,355,536	5,582,417
Total Cars, Canada	25,586	16,756	24,224	88,059	725,045	701,754
N. American Cars	167,510	141,868	159,691	648,472	6,080,581	6,284,171
N. American Trucks	84,891	73,447	75,639	336,967	2,631,284	2,872,555
North American Cars and Trucks	252,401	215,315	235,330	985,439	8,711,865	9,156,726

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News.

September 9, 1985

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New at Frankfurt

Daihatsu Charade convertible unveiled

ASC, Inc., Southgate, Mich., has added a soft top to the Daihatsu Charade. The concept car will be on display at the Frankfurt Motor Show this week. ASC has also enhanced the Charade's appearance with sculptured bodyside appliques, wheel flares, front and rear fascias, rear decklid wing and front driving lamps.

VW to show Golf Syncro

Volkswagen's Golf Syncro will be at Frankfurt. The vehicle goes into production early next year and will be the first in its class with four-wheel drive.

Opel Kadett sedan

Opel will feature a four-door sedan version of its Kadett at the Frankfurt show. Opel also will present two other new versions of the Kadett line. By expanding the lineup, Opel hopes to increase the Kadett's appeal.

Ford Scorpio gets all-wheel drive

Ford is extending its all-wheel-drive system to the new Scorpio sedan, which will be on display at Frankfurt.

NEWSPAPER

Profits steady; trade-in mix improves

Last of '85s fading away

By Richard Johnson
Detroit Reporter

Though a nationwide hauler strike had U.S. dealers fearing a disastrous carryover less than a month ago, a round of finance incentives is apparently making fast work of the last of the 1985 models.

A tentative carrier settlement followed by a wave of factory-sponsored buyer come-ons have created a surge of showroom traffic around the country.

Dealers say profit margins are generally holding up in the waning days of the model year and many cite a better mix of trade-ins. There are even occasional reports of 1985 models being traded on 1985 models.

The incentives are attracting cash buyers as well as customers looking to finance their purchases. Some buyers who normally pay cash are financing at low rates and investing their money.

"Everyone we talk to is selling them as fast as they can get them," said a NADA spokesman.

But prospects for another haul-away walkout has some dealers worried. Ratification ballots from more than 21,000 Teamsters car haulers are due back later this week and there were rumors of another work stoppage circulating.

General Motors and Ford Motor Co. rankled some dealers by requiring retailers to give up half their traditional 5 percent carryover rebate to participate in the new finance programs. But a survey of dealers around the country, including several NADA board members, indicated that incentives are enabling a smooth transition into the new model year.

"We anticipate very few problems," said Joe O'Daniel, an Oldsmobile dealer in Evansville, Ind., and a NADA director. "As a matter of fact, we're short on inventory. The 7.7 (annual percentage rate offered by GM) has just about cleaned us out in spite of the backlog of vehicles we had from the trucker strike."

"I don't think there is going to be much of a problem with carryovers this year," said James Woulfe, a Ford and Chrysler-Plymouth dealer in Dublin, Calif., and a member of the NADA board. "At maximum, we'll have 10 or 15 Fords left when we get finished. I can't complain."

Ernie Bates, a Pontiac and GMC dealer in Elizabethtown, Ky., said the low finance rate "really did a number for us."

"We had a pretty large inventory in the middle of July," said Bates, a NADA director. "But after the strike and the interest (incentive), we got some heavy traffic."

Jim Kelel, vice president of Greenfield AMC-Jeep-Renault, Detroit, one of the largest AMC outlets in the country, said a combination of incentives and prudent ordering will make for a smooth carryover.

"With what I have in inventory, we should be in good shape," said Kelel. "It is probably the cleanest I've been in a long time."

GM fired the first shot in the current incentives wars in mid-August by offering the unprecedented 7.7-percent rate on most 1985 cars and light-duty trucks. Ford followed with its "7.7 Plus" program that included a "cash assistance alternative" for buyers arranging their own financing and for lease customers.

Chrysler Corp. and American

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Spotlight falls on new 4WDs at Frankfurt

By Richard Feast
European Editor

LONDON.—The Frankfurt Motor Show, which opens to the public Thursday (Sept. 12), will underline the German manufacturers' commitment to four-wheel drive.

BMW and General Motors' Adam Opel are making their first forays into the field with 4x4 versions of the 3-Series and Kadett Rally, respectively. Ford will be extending its all-wheel-drive offering to the new Scorpio sedan, and Volkswagen's Golf Syncro will be the first of that type in its class.

While 4x4 is nothing new, even for passenger cars, its adoption by the world's auto makers has increased substantially over the past few years. The catalyst was the Audi Quattro, introduced in the spring of 1980. Now, just over five years later, every Audi series is available with four-wheel drive.

Just as it does on every occasion, Frankfurt will bristle with technical novelties and innovations. But there will be few of the imminent all-new cars which rumors have suggested will debut at the show. They will be announced over the next few weeks and months.

Among the notable non-starters are the long-awaited replacement for the Dutch-built Volvo 300 series, the mid-range Peugeot which is still known only by the C28 code name, the Fiat Type 4 sedan, the new-generation Mazda RX-7 sports car and the upper-medium-range Renault 21 sedan.

The Peugeot will appear at the end of September. The Mazda will debut at November's Tokyo Auto Show, and the Fiat will be introduced in mid-December. The Volvo and Renault are not expected until early next year.

The 4x4 BMW 3-Series is but one of several variations on the model that will appear at Frankfurt. There will be a diesel version —to counter the success of the Mercedes-Benz 190-D—a cabriolet and a very-high-performance

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Boom time for sales: 405,080 in 10 days

By Jenny L. King
Detroit Reporter

Who said late-summer car sales have to be dull? Responding to eager customer acceptance of low-interest-rate financing, U.S. auto makers delivered more than 400,000 new cars in the late-August period alone and, with adequate supplies, promised a strong September.

August 21-31 domestic sales of 405,080 set a record for the period and were the highest for any reporting period since the last 10 days in March, 1977 (416,872).

The third-period number, up 70.86 percent from 237,078 in 1984, was greater than the sum of the first two reporting periods when sales were dampened by the car haulers' strike and a market lull prior to the introduction of major incentives by the major auto makers.

The domestic sales tally for the entire month was 744,764, up 23.42 percent from 603,463 a year earlier.

Imports, moving with a momentum based on popularity rather than financing or rebate programs, were up 21.04 percent for the month to an August record of 255,931 from 211,449. The industry total moved ahead 22.80 percent, to 1,000,695 from 814,912.

The import share of the market dropped to 25.58 percent in August from 29.52 percent a month earlier, and was down slightly from 25.97 percent of the total in August, 1984.

Total industry sales January through August were up 4.87 percent, to 7,532,244 from 7,182,575. Domestics were up 2.87 percent, to 5,692,956 from 5,533,924; imports totaled 1,839,288, up 11.56 percent from 1,648,657 in 1984.

August domestic sales returns showed losses for American Motors and Honda, with sizeable increases for the other companies.

Chrysler Corp. finished the

Please turn to Page 68, Col. 1

breaking news

Korean OK for GM

SEOUL.—The South Korean Government has approved plans for General Motors and Daewoo Automobiles Co. to set up a plant on a 50-50 basis to produce automotive parts and components. Daewoo said the $140-million plant will produce steering gears, brake systems, radiators and compressors by November, 1986. Daewoo said 70 percent of output would be

In BREAKING NEWS, Page 6, Col. 1

GM prices up $400 for '86; 12-month hike near $1,000

By John K. Teahen Jr.
Managing Editor

General Motors has announced its 1986 car prices—almost.

The corporation said its new models will be increased an average of 3 percent over comparably equipped 1985 cars. But GM refused to say how much that 3 percent amounts to in dollars.

Automotive News has computed the average increase at about $400.

When the 1985 models arrived, GM said its average-equipped car was $12,931. Then the company raised prices an average of $296 on Jan. 2, bringing the average-equipped price to $13,227.

Three percent of $13,227 is $396.81—call it $400. And the average-equipped GM car now carries an estimated sticker price of $13,624.

GM car prices have gone up an average of nearly $1,000 in the 12 months since the end of the 1984 model year.

There were no changes in dealer discounts or destination charges on the 1986 models.

This is believed to be the first time since the 1960s that GM has failed to place a dollar figure on its price hike.

The next question is what will Ford Motor Co. and Chrysler Corp. do. Neither company announced any price action last week and there is no assurance that they will follow GM's lead.

GM is still nominally the pacesetter for prices in the domestic auto industry, but now GM seems to set the limit of how far its rivals *can* go, not necessarily how far they *will* go.

At introduction time last year, GM prices rose an average of $292, but Ford settled for $153 and Chrysler for $125. Early in 1985, GM tacked on another $296, while Ford's hike was $200 and Chrysler's was $106. One reason for the difference is that GM offers so many more big cars than its rivals.

As noted, GM car prices have gone up nearly $1,000 in the last 12 months—$292 last fall, $296 in January and an estimated $400 now.

And the 3 percent—or $400—average may be even higher when GM prices its full lineup. The current jump does not include a number of popular lines that will be stickered shortly before they go on sale in November.

Those cars are the redesigned

Please turn to Page 62, Col. 3

Cavalier tops 'em all

Chevrolet's sales leader

The nation's best-selling car during the 1985 model year was the Cavalier from Chevrolet. For 1986, versions range from the base Cavalier through CS and RS to a new sporty model, the Cavalier Z24. The 2.0-liter, four-cylinder engine with electronic fuel injection is standard. Story, other pictures are on Page 44.

Service Index shows gains in most areas

By Jack Walsh
Service Editor

After an unimpressive showing in June, service and parts volume in the nation's franchised car-truck dealerships rebounded in July with good gains in most key shop areas.

According to the Automotive News Service Index, shop business during the month was 8.2 percent higher than results reported for July, 1984. In June, service and parts volume was only 0.8 percent greater than the same month a year earlier.

For the first seven months of 1985, shop volume was up 8.7 percent over the corresponding period a year ago, with impressive increases in all six indicators used in the survey.

The biggest gain in July was in the number of repair orders written, customer-paid and warranty. The total was 15.8 percent higher than the number written in the same month last year.

Gross profit on all labor, parts and accessory sales, the most important indicator from a dealer's viewpoint, was up 8.5 percent. Total labor sales, customer-paid and warranty, showed an increase of 8 percent.

July sales of parts and accessories to off-premises customers were 6.6 percent higher than last year, while the total P&A volume for the month was up 4.6 percent.

Sales of shop parts, those used on customer-paid and warranty repairs, advanced the least during the month, and were only 1.9 percent higher than last year's total.

Through July, the leading indicator was total labor sales, which were up 11 percent over the like period in 1984. Customer-paid and warranty repair orders written showed a gain of 9 percent.

Gross profit on all labor and P&A sales for the seven-month period was 8.7 percent higher than a year ago, while sales of parts used in the shop on customer-paid and warranty work was up 8.4 percent.

P&A sales to outside sources through July were 6.6 higher than last year, while total P&A sales showed a gain of 5.7 percent.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's franchised new-car/truck dealerships.

SERVICE INDEX
108.2★

	July, '85 vs. July, '84	7 mos., '85 vs. 7 mos., '84
Gross Profit on All Labor and P&A Sales	+8.5%	+ 8.7%
Repair Orders Written	+15.8%	+ 9.0%
Total Labor Sales (Customer & Warranty)	+8.0%	+11.0%
Shop Parts Sales (Customer & Warranty)	+1.9%	+ 8.4%
Sales of All P&A	+4.6%	+ 5.7%

★—Survey by Automotive News shows that dealers' service and parts business in July, 1985, was 108.2 percent of business in July, 1984. Service business in the first seven months of 1985 was 108.7 percent of business in the corresponding period in 1984.

DOT refuses to kill passive-restraint rule

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Department of Transportation last week told Rep. John Dingell, Michigan Democrat, it would not rescind its controversial passive-restraint requirements as he had asked.

Dingell had maintained that air-bag technology has not been proven and that the detachable automatic belts DOT has suggested as one alternative would be no more effective in increasing belt usage than manual belts.

Rejecting his assertions, DOT Secretary Elizabeth Dole said that far from being ineffective, her decision to require either passive belts or bags if states with two-thirds of the U.S. population do not pass mandatory seat-belt-use laws was a well-balanced approach to occupant protection.

In rejecting Dingell's request, Dole also denied petitions brought by consumer groups and insurance companies to require passive restraints even if states with two-thirds of the U.S. population pass mandatory seat-belt-use laws.

She also refused once again to say whether existing mandatory belt-use laws in states like New Jersey, New York and others are sufficiently strong to fall within the criteria spelled out by DOT under its initial Standard 208 ruling.

That ruling held that the minimum criteria for such laws would be that:

1. Each front-seat occupant must be belted at all times; waivers would be granted for medical reasons only.
2. The minimum penalty for violating the law would be $25 per occupant (this may include court costs).
3. Non-use of a belt may mitigate damages.
4. There must be a program to encourage compliance with the belt-use laws.
5. The effective date of any belt-use law must be no later than Sept. 1, 1989.

Critics of the department's stance on passive safety systems believe that if the pass/fail threshold for use laws is "lax," the net effect might be to have no more protection than there is today.

Dole said she wanted to think about the minimum criteria requirements some more and that she would respond to requests to reconsider them "at a later date."

Meanwhile, DOT said it is proposing to grant manufacturers the right to count any automatic-restraint vehicles produced in the year before the rule goes into effect toward the first year's requirements and would also allow manufacturers to count excess vehicles from one year as a credit in the next. It denied a request for "carry-back" credits.

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Will make it in second half of 1985, Dedeurwaerder says

AMC close to break-even point

By Edward Lapham
Marketing Editor

GROSSE POINTE SHORES, Mich.—American Motors, with plans to sell 50,000 of its new 1986 Comanche compact pickup trucks, should "break even," in the second half of this year, President Jose Dedeurwaerder said last week.

"That means not losing any money," Dedeurwaerder said at a press preview of the company's 1986 models. "And that's all right." AMC posted a net loss of $99.4 million for the first half of 1985, but earned $15.5 million for all of 1984.

The Comanche, AMC's only all-new offering for 1986, will be available in 2WD and 4WD configurations. Base sticker price for the 2WD version is $7,049, making it the lowest-priced Jeep, according to John W. Mowrey, product planning and design vice president. Base sticker for the 4WD version is $8,699.

The truck will be available with three engines: Standard 2.5-liter L-4, plus 2.8-liter V-6 and 2.1-liter L-4 turbodiesel. The 4-speed manual transmission with floor shift is standard; 5-speed overdrive manual and 3-speed automatic are optional.

Dedeurwaerder said he expected total U.S. new car sales in the 1986 calendar year to total 10.3 million. AMC will sell 130,000 cars next year, he said.

At a press conference following the presentations, Dedeurwaerder said AMC "needs an efficient plant" to remain competitive.

Prodcution at the company's Kenosha plant is scheduled to end in 1988 and AMC must decide by "spring of next year" if it will build a new plant or modernize an existing one if the efficient plant is to be on-stream by 1989, he said.

Dedeurwaerder said AMC needs "government assistance," meaning tax abatements and other usual inducements, to build a new plant.

He also confirmed that AMC is talking to Taiwanese auto makers about the possibility of further collaboration.

Mowrey said AMC is "studying" the minivan market and that it represents "just one of several opportunities" for the company.

Deuderwaerder also confirmed that part of AMC's national ad campaign for 1986 will involve independent product performance comparisons between the Renault Alliance and Toyota Corolla plus the Renault Encore and the Ford Escort.

A Renault official in attendance confirmed that AMC will introduce a 2.9-liter L-6 engine next year to replace the V-6 engine, which AMC currently buys from General Motors.

A sleeker Alliance

New front end for AMC-Renault leader

The Alliance L is back for 1986 with a new front-end treatment that gives it a sleeker appearance. The black grille, which is surrounded by chrome, and new low-profile rectangular headlamps all contribute to the new look. Inside, the Alliance L sports the restyled instrument panel that is common to all Alliance and Encore models this year. Story, other picture are on Page 47.

Toyota sociable

DETROIT.—Toyota has not ruled out states with other Japanese car plants in its quest for a U.S. plant site. Automotive News incorrectly reported otherwise last week.

Yugo has not applied for CARB certification

SACRAMENTO.—No application for certification has been made to the California Air Resources Board on behalf of the Yugo—the $3,990 Yugoslavian-built subcompact. Such certification is required for a car to be sold within the state.

A consumer who purchases a Yugo in another state, however, could bring it to California and have it registered if it passed California's used-car emission tests. Those tests are less stringent than the tests for new cars.

White rules out any contract of that type

Canadian UAW harpoons Saturn

By Marjorie Sorge
Labor Editor

TORONTO.—The UAW-Canada will not accept a Saturn-type agreement in its bargaining with any corporation, according to Robert White, president of the new organization.

He told the 800 delegates to the group's founding convention here last week, "I want to say to the corporations in Canada that we are not opposed to change, we are not opposed to innovation—we have shown that in collective bargaining—but we have absolutely no intention of breaking up our collective agreements or setting up separate enterprises and starting down the road to enterprise unionism in Canada."

The formal name of the new labor organization is National Union, United Automobile, Aerospace and Agricultural Implement Workers of Canada. It will be known as UAW-Canada. White was elected president at the convention.

He said the Saturn agreement should be put in perspective as an agreement between two executive groups—the UAW International Executive Board and General Motors—that has not been ratified by the workers. The agreement was negotiated before any workers were hired.

While White did not say whether he believed the agreement would work, he did say problems could arise from taking those workers out of the GM master agreement and placing them under a separate, very different pact.

The international UAW has also negotiated other agreements with flexible work rules and different wage rates at Mazda and New United Motor Mfg., Inc., and those pacts have been critized by some international members.

White also told the founding convention that the Canadian UAW may not get its $24 million ($36 million Canadian) divorce settlement from the international union until the UAW's constitutional convention next May.

If that is the case, the Canadian UAW may seek a loan from the international for "not much less than $36 million," White said at a press conference following his remarks.

He said the problem does not stem from a clash with the international leadership; it is simply a constitutional, legal question.

Since March, the international UAW has been putting Canadian dues into a separate fund which currently amounts to about $5 million. That fund also contains the $24 million.

White also told the delegates that the days of concessions are gone and the Canadian UAW wants to put Chrysler back on track with General Motors and Ford.

After 50 years of marriage, the Canadian UAW voted to split from the International UAW last December after the two sections disagreed vehemently on the future philosophies of the union and on how collective bargaining should be handled in Canada.

UAW President Owen Bieber was invited to last week's convention, but he did not attend. Bieber and UAW Secretary-Treasurer Raymond Majerus sent a message.

"As you embark on this course of independent action, we hope that the needs and desires of your members will be well served," they said."While we wish you Godspeed, our greeting is tempered by intense sadness. For nearly 50 years we shared a common struggle and together built a strong union.

"Although we disagree with your decision to separate we, of course, respect it and, as with

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Desta APV headed for U.S.

Automotive Imports & Marketing, Phoenix, announced a $100 million contract to import the Desta APV beginning this year. The vehicles, built in Greece under license from a German firm, are to be priced from $5,000 to $6,500.

Price targeted below $5,000

Greek Desta to be sold in U.S.

By Kathleen Hamilton
Assistant Managing Editor

Another under-$5,000 vehicle from an unlikely exporting nation is headed for the U.S.

It's the Desta APV, assembled in Greece, using mostly Ford of Europe mechanical componentry.

Its importer says it will be naming an East Coast distributor within weeks, and the first dealers will be operating within four months after that appointment. It expects to sell 20,000 vehicles in the region during the first 12 months of operation, and to have dealers operating across the country within 18 months of startup.

If things go according to plan, Desta's importer will be the third company from a small-car-volume nation within a year to introduce a low-cost vehicle to the American market. Yugo, built in Yugoslavia, went on sale last month at a base price of $3,990. Hyundai, from the emerging car-building nation Korea, is scheduled to be introduced later this model year, priced between $5,000 and $6,500.

Japan's Suzuki—already selling cars here through General Motors—also is planning to introduce a low-cost multipurpose vehicle to the U.S. this fall.

• Desta's importer is Automotive Imports & Marketing, 2600 North Central Ave., Phoenix, AZ 85004, telephone (602) 263-1990. President Ronald Barreto said AIM is a new, privately held company formed to import the vehicles. He declined to name his partners.

The vehicle is built under license from Inthelco, based in Munich and headed by Managing Director Peter Kondogouris, Barreto said. Inthelco is building a plant in Bavaria, and it expects to soon be building most of its U.S.-bound cars there.

Kondogouris and his brother are the principal owners of Namco, the Greek producer of the vehicles. Before forming AIM, Barreto said he was director of Namco export sales, based in Panama.

The companies have until now produced an earlier-generation all-purpose vehicle based on Citroen and, before that, Chrysler Europe, componentry. Other four-wheel-drive and six-wheel-drive civilian and military vehicles also are built for Inthelco by Farmobil A.G., Barreto said. Those won't be coming to the U.S., at least initially. But they are exported to about 15 South American, European and African nations, he said.

The Desta APV headed for the U.S. will be fitted with Ford of Germany's new 1.6-liter engine and other Ford of Europe componentry including transmission, Ford confirmed. Ford developed the fuel-injected 1.6 with three-way catalyst to meet new German exhaust standards, and it should have no trouble meeting U.S. standards as well, a Ford spokesman said. Ford has no plans at this time to use the engine in any U.S.-bound Fords, he said.

Barreto read to Automotive News a section of Inthelco's contract with Ford of Europe. It seemed to indicate Ford dealers would warrant the Ford mechanicals and notify owners in cases of recalls. But both Ford's U.S. spokesmen and Barreto said the U.S.

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On heavy-duty vehicles

EPA OK's certification via fines

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—For the first time, EPA has acted to allow manufacturers that do not meet EPA emission standards to earn engine and vehicle certification by paying fines.

The action is part of two EPA enforcement rules on new emission standards for heavy-duty vehicles.

They include a final rule establishing general guidelines for nonconformance penalties (NCP) for makers of heavy-duty vehicles and engines, and a proposed rule that would set actual limits and fines for various pollutants.

The EPA issued its final rule and will proceed with its proposed rule based on unusual "regulatory negotiations," which entail EPA consultations with manufacturers and environmental groups as part of the rulemaking process.

The proposed rule sets penalty amounts for specific pollutants including particulates, hydrocarbons, carbon monoxide and nitrogen oxide.

The penalties range from $41 to $1,980 per engine and are intended to reflect the cost of producing engines that would otherwise comply with the more-stringent heavy-duty-engine standards that go into effect with the 1987 model year.

EPA said the nonconformance penalties are designed to aid "technological laggards," those makers who because of a lack of resources or engineering capability cannot meet the timetable for compliance laid out by the agency.

• Manufacturers had argued—and Congress agreed when writing the law—that without the NCP option, some manufacturers of heavy-duty engines and vehicles could be driven out of business because of insufficient time to meet the new heavy-duty standards.

Those standards may require them to utilize catalysts for gasoline engines and particulate traps for diesel engines.

Under EPA's plan, manufacturers of engines that do not meet federal emission standards, but do not exceed designated upper limits, can win certificates of conformity in return for the payment of penalties. The penalties would be paid on a quarterly basis.

The agency's final "generic" rule describes EPA's test procedure called "Production Compliance Auditing" as well as a penalty formula to determine the dollar amount of noncompliance penalties. The rule also establishes that "upper limits" are to be set for pollutants, beyond which manufacturers will not qualify for the NCP and their engines or vehicles will not be certified.

EPA's proposed rule would set the actual upper limits for emissions and the nonconformance penalties for the specific emissions standards, taking effect in model years 1987 and 1988.

In most instances, the previously applicable emission standard serves as the upper limit. For example, for the 6.0 gram per brake horsepower per hour (g/BHP-hr) 1988 nitogen-oxide standard, the previous standard of 10.7 grams serves as the upper limit. In cases where there is no previous standard, EPA proposes the upper limit.

For instance, EPA proposed that the upper level for particulates be 0.80 or 0.95 g/BHP-hr. In this case, the proposed upper limit of 0.80 gram would exceed the new standard by 33 percent, while the 0.95 gram upper limit would exceed the standard by 58 percent.

Although they have participated in NCP negotiations, some environmentalists expect few noncompliance penalties to be paid.

The Natural Resources Defense Council is suing EPA because the group feels the heavy-duty emissions standards are not strict enough. An NRDC spokesman has said most manufacturers will be able to meet the new standards even without the unusual penalty arrangement.

Japanese pledge effort to buy more in U.S.

By Jack Walsh
Service Editor

CHICAGO.—The leader of the Japanese automotive-parts buying mission said the group was impressed by products exhibited at the Automotive Parts & Accessories Assn. show here, and he pledged to "continue efforts to expand the purchase of parts and components from the U.S."

Tsutomu Oshima, senior managing director, Toyota Motor Corp., said the Japanese automotive industry expects imports of U.S. products to increase from $170 million in 1981 to approximately $300 million in 1985.

As a result of the buying mission's activities and the expansion of Japanese vehicle assembly in the U.S., he added, "We expect local procurement of parts and accessories, both for new vehicles assembled in the U.S. and for the servicing of used vehicles, to increase from $380 million in 1981 to $1.4 billion in $1985, with more increases in the years ahead."

Oshima emphasized, however, that "because of the nature of the automotive parts business, successful contracts involve a relatively long preparatory and evaluation process, including design, experimental production and field tests on samples."

"Nevertheless," he continued, "talks at the Chicago show undoubtedly have developed a solid base for future business transactions among Japanese auto makers and parts distributors and U.S. suppliers."

At a press briefing at the close of the three-day show, Oshima said Japan hopes that U.S. parts manufacturers "will make further efforts to supply parts and components that meet the quality, performance and price standards of Japanese motor-vehicle manufacturers by fully recognizing the special characteristics of our compact and subcompact models."

During the show, he said, members of the Japanese mission conferred with representatives of 252 U.S. suppliers, resulting in the "possible purchase" of 282 items.

Sample orders and/or quotations were requested for 108 prod-

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60th year—No. 5091

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Hanna signs with Oldsmobile

John E. Hanna, second from right, is congratulated by R.W. Dudding, second from left, Oldsmobile's St. Louis zone manager, on signing for John Hanna Oldsmobile, St. Louis. Also shown are: C.A. Sachs, left, assistant zone manager; E.A. Kellogg, center, zone service manager, and Quentin Jones, St. Louis metro district manager.

Association seeks to abolish tax burden

Widening Japan's import market

TOKYO.—The Japan Automobile Importers Assn. (JAIA), which is comprised of 45 dealers and importers, asked the Japanese Government to abolish import taxes on up to 100,000 cars annually, starting in 1986.

Documents detailing the request, prepared by JAIA and designed to spur expansion of import-car sales, were presented to Prime Minister Yasushiro Nakasone and to the Finance Ministry, Transport Ministry and Ministry of International Trade and Industry.

Jiro Yanase, JAIA chairman and president of Yanase & Co., Ltd., said some measures for promoting foreign-car imports are necessary to redress the current imbalance in the automobile trade area.

However, a Finance Ministry official indicated that measures favoring only imported cars are difficult to adopt because the ministry lacks the funds to finance them.

Currently, the commodity tax on imported cars of up to 2,000-cc engine displacement (small cars) is 18.5 percent, while the tax on cars above 2,000 cc (large or regular cars) stands at 23 percent, levied on CIF prices (comprising cost, insurance and freight).

• According to Teruo Ishii, Yanase public relations manager, tariffs on imported cars were abolished in 1978.

In 1981 the commodity tax on small cars was raised to 17.5 percent and to 22.5 percent on large cars. The current tax became effective in 1984.

Although the market-opening action program recently announced by the Japanese Government promises to simplify import procedures to alleviate trade friction with other countries, Ishii noted that commodity taxes on cars are imposed after the cars have cleared customs.

After peaking in 1979 at 60,161 units, import-car sales in Japan dipped by more than 30 percent—38,110 were sold in 1982—before recovering to 41,982 in 1984. Sales are expected to reach 50,000 units in 1985.

Car sales in Japan in 1984 totaled 3,041,931, comprised of 2,999,949 domestic units—98.6 percent of the market—compared with 41,982 imported units—1.4 percent.

Ishii said that if the request is granted, a breakdown of the 100,000 tax-free imports would consist of 60 percent small cars and 40 percent large cars.

The key to selling 100,000 imports in Japan, according to Ishii, is to increase the sale of U.S.-made vehicles.

In 1979, Ishii said U.S. firms sold about 17,000 units for approximately 27 percent of the Japanese import-car market. Last year sales dipped to 2,382 units, while sales in the January-June period of this year totaled 951, down from the 1,217 units sold during the similar period of 1984.

U.S. shoots down Sgt. York gun built by Ford

The Defense Department abruptly scrapped Ford Aerospace's multibillion-dollar Sgt. York anti-aircraft weapon system late in August, but a company spokesman told Automotive News the cancellation will have "minimal financial impact" in part because the program had become a losing proposition.

Claiming that the tank-mounted, gun-based system is unreliable and has insufficient firing range, Defense Secretary Caspar Weinberger said he could not justify continuation of the contract.

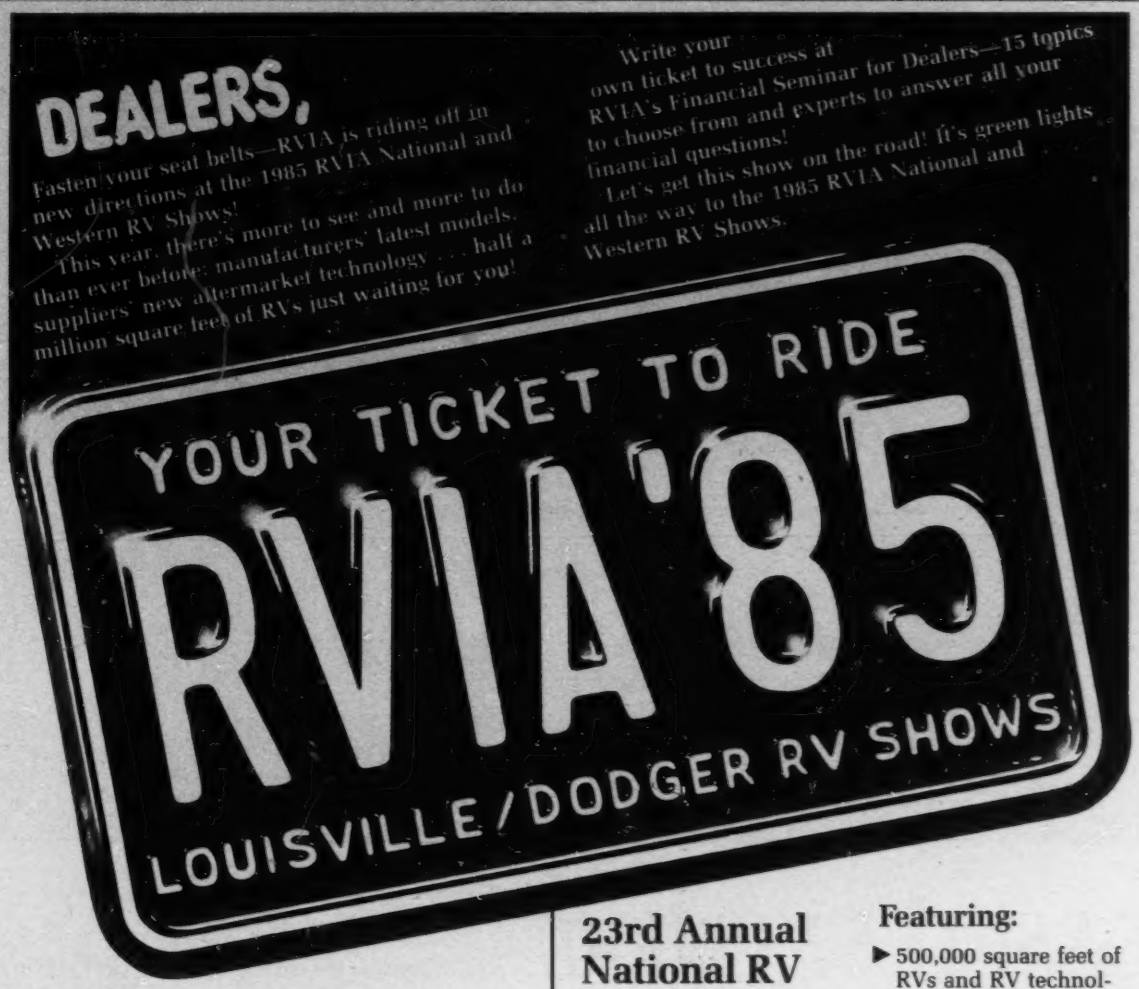
The government had invested $1.8 billion in the program and will realize a savings of about $3 billion by its cancellation, according to Weinberger. Based on testing, Weinberger contended the Sgt. York system offered inadequate defenses against Soviet helicopter and aircraft strikes.

The Army has already taken delivery of 65 units and had planned to acquire another 553.

DOMESTIC SALES

	Aug. 11-20, 1985	Aug. 11-20, 1984
Renault		
Alliance-Encore	2,400†	4,300†
AMC	300†	500†
AMERICAN MOTORS	2,700†	4,800†
Chrysler	8,374	7,810
Plymouth	6,864	5,979
Dodge	8,374	7,810
CHRYSLER CORP.	25,348	21,863
Ford	25,085	28,901
Mercury	10,957	13,737
Lincoln	3,823	3,500
FORD MOTOR CO.	39,865	46,138
Buick	18,511	25,254
Cadillac	7,211	7,984
Chevrolet	36,956	36,958
Oldsmobile	24,841	22,119
Pontiac	18,814	17,944
GENERAL MOTORS	106,333	112,259
VOLKSWAGEN	1,793	1,624
HONDA	3,663	2,525
NISSAN	744	0
U.S. INDUSTRY TOTAL	180,446	189,209

†—Estimate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Registrations overseas

UNITED KINGDOM
Cars

	7 mos., 1985	7 mos., 1984
Alfa Romeo	1,75	2,368
BL	179,127	177,217
Austin Rover	177,407	175,636
Range Rover	1,720	1,581
BMW	18,541	13,989
Daihatsu	2,21	2,987
Fiat Auto	30,415	26,974
Ford	256,725	280,767
FSO	3,344	2,707
GM-Vauxhall	170,801	172,147
Honda	8,869	9,316
Hyundai	2,416	2,063
Jaguar	4,29	4,068
Lada	7,166	8,429
Lotus	315	280
Mazda	8,003	8,906
Mercedes-Benz	10,026	8,577
Mitsubishi	6,740	5,365
Nissan	48,977	49,346
Panther	41	132
Peugeot SA	55,284	54,225
Citroen	14,204	15,143
Peugeot/Talbot	41,080	39,082
Reliant	307	66
Renault	41,425	32,820
Rolls-Royce	397	343
Saab	4,470	4,967
Skoda	4,926	6,019
Subaru	1,490	1,317
Suzuki	2,20	1,708
Toyota	17,111	15,721
VW-Audi Group	59,316	56,002
Audi	11,304	11,459
Volkswagen	48,012	44,543
Volvo	32,621	32,656
Zastava	4,25	2,998
Others	2,490	2,741
Total	986,064	987,223

SWEDEN
Cars

	7 mos., 1985	7 mos., 1984
Alfa Romeo	777	662
BMW	2,819	2,563
Daihatsu	886	559
Fiat Auto	4,302	3,534
Ford	19,068	15,161
GM-Opel	17,970	13,161
Honda	2,38	2,065
Lada	868	905
Mazda	7,02	6,074
Mercedes-Benz	6,33	3,293
Mitsubishi	1,517	937
Nissan	5,376	3,771
Peugeot SA	4,45	4,370
Citroen	1,941	2,112
Peugeot/Talbot	2,511	2,258
Porsche	327	215
Renault	1,27	1,438
Saab	17,171	16,467
Skoda	229	192
Subaru	948	345
Suzuki	38	1
Toyota	6,61	4,982
VW-Audi Group	20,325	15,368
Audi	7,390	3,680
Volkswagen	12,935	11,688
Volvo	42,497	34,583
Others	51	36
Total	163,596	130,682

WEST GERMANY
Cars

	6 mos., 1985	6 mos., 1984
Alfa Romeo	4,510	7,421
Austin Rover	3,816	4,259
Bertone	243	517
BMW	78,093	89,506
Daihatsu	4,019	3,497
Fiat Auto	56,071	63,313
Ford	124,719	168,549
GM-Opel	198,641	238,059
Honda	19,535	22,357
Isuzu	1,80	1,422
Jaguar	1,304	946
Lada	4,486	4,943
Mazda	36,239	37,729
Mercedes-Benz	140,625	118,645
Mitsubishi	23,644	24,442
Nissan	32,850	33,723
Peugeot SA	50,908	57,041
Citroen	20,591	22,901
Peugeot/Talbot	30,317	34,140
Pininfarina	691	348
Porsche	6,716	6,715
Renault	44,586	49,090
Saab	1,639	2,142
Seat	1,97	2,679
Skoda	1,140	1,211
Subaru	5,499	3,789
Suzuki	9,49	7,723
Toyota	32,120	28,686
VW-Audi Group	362,880	376,042
Audi	73,580	81,200
Volkswagen	289,300	294,842
Volvo	7,305	8,805
Others	1,148	625
Total	1,256,69	1,364,044

THE NETHERLANDS
Cars

	6 mos., 1985	6 mos., 1984
Alfa Romeo	2,339	2,852
Austin Rover	3,32	4,004
BMW	8,449	8,797
Dacia	65	16
Daihatsu	2,610	2,680
Fiat Auto	18,697	23,317
Ford	36,742	37,325
FSO	145	68
GM-Opel	57,252	47,501
Honda	7,321	8,062
Hyundai	929	1,678
Jaguar	213	203
Lada	4,510	4,390
Mazda	9,576	10,881
Mercedes-Benz	7,059	5,605
Mitsubishi	8,65	7,806
Nissan	14,072	13,931
Peugeot SA	30,254	31,923
Citroen	15,053	15,030
Peugeot/Talbot	15,201	16,893
Porsche	141	122
Renault	19,266	16,749
Saab	1,53	2,051
Seat	4,156	3,924
Skoda	1,654	2,149
Subaru	1,80	1,713
Suzuki	6,569	6,001
Toyota	14,314	11,726
VW-Audi Group	28,424	27,237
Volvo	16,470	15,585
Zastava	452	723
Total	306,960	299,072

BELGIUM
Cars

	6 mos., 1985	6 mos., 1984
Alfa Romeo	1,596	2,412
Austin Rover	3,001	3,893
BMW	4,984	5,989
Daihatsu	939	1,123
Fiat Auto	8,159	15,774
Ford	19,043	20,274
GM-Opel	26,363	25,889
Honda	5,324	5,205
Hyundai	297	453
Lada	8,007	8,397
Mazda	5,319	6,235
Mercedes-Benz	5,83	5,465
Mitsubishi	4,88	5,687
Nissan	8,781	8,138
Peugeot SA	30,125	29,033
Citroen	14,293	13,140
Peugeot/Talbot	15,832	15,893
Porsche	266	319
Renault	20,475	17,954
Saab	721	948
Seat	2,33	3,647
Skoda	1,56	1,900
Subaru	1,409	1,322
Suzuki	1,370	2,276
Toyota	12,970	13,579
VW-Audi Group	30,632	27,710
Audi	8,458	8,348
Volkswagen	22,174	19,362
Volvo	4,92	4,611
Wartburg	643	559
Zastava	265	259
Others	170	170
Total	210,401	217,035

AUSTRIA
Cars

	6 mos., 1985	6 mos., 1984
Alfa Romeo	1,27	1,518
Austin Rover	167	127
BMW	4,153	4,889
Daihatsu	334	410
Fiat Auto	7,799	9,285
Ford	13,184	12,757
GM-Opel	19,500	16,389
Honda	2,586	2,541
Lada	839	782
Mazda	12,106	11,859
Mercedes-Benz	4,77	3,628
Mitsubishi	2,814	2,460
Nissan	6,830	5,762
Peugeot SA	8,755	8,729
Citroen	3,78	3,742
Peugeot/Talbot	4,97	4,987
Porsche	262	319
Renault	6,18	5,846
Saab	174	237
Seat	572	442
Skoda	653	543
Subaru	1,81	1,039
Suzuki	782	633
Toyota	6,429	5,590
VW-Audi Group	27,442	23,181
Audi	5,79	4,285
Volkswagen	21,647	18,896
Volvo	1,89	2,035
Others	117	66
Total	131,419	121,067

DENMARK
Cars

	6 mos., 1985	6 mos., 1984
Alfa Romeo	103	179
Austin Rover	200	268
BMW	1,82	1,586
Dacia	448	510
Daihatsu	1,33	1,008
Fiat Auto	4,34	4,584
Ford	13,393	13,381
FSO	1,134	524
GM-Opel	14,700	12,109
Honda	949	770
Lada	2,014	2,357
Mazda	7,139	7,420
Mercedes-Benz	573	465
Mitsubishi	1,438	791
Nissan	3,958	4,271
Peugeot SA	4,939	5,417
Citroen	3,228	3,415
Peugeot/Talbot	1,711	2,002
Renault	662	348
Saab	96	1,008
Seat	17	0
Skoda	2,291	4,523
Subaru	52	103
Suzuki	264	20
Toyota	9,916	8,511
Trabant	22	48
VW-Audi Group	6,06	5,396
Audi	456	388
Volkswagen	5,606	5,008
Volvo	3,36	3,458
Wartburg	689	616
Zastava	933	418
Others	18	28
Total	83,999	80,393

JAPAN
Cars

	6 mos., 1985	6 mos., 1984
Daihatsu	52,631	58,636
Fuji	39,225	41,617
Honda	139,791	126,415
Isuzu	20,349	22,685
Mazda	95,469	111,947
Mitsubishi	88,282	103,426
Nissan	397,451	416,820
Suzuki	38,187	40,363
Toyota	675,785	648,249
Imports (all)	24,269	20,238
Total	1,571,439	1,590,396

Vans, trucks, buses

Daihatsu	173,882	156,850
Fuji	113,101	109,162
Hino	20,498	20,972
Honda	67,699	73,005
Isuzu	62,912	62,760
Mazda	79,481	82,413
Mitsubishi	181,951	163,305
Nissan	140,241	143,040
Nissan Diesel	10,704	11,469
Suzuki	207,076	192,249
Toyota	182,679	183,450
Imports (all)	71	83
Total	1,240,29	1,198,758
Total vehicles	2,811,734	2,789,154

SWITZERLAND
Cars

	5 mos., 1985	5 mos., 1984
Alfa Romeo	3,22	3,802
AMC	65	77
Austin Rover	1,089	1,155
Bertone	103	112
BMW	5,20	6,597
Daihatsu	487	464
Ferrari	87	87
Fiat Auto	9,525	10,632
Ford	9,335	11,064
GM-Opel	17,536	20,028
Honda	3,889	4,320
Innocenti	72	31
Isuzu	166	280
Jaguar	204	212
Maserati	89	162
Mazda	3,779	4,305
Mercedes-Benz	3,052	3,196
Mitsubishi	3,67	4,010
Nissan	4,558	4,382
Peugeot SA	10,822	11,753
Citroen	4,11	5,331
Peugeot/Talbot	6,70	6,422
Pininfarina	120	118
Porsche	663	831
Puch	50	46
Renault	8,11	6,980
Rolls-Royce	28	34
Saab	545	650
Seat	554	0
Skoda	49	70
Subaru	4,890	2,949
Suzuki	1,623	1,601
Toyota	7,739	8,981
VW-Audi Group	19,983	20,381
Audi	6,888	5,361
Volkswagen	13,095	15,020
Volvo	2,340	3,154
Others	56	54
Total	123,716	132,518

FRANCE
Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	5,506	7,512
Aro	231	385
Austin Rover	7,805	10,728
BMW	8,821	11,219
Ferrari	49	26
Fiat Auto	27,504	34,003
Ford	47,587	47,016
GM-Opel	29,281	25,157
Honda	2,00	2,064
FSO	593	611
Innocenti	383	497
Jaguar	78	62
Lada	7,079	8,106
Maserati	31	8
Mazda	5,030	3,054
Mercedes-Benz	5,96	6,292
Mitsubishi	1,08	1,131
Nissan	4,92	4,155
Peugeot SA	211,553	201,008
Citroen	78,794	81,009
Peugeot	122,721	103,224
Talbot	10,038	16,775
Porsche	383	519
Renault	176,602	192,491
Saab	474	348
Seat	6,201	3,941
Skoda	1,009	1,246
Toyota	3,73	3,510
VW-Audi Group	36,508	31,400
Audi	8,764	8,626
Volkswagen	27,744	22,774
Volvo	6,206	5,258
Zastava	499	442
Others	27	23
Total	596,888	601,563

IRELAND
Cars

	4 mos., 1985	4 mos., 1984
Alfa Romeo	69	138
Austin Rover	1,356	1,267
BMW	198	183
Daihatsu	80	3
Fiat Auto	1,504	2,132
Ford	5,21	5,903
GM-Opel	3,571	3,702
Honda	16	1
Isuzu	2	0
Jaguar	1	5
Mazda	606	571
Mercedes-Benz	165	112
Mitsubishi	17	0
Nissan	2,61	1,906
Peugeot SA	81	1,150
Citroen	159	201
Peugeot/Talbot	653	949
Renault	2,036	2,381
Saab	68	93
Skoda	76	0
Subaru	18	0
Suzuki	11	0
Toyota	4,608	4,118
VW-Audi Group	1,860	1,158
Audi	212	186
Volkswagen	1,648	972
Volvo	401	378
Others	202	86
Total	25,949	25,287

Production overseas

BRAZIL
Cars

	6 mos., 1985	6 mos., 1984
Farus	0	16
Fiat Auto	49,516	43,612
Ford	65,297	73,061
General Motors	80,712	79,815
Gurgel	14	21
Puma	0	81
Sta Matilde	34	32
Toyota	0	76
Volkswagen	113,214	143,627
Total	308,787	340,341

Vans, trucks, buses

Agrale	398	274
Fiat Auto	16,907	14,692
Fiat Cam.	112	237
Ford	17,941	20,197
General Motors	9,596	11,404
Gurgel	525	415
Mercedes-Benz	14,006	13,497
Puma	0	12
Scania	1,604	1,650
Toyota	1,07	1,495
Volkswagen	18,824	8,807
Volvo	1,463	892
Total	82,451	73,572
Total vehicles	391,238	413,913

JAPAN
Cars

	6 mos., 1985	6 mos., 1984
Daihatsu	85,482	89,230
Fuji	121,088	126,790
Honda	468,654	429,555
Isuzu	94,268	36,831
Mazda	390,596	392,460
Mitsubishi	270,915	254,811
Nissan	945,059	955,699
Suzuki	108,348	79,752
Toyota	1,293,299	1,247,761
Total	3,777,709	3,612,889

Vans, trucks, buses

Daihatsu	214,542	199,394
Fuji	158,854	153,165
Hino	31,435	29,931
Honda	83,610	75,092
Isuzu	178,320	154,972
Mazda	186,126	188,523
Mitsubishi	282,885	262,219
Nissan	347,329	327,145
Nissan Diesel	18,818	19,412
Suzuki	261,869	257,058
Toyota	577,727	511,868
Others	304	404
Total	2,341,819	2,179,183
Total vehicles	6,119,528	5,792,072

FRANCE
Cars

	6 mos., 1985	6 mos., 1984
Peugeot SA	651,194	671,635
Citroen	242,450	253,492
Peugeot	390,132	374,092
Talbot	18,612	44,051
Renaulat	701,529	772,166
Total	1,352,72	1,443,801

Vans, trucks, buses

CBM	28	21
Iveco-Unic	52	3,107
Peugeot SA	85,190	60,851
Citroen	38,598	15,436
Peugeot	42,480	38,469
Talbot	4,11	6,946
Renault	119,891	121,088
Sovam	50	31
Total	205,211	185,098
Total vehicles	1,557,934	1,628,899

UNITED KINGDOM
Cars

	5 mos., 1985	5 mos., 1984
BL	219,984	169,109
Austin Rover	214,113	164,712
Range Rover	5,871	4,397
Carbodies	800	634
Ford	139,025	141,434
Jaguar	16,768	14,307
Lotus	377	375
Panther	44	160
Reliant	323	49
Rolls-Royce	1,026	810
Talbot	33,505	46,752
TVR	174	132
Vauxhall	69,497	57,752
Others	264	273
Total	481,787	431,760

Vans, trucks, buses

Bedford	25,155	24,690
BL	39,424	32,101
Austin Rover	11,25	8,423
Freight Rover	8,71	7,699
Land Rover	12,754	10,934
Leyland	6,70	5,045
ERF	891	686
Foden	221	337
Ford	49,146	47,842
Hestair Dennis	363	414
MCM	198	193
Reliant	36	106
Renault TI	2,259	1,670
Seddon Atkinson	741	774
Others	89	124
Total	118,523	108,937
Total vehicles	600,310	540,697

SPAIN
Cars

	5 mos., 1985	5 mos., 1984
Ford	113,409	116,418
General Motors	119,577	103,065
Peugeot SA	71,032	77,316
Citroen	30,904	40,727
Talbot	40,128	36,589
Renault	97,254	113,952
Seat	141,378	90,865
Total	542,650	501,616

Vans, trucks, buses

Enasa	3,623	4,360
Ford	4,984	3,898
Land Rover	8,864	4,617
Mercedes-Benz	4,346	4,879
Motor Iberica	11,419	8,079
PSA-Citroen	25,54	6,685
Renault	11,289	14,146
Seat	9,215	11,880
Setra	109	101
Total	79,394	58,645
Total vehicles	622,044	560,261

factories list auction dates

American Motors

Sept. 10—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 11—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 12—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 13—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 17—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 18—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Marion City, Ia.

Sept. 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 24—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 25—Kansas City Auto Auction, Kansas City, Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 26—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 10—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo.; NuCarPrep System, Santa Fe Springs, Calif., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.; Southern Auto Auction, Warehouse Point, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 12—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Ford Motor Co.

Sept. 10—Harrisonburg Auto Auction, Harrisonburg, Va.

Sept. 11—Columbus Fair Auto Auction, Obetz, O.

Sept. 12—Dallas Auto Auction, Dallas, and Southwest Auto Auction, Phoenix.

Sept. 18—Golden Gate Auto Auction, Fremont, Calif.

Sept. 24—Denver Auto Auction, Englewood, Colo.

Sept. 26—Big H Auto Auction, Hoston, and Arena Auto Auction, Chicago.

General Motors

Sept. 10—Denver Auto Auciton, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Sept. 11—Northstar Auto Auction, Shakopee, Minn., and Brasher's Auto Auction, Fontana, Calif.

Sept. 12—Nashville Auto Auction, Nashville, and Ohio Auto Auction, Columbus, O.

Sept. 17—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Sept. 18—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Sept. 25—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City, Mo.

Sept. 26—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

auction directory

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Used Car Sales
Auction Averages

Sept. to date	$5,172
Month ago	$5,031
Year ago	$5,020

Model Breakdown
Auction Averages

	SEPT. 1985	AUGUST, 1985	JULY, 1985
1985	$11,140	$11,068	$10,804
1984	$7,259	$7,762	$7,727
1983	$5,757	$5,923	$5,971
1982	$4,953	$5,094	$5,326
1981	$3,978	$4,228	$4,141
1980	$3,248	$3,165	$3,245
1979	$2,767	$2,585	$2,590
1978	$1,715	$2,099	$2,139
Overall Average	$4,948	$5,172	$4,815

Competition for U.S. sales 'brutal,' says Greenwald

SAO PAULO, Brazil.—Gerald Greenwald, vice chairman of Chrysler Corp., called the company's fight for a share of the U.S. auto market "brutal," and said Chrysler must meet competition worldwide to protect the jobs of 116,000 workers employed in its North American operations

Speaking to an association of Brazilian auto parts manufacturers, Greenwald said the lifting of quotas on Japanese cars means "we now have a completely internationalized market in America. Everybody is competing freely in the U.S.—the domestics, the Japanese, the Germans, the Koreans." "The competition is more than intense, it's brutal," he said. "The U.S. Government estimates that by 1988 foreign nameplates of all kinds, including captive imports and joint-venture vehicles, will have up to 43 percent of the U.S. market."

Greenwald said Chrysler has added 35,000 jobs in the last 48 months. "Almost all of them—all but about 1,000—have been blue-collar jobs," he said.

Greenwald said Chrysler established its International Business Development Group in May to help it compete worldwide by "scouring the world for the absolutely best cost, quality and delivery for parts and components to support our North American assembly operations.

Greenald and Stephan Sharf, Chrysler's executive vice president in charge of the International Business Development Group, are in Brazil to meet with local auto parts manufacturers and government officials.

State profits from auto auction

HARRISBURG, Pa.—The State of Pennsylvania took in $275,000 in one day when 209 old police cruisers, state vehicles and cars seized by law enforcement authorities were auctioned.

The main attractions were cars seized in a drug raid—a 1979 Corvette which was sold for $8,300, and a 1978 Porsche which went for $5,050.

Only one vehicle, a specially built truck used to paint traffic lines on highways, did not sell because no one offered to meet the minimum bid required by the state. Such unusual trucks routinely cost the state $100,000 when new, and the state asked for a minimum bid of $10,000.

Manheim lane opening

Members of the ribbon-cutting party for Manheim Auto Auction's seventh lane opening in Manheim, Pa., arrive by horse-drawn wagon. They are, from left: Jake Ruhl, Art Walters, Chuck Roop, Fritz Cassel and Ed Reese. Ruhl and Walters are two of the original owners of Manheim; Cassel and Reese are retired Manheim general managers, and Roop has been an auctioneer at the site for 28 years.

Market share highest in 21 months

Import registrations rise for June

By Jenny L. King
Detroit Reporter

Registrations of new imported cars in the U.S. in June carved out their biggest share of the total market in 21 months, reflecting the slowed pace of domestic new-car sales compared with a much faster clip for most imports.

First-half import registrations were up 9.29 percent in number and added a percentage point to their piece of the market.

According to figures from R.L. Polk & Co., 256,047 imports were registered in June, representing a 14.33-percent increase over the 223,948 for the same month a year earlier.

With the domestic market experiencing a flat growth rate, import increases caused them to move up to 27.74 percent from 24.14 percent of the month's market.

After six months, the import registration total was up 9.29 percent, to 1,309,811 from 1,198,428. The imports' market share moved to 24.91 percent from 23.90 percent a year earlier.

Toyota was back on top in June, dislodging Nissan from the first-place ranking it held in June, 1984, and gaining 0.76 percentage points over its 1984 share of 20.44 percent. Nissan slipped into second place and simultaneously lost 0.86 percentage points.

Honda was third, losing 0.64 percentage points as it dropped to 18.12 percent from 18.76 percent. It was only the second time this year that Honda failed to earn first place. Registration numbers include both imported cars and those assembled at the Honda plant in Marysville, O.

Volkswagen, also a domestic-import figure, edged up 0.03 percentage points as it maintained its hold on fourth place June to June. Mazda was fifth, down 0.06 percentage points, followed by Subaru, down 0.19 percentage points and Volvo, down 0.42 percentage points.

BMW moved into eighth place from ninth a year earlier, Mercedes climbed into ninth from 10th and Audi dropped to 10th from eighth.

Ten imports accounted for 88.82 percent of the market, down from 90.60 percent in June, 1984.

It may have been third in June, but for the first half of 1985 Honda had enough registrations to be first among the imports, with 19.98 percent of the import market, up from 19.66 percent in 1984. Toyota was second at 18.87 percent, a decline of 0.14 percentage points.

Third-place Nissan was off 0.64 percentage points, to 18.08 percent from 18.72 percent. Next was VW, down 0.27 percentage points, followed by fifth-place Mazda, down 0.03 percentage points.

Subaru, Volvo, Mercedes and Audi all slipped in share of the market; BMW was up 0.18 percentage points and moved into ninth from 10th place.

The top 10 makes claimed 88.37 percent of the 1985 first-half market, down from 89.87 percent a year earlier.

Japanese-built cars accounted for 70.70 percent of the June import registrations, up from 70.69 percent in 1984. The West German portion was 13.89 percent, up from 13.48 percent, while U.S. imports grew to 8.77 percent from 8.20 percent. Totals by country of manufacture were:

	June, 1985	June, 1984
Japan	181,019	158,313
W. Germany	35,563	30,184
United States	22,446	16,364
Sweden	12,863	12,053
Great Britain	1,777	1,655
France	1,790	2,757
Italy	629	580
Ireland	0	42
TOTAL	256,047	223,948

First-half registrations included 69.88 percent Japanese-built, 14.17 percent German-built and 8.73 percent U.S.-built. Totals by country of origin for the first six months 1985 vs. 1984 were as follows:

	6 Mos. 1985	6 Mos. 1984
Japan	915,304	841,151
W. Germany	185,650	184,979
United States	114,354	97,280
Sweden	68,983	67,448
France	12,431	15,567
Great Britain	9,545	8,911
Italy	3,544	2,871
Ireland	0	221
TOTAL	1,309,811	1,198,428

Registrations of imported trucks increased 20.14 percent June to June, to 75,625 from 62,950. Totals from the major makers included:

	June, 1985	June, 1984
Toyota	30,252	23,503
Nissan	19,035	17,038
Mazda	9,558	9,000
Isuzu	6,002	4,550
Others	10,778	8,859
TOTAL	75,625	62,950

First-half registrations for imported trucks were 31.87 percent ahead of the previous year, adding to 452,289 compared with 342,991. The top four makers, Toyota, Nissan, Mazda and Dodge, maintained their same one-through-four order, though Mazda truck sales declined year to year.

Toyota was up 35.31 percent, Nissan increased 30.23 percent, Mazda dropped 8.78 percent and Dodge Ram 50 sales were up 74.59 percent. The breakout included:

	6 Mos. 1985	6 Mos. 1984
Toyota	170,492	126,001
Nissan	128,281	98,502
Mazda	51,258	56,192
Dodge Ram 50	35,142	20,128
Others	67,116	42,168
TOTAL	452,289	342,991

Campbell elected

EDMONDS, Wash.—Robert Campbell, Campbell-Nelson Volkswagen, has been elected chairman of the Pacific Northwest Volkswagen Dealer Advisory Council. Pete Lovely, Lovely Volkswagen, Inc., Tacoma, has been named vice chairman.

MARKET SHARES

6 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.75	15.92	−1.17
Ford	13.39	12.58	+0.81
Oldsmobile	10.04	11.15	−1.11
Buick	8.16	9.01	−0.85
Pontiac	7.18	6.85	+0.33
Honda	4.98	4.70	+0.28
Mercury	4.97	5.03	−0.06
Toyota	4.70	4.54	+0.16
Nissan	4.50	4.47	+0.03
Dodge	4.33	3.58	+0.75
Plymouth	3.41	2.86	+0.55
Chrysler	3.40	2.97	+0.43
Cadillac	2.70	2.97	−0.27
VW	1.67	1.66	+0.01
Mazda	1.57	1.52	+0.05
Lincoln	1.48	1.34	+0.14
Subaru	1.35	1.38	−0.03
AMC	1.28	1.84	−0.56
Volvo	0.95	1.01	−0.06
Mercedes	0.82	0.79	+0.03
BMW	0.78	0.70	+0.08
Audi	0.69	0.71	−0.02
Other Imports	2.90	2.42	+0.48
Misc. Dom.	0.00	0.00	−0.00
TOTAL	5,258,967	5,015,409	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

TOP CARS

U.S. registrations for Six Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position	Make	1984 Position
1— 775,684	Chevrolet	798,402 — 1
2— 704,232	Ford	630,952 — 2
3— 527,754	Oldsmobile	559,353 — 3
4— 428,861	Buick	451,988 — 4
5— 377,770	Pontiac	343,577 — 5
6— 261,689	Honda	235,660 — 7
7— 261,572	Mercury	251,963 — 6
8— 247,083	Toyota	227,775 — 8
9— 236,748	Nissan	224,311 — 9
10— 227,574	Dodge	179,283 —10
11— 179,558	Plymouth	143,556 —13
12— 178,858	Chrysler	149,102 —11
13— 142,107	Cadillac	148,939 —12
14— 87,702	VW	83,451 —15
15— 82,702	Mazda	76,037 —16
16— 77,717	Lincoln	67,321 —18
17— 71,270	Subaru	69,265 —17
18— 67,364	AMC	92,395 —14
19— 49,827	Volvo	50,451 —19
20— 43,219	Mercedes	39,572 —20
21— 40,929	BMW	35,197 —22
22— 36,247	Audi	35,280 —21
152,395	Other Imports	121,429
105	Misc. Dom.	140
5,258,967	TOTAL	5,015,409

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.
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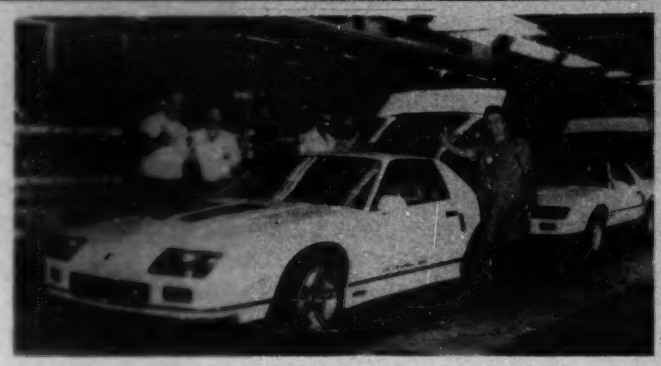
IMPORT REGISTRATION SHARES IN U.S.

	JUNE Regis., June, 1985	JUNE Percent Share of Market	JUNE Regis., June, 1984	JUNE Percent Share of Market	JUNE Pct. Pt. Change '85 vs. '84		SIX MONTHS Regis., 6 mos., 1985	SIX MONTHS Percent Share of Market	SIX MONTHS Regis., 6 mos., 1984	SIX MONTHS Percent Share of Market	SIX MONTHS Pct. Pt. Change '85 vs. '84
Toyota	53,574	20.92	45,149	20.16	+0.76	Honda	261,689	19.98	235,660	19.66	+0.32
Nissan	50,139	19.58	45,780	20.44	+0.86	Toyota	247,083	18.87	227,775	19.01	−0.14
Honda	46,400	18.12	42,007	18.76	−0.64	Nissan	236,748	18.08	224,311	18.72	−0.64
VW	17,474	6.82	15,212	6.79	+0.03	VW	87,702	6.70	83,451	6.97	−0.27
Mazda	15,106	5.90	13,342	5.96	−0.06	Mazda	82,702	6.31	76,037	6.34	−0.03
Subaru	13,185	5.15	11,948	5.34	−0.19	Subaru	71,270	5.44	69,265	5.78	−0.34
Volvo	9,333	3.65	9,118	4.07	−0.42	Volvo	49,827	3.80	50,451	4.21	−0.41
BMW	7,593	2.97	6,757	3.02	−0.05	Mercedes	43,219	3.30	39,572	3.30	−0.00
Mercedes	7,467	2.92	6,275	2.80	+0.12	BMW	40,929	3.12	35,197	2.94	+0.18
Audi	7,150	2.79	7,304	3.26	−0.47	Audi	36,247	2.77	35,280	2.94	−0.17
Others	28,626	11.18	21,046	9.40	+1.78	Others	152,395	11.63	121,429	10.13	+1.50
TOTAL	256,047		223,948			TOTAL	1,309,811		1,198,428		
Share of U.S. Total		27.74		24.14	+3.60	Share of U.S. Total		24.91		23.90	+1.01

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.



'86 IROC-Z28s roll

Plant personnel at General Motors' Van Nuys (Calif.) assembly plant give a thumbs-up sign as the first 1986 Chevrolet IROC-Z28 is completed. The IROC-Z28 is the performance version of the Chevrolet Camaro.

Chevrolet begins production of '86 Camaro IROC-Z28

VAN NUYS, Calif.—Production of the 1986 Chevrolet Camaro IROC-Z28, successor to the 1985 version that virtually sold out well before the end of the model run, began Aug. 26.

The IROC option on the Camaro Z28 was introduced in the 1985 model year, a result of Chevrolet's participation in the International Race of Champions. That series pits top-name racing drivers against one another in identically equipped, specially modified Chevrolet Camaros.

"The IROC-Z28 has been a very important car for us," said Robert D. Burger, Chevrolet general manager. "It accounts for about 10 percent of the Camaros we sell, but its image and high-performance reputation affect our entire model lineup in a positive way."

Mechanically, the additional equipment in the IROC sport package includes: Front frame reinforcement, specific steering gear valving, front suspension with specific springs, larger-diameter stabilizer bar, gas-filled Delco/Bilstein shocks and Goodyear Eagle GT tires on 16-inch aluminum wheels.

The IROC package also features: Body-color lower ground effect panels, grille-mounted fog lamps, door panel name decals and lower-body accent stripes.

Engine choices for the 1986 IROC-Z28 are the same as for 1985. A high-output, 155-HP 5.0-liter V-8 is available with the 5-speed manual transmission; a 215-HP, 5.0-liter V-8 with Tuned Port Injection is available with the 4-speed automatic transmission.

EPA asks GM to recall 82,600 cars for vapor fault

WASHINGTON.—The EPA has asked General Motors to recall approximately 82,600 1981 cars because they exceed federal emission control standards for evaporative hydrocarbons.

The request is the first of its kind because the emissions can be present even when the car's engine is not running.

The vehicles are equipped with 4.3-liter engines. Car lines are Buick Century and Regal and Pontiac Grand Prix, LeMans, Catalina, Bonneville and Firebird. EPA also included Chevrolet Malibu and Monte Carlo, but GM said those cars were not part of the order.

California cars are not included in the recall request.

EPA said it has determined that the average of vapor emissions from the cars is 6.6 grams per test, which is more than three times the 1981 federal emission standard.

A statement from GM said: "We believe that the EPA recall order . . . is premature in light of last week's petition by MVMA calling for changes in the test methods used by EPA.

"The EPA's own data shows that the test procedures now employed by the agency are causing an industry-wide problem in meeting the evaporative emissions standard."

EPA said it believes the cars fail to meet the standard because the charcoal canister, which is part of the emission control system used to trap hydrocarbon vapors, becomes overloaded and can no longer prevent the emissions from escaping into the atmosphere.

According to EPA, the charcoal canister is becoming overloaded because the amount of air being drawn over the charcoal is not sufficient to remove all of the trapped hydrocarbon vapors.

GM has 45 days to submit a recall plan or to request a public hearing, EPA said.

Evaporative hydrocarbon emissions consist of gasoline vapors that escape from a vehicle's fuel system, such as the carburetor and fuel tank. In sunlight, those vapors react with nitrogen oxides already present in the air to form ozone, or smog.

BASF completes Inmont purchase for $1 billion

HARTFORD.—BASF Aktiengesellschaft (BASF), of Ludwigshafen, West Germany, has completed its $1 billion purchase of Inmont Corp. from United Technologies Corp., based here.

Inmont, which had sales of approximately $1 billion in 1984, is a supplier of automotive finishes to original equipment manufacturers and aftermarket customers.

The BASF Group manufactures chemicals, plastics, dyestuffs and finishing agents and consumer products including coatings and pharmaceuticals.

The BASF Group also produces crude oil, natural gas, coal and refined petroleum products. Sales of the BASF Group in 1984 totaled $14.2 billion, and net income was $315 million.

Low-rate loans spark explosion

Boom time for sales: 405,080 in 10 days

Continued from Page 1

month with a 39.00-percent gain, climbing to 98,325 from 70,736. Ford Motor Co. was up 24.57 percent, to 185,523 from 148,935. General Motors had a 23.48-percent improvement, moving to 429,278 from 347,652.

AMC dropped 34.60 percent in August, to 11,465 from 17,531. Volkswagen was up 2.64 percent, to 6,561 from 6,392. Honda, still feeling the effects of the truckers' strike, slipped 18.25 percent, to 9,987 from 12,217. Nissan reported sales of 3,625 U.S.-built Sentras for the month.

GM cornered 57.64 percent of the August domestic market, up slightly from 57.61 percent a year earlier. Ford sales accounted for 24.91 percent, up from 24.68 percent. Chrysler earned 13.20 percent compared with 11.72 percent in 1984.

AMC slipped to 1.54 percent from 2.91 percent. VW was down to 0.88 percent from 1.06 percent. Honda had 1.34 percent, off from 2.02 percent, and Nissan earned 0.49 percent its first August on the domestic market.

Sales gains for U.S. makes included Plymouth up 43.68 percent; Chrysler, up 24.03 percent; Dodge, up 52.21 percent; Ford, up 29.92 percent; Mercury, up 15.81 percent, and Lincoln, up 15.32 percent.

At GM, Pontiac announced an August sales record, its numbers up 42.57 percent to 76,943 from 53,968. Buick was up 2.56 percent, Cadillac was up 3.17 percent, Chevrolet was up 25.12 percent and Oldsmobile was up 35.28 percent.

Import sales in August included records for Audi, BMW, Volvo, Saab and Jaguar. Audi was up 41.20 percent, to 6,152 from 4,357. BMW was up 85.29 percent, to 7,936 from 4,283. Volvo was up 12.04 percent, to 8,451 from 7,543. Saab was up 39.04 percent, to 3,291 from 2,367, and Jaguar was up 7.08 percent, to 1,392 from 1,300.

Other increases included Honda, up 19.99 percent; Isuzu, up 67.81 percent; Mazda, up 28.17 percent; Mercedes-Benz, up 10.27 percent; Mitsubishi, up 49.76 percent; Nissan, up 6.10 percent; VW, up 95.32 percent; Subaru, up 38.26 percent; Porsche, up 21.99 percent, and Toyota up 9.98 percent.

Domestic intermediates, with 26.86 percent, claimed the largest single piece of the market-class pie. Imports were second with 25.58 percent, followed by compacts at 16.88 percent, subcompacts at 13.97 percent, standards at 8.34 percent and luxury models at 8.37 percent.

Excluding imports, the intermediates' share of the market was 36.09 percent. Compacts had 22.68 percent, subcompacts had 18.77 percent, standards had 11.21 percent and luxuries had 11.25 percent.

Both GM and Ford reported record passenger-car sales for the final August period. GM said it was the fourth highest individual 10-day car sales period in the company's history and the best single period in more than eight years.

Ford was up 79.60 percent for the period, GM was up 73.64 percent, Chrysler was up 76.09 percent, VW was up 5.88 percent, Honda was up 0.11 percent and AMC was down 18.05 percent.

GM earned 56.94 percent of the late-August domestic market, Ford had 26.79 percent, Chrysler had 11.93 percent, AMC had 1.50 percent, VW had 0.89 percent, Honda had 1.37 percent and Nissan had 0.58 percent.

With 10 selling days in the period this year and last, the daily rate was up 70.86 percent, to 40,508 from 23,708.

Where auto market was, August, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	139,795	13.97
COMPACT	168,896	16.88
INTERMEDIATE	268,789	26.86
STANDARD	83,490	8.34
LUXURY	83,794	8.37
IMPORTS	255,931	25.58
TOTAL	1,000,695	100.00

IMPORTED CAR SALES

	August, 1985	August, 1984	8 Mos., 1985	8 Mos., 1984
Alfa Romeo	352	547	3,203	2,603
Audi	6,152	4,357	50,655	48,193
BMW	7,936	4,283	58,114	46,294
Chevrolet Spectrum	4,800	—	33,048	—
Chevrolet Sprint	1,791	1,583	12,690	6,097
Dodge Colt	1,860	3,259	19,339	21,673
Dodge Conquest	205	233	1,806	2,779
Dodge Vista	792	726	6,608	4,611
Honda	33,620	28,019	264,561	254,147
Isuzu	3,091	1,842	17,564	11,334
Jaguar	1,392	1,300	12,498	11,503
Maserati Biturbo	100	175	882	633
Mazda	19,256	15,024	122,835	113,323
Mercedes-Benz	6,614	5,998	58,219	48,867
Merkur	1,124	—	4,790	—
Mitsubishi	4,126	2,755	31,287	24,927
Nissan	51,129	46,834	355,986	333,262
Peugeot	1,496	1,647	10,933	12,892
Plymouth Colt	1,876	2,904	18,394	19,039
Plymouth Conquest	207	237	1,756	2,435
Plymouth Vista	805	725	6,529	4,373
Porsche	1,664	1,364	15,969	13,930
Renault	476	1,301	5,216	8,901
Saab	3,291	2,367	27,270	23,173
Subaru	16,548	11,969	110,616	105,616
Toyota	63,298	57,556	415,983	378,976
Volkswagen	13,479	6,901	94,656	74,377
Volvo	8,451	7,543	76,999	74,699
TOTAL	255,931	211,449	1,839,288	1,648,657

U.S. CAR SALES BY MARKETING UNITS

	August, 1985	August, 1984	8 Mos., 1985	8 Mos., 1984
Chevrolet	154,935	120,141	1,153,856	1,133,050
Ford	120,610	92,832	958,340	861,304
Oldsmobile	100,137	74,022	758,038	773,879
Pontiac	76,943	53,968	542,463	497,289
Buick	76,262	74,360	603,889	647,328
Toyota	63,298	57,556	415,983	378,976
Nissan	54,754	46,834	370,422	333,262
Mercury	51,706	43,676	372,471	357,022
Honda	43,607	40,236	366,937	341,658
Dodge	40,577	29,000	333,128	278,374
Chrysler	34,228	27,596	251,952	220,321
Plymouth	29,265	22,224	259,261	222,816
Cadillac	27,592	26,744	201,953	219,217
VWoA	26,192	19,107	198,030	194,011
Mazda	19,256	15,024	122,835	113,323
Subaru	16,548	11,968	110,616	105,615
Lincoln	14,331	12,427	106,664	102,363
AMC—Renault	11,941	18,832	91,251	146,451
Volvo	8,451	7,543	76,999	74,699
BMW	7,936	4,283	58,114	46,294
Mercedes	6,614	5,998	58,219	48,867
Mitsubishi	4,126	2,755	31,287	24,927
Saab	3,291	2,367	27,270	23,173
Isuzu	3,091	1,842	17,564	11,334
Porsche	1,664	0	15,969	0
Peugeot	1,496	1,647	10,933	12,892
Jaguar	1,392	1,300	12,498	11,503
Alfa Romeo	352	547	3,203	2,603
Maserati Biturbo	100	175	882	633
TOTAL	1,000,695	814,912	7,532,244	7,182,575

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi, and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

Dawkins to head truck programs for Chrysler

DETROIT.—Dale E. Dawkins, who left a vice presidency at American Motors early last month to join Chrysler Corp. (Automotive News, Aug. 5), has been named Program Management Director of Truck Programs at Chrysler.

In his new job, Dawkins will be in charge of the company's full line of truck programs, including minivans and wagons, full-size pickups, sport utility vehicles, full-size vans and wagons, full-size diesel trucks and new trucks approved for production, such as the Dakota N-body mid-size pickup.

Dawkins will report to L. Donald Gschwind, vice president of Program Management at Chrysler.

As AMC's vice president—environmental and safety affairs since June, 1983, Dawkins was responsible for vehicle environmental and safety matters, product analysis, corporate energy management and industrial safety and hygiene.

From 1979 to 1983, he was vice president of AMC's Product Group, which included responsibility for engineering, styling and product planning. From 1977 to 1979 he was vice president of the Marketing Group, which included North American sales and marketing.

Dawkins joined AMC in 1971 after 10 years with Chrysler and four years with Chevrolet.

Toyota U.S. unit in Eurodollar mart

TOYOTA CITY, Japan.—Toyota Motor Corp.'s newly created U.S. financing subsidiary, Toyota Motor Credit Co., will issue about $100 million in five-year straight corporate bonds on the Eurodollar market to secure funds to lend to dealers.

Industry sources consider the bond issue the initial step in a plan to beef up Toyota's U.S. dealer network to handle the cars to be produced at its new U.S. plant starting in 1988.

This will be the first bond issue on the Eurodollar market by a U.S. subsidiary of a Japanese firm.

DOMESTIC CAR SALES

	Aug. 21. to Aug. 31, 1985	Same Period, 1984	August, 1985	Same Month, 1984	Jan. 1 to Aug. 31, 1985	Same Period, 1984
Alliance	0	0	6,019	10,139	48,473	73,386
Encore	0	0	4,122	6,138	29,845	50,790
Total Renault	0	0	10,141	16,277	78,318	124,176
Eagle	0	0	1,324	1,254	7,721	13,374
Total AMC	0	0	1,324	1,254	7,721	13,374
AMERICAN MOTORS	6,065	7,401	11,465	17,531	86,039	137,550
Horizon	3,594	2,422	6,567	5,849	60,253	52,650
Turismo	2,216	1,657	4,422	4,125	39,341	33,327
Reliant	5,460	2,678	12,277	7,035	95,124	99,005
Caravelle	959	41	2,070	46	23,698	46
Plymouth	309	514	1,041	1,303	14,166	11,941
Total Plymouth	12,538	7,312	26,377	18,358	232,582	196,969
Laser	2,743	1,654	4,420	3,925	37,625	38,052
LeBaron K	2,795	2,793	7,348	7,861	60,938	69,512
LeBaron GTS	3,800	0	7,069	0	46,987	0
Cordoba	0	0	0	0	0	124
Fifth Avenue	6,462	2,862	10,478	9,382	69,158	56,854
E-Class	0	1,021	0	2,356	18,318	21,118
New Yorker	1,894	1,795	4,913	4,072	18,629	34,661
Total Chrysler	17,694	10,125	34,228	27,596	251,655	220,321
Omni	3,020	2,123	5,574	5,138	51,144	45,836
Charger	2,558	1,811	4,989	4,486	42,352	36,705
Daytona	2,901	1,292	4,703	3,111	36,133	31,291
Aries	4,568	2,365	10,783	5,656	79,010	75,889
Lancer	2,739	0	4,895	0	32,867	0
Dodge 400-600	0	745	0	1,918	3,012	17,085
Diplomat	774	716	2,531	2,053	26,167	17,872
Mirada	0	0	0	0	0	250
Dodge 600	1,545	961	4,245	2,420	34,690	24,383
Total Dodge	18,105	10,013	37,720	24,782	305,375	249,311
CHRYSLER CORP.	48,337	27,450	98,325	70,736	789,612	666,601
EXP	516	826	996	2,284	16,637	19,375
Escort	23,413	10,073	38,286	25,470	269,453	231,524
Mustang	6,884	4,348	12,457	10,600	109,972	90,897
Tempo	14,096	8,357	22,684	19,191	197,894	169,689
Thunderbird	9,666	4,595	16,316	10,828	112,842	104,012
LTD	8,574	4,762	15,335	12,559	197,962	130,036
Crown Victoria	8,674	4,201	14,536	11,900	113,580	115,771
Total Ford Division	71,823	37,162	120,610	92,832	958,340	861,304
Lynx	5,862	1,896	9,204	4,841	56,824	44,141
Topaz	3,229	2,552	5,127	6,013	52,285	48,902
Cougar	7,399	4,782	12,845	10,900	81,199	80,379
Capri	992	444	1,694	1,254	10,946	12,752
Marquis	4,141	3,643	7,989	8,956	66,221	71,520
Grand Marquis	7,335	4,378	13,723	11,712	94,386	99,328
Total Mercury	28,958	17,695	50,582	43,676	367,681	357,022
Continental	929	1,434	2,265	2,865	19,508	22,481
Lincoln	6,094	3,482	10,568	7,884	73,930	56,846
Mark VII	719	651	1,498	1,678	13,557	23,036
Total Lincoln	7,742	5,567	14,331	12,427	106,995	102,363
Total L-M Division	36,700	23,262	64,913	56,103	474,676	459,385
FORD MOTOR COMPANY	108,523	60,424	185,523	148,935	1,433,016	1,320,689
Skyhawk	2,196	3,946	5,954	11,860	61,835	89,908
Skylark	349	2,138	1,146	6,326	52,263	69,138
Somerset Regal	3,675	0	7,519	0	67,444	(0)
Century	13,481	6,160	24,524	17,405	156,514	145,700
Regal	7,499	4,903	13,269	14,536	76,423	136,628
LeSabre	3,405	4,523	8,250	13,885	95,429	109,925
Electra	6,223	3,078	11,459	6,812	57,753	61,250
Riviera	1,690	1,209	4,141	3,536	36,228	34,779
Total Buick	38,518	25,957	76,262	74,360	603,889	647,328
Cimarron	1,475	755	2,528	1,680	15,587	12,691
Seville	872	1,016	2,080	2,460	21,100	23,919
Cadillac	9,894	7,340	18,909	17,460	121,708	136,606
Eldorado	1,767	2,057	4,075	5,144	43,558	46,001
Total Cadillac	14,008	11,168	27,592	26,744	201,953	219,217
Chevette	8,429	5,430	15,359	12,622	88,512	124,053
Nova	1,735	0	3,935	0	11,174	0
Cavalier	23,143	12,014	40,750	31,495	301,938	263,422
Citation	1,401	1,970	2,713	4,560	39,024	69,378
Camaro	11,572	7,234	21,821	17,404	147,156	146,322
Celebrity	19,663	8,540	34,493	21,883	247,766	228,691
Malibu	0	0	0	0	0	881
Monte Carlo	3,246	3,299	7,059	8,237	77,408	90,875
Chevrolet	10,770	7,901	19,785	20,145	169,471	184,561
Corvette	1,038	943	2,429	2,212	25,669	18,761
Total Chevrolet	80,997	47,331	148,344	118,558	1,108,118	1,126,953
Firenza	1,050	1,822	2,528	4,640	36,389	44,398
Omega	0	709	0	2,292	0	31,307
Calais	6,588	0	11,579	0	87,531	0
Cutlass Ciera	16,824	7,172	30,599	18,609	231,425	182,732
Cutlass Supreme	13,817	5,618	23,805	16,113	153,467	230,651
Olds 88	6,851	7,312	15,734	20,256	144,692	191,116
Olds 98	7,237	3,658	13,229	9,074	80,798	65,911
Toronado	1,181	1,201	2,663	3,036	23,725	27,764
Total Oldsmobile	53,548	27,492	100,137	74,022	758,027	773,879
Fiero	4,545	3,148	8,927	8,560	68,155	72,954
1000	1,184	968	2,099	2,501	15,286	19,557
Sunbird	7,171	4,577	11,992	11,191	82,302	90,635
Phoenix	0	419	0	1,052	896	10,974
Firebird	4,895	3,509	9,628	8,637	74,621	74,476
Grand Am	5,278	0	7,507	0	70,202	0
6000	9,642	2,430	17,359	6,990	108,959	87,786
Bonneville	2,702	1,745	5,038	4,724	36,307	49,042
Grand Prix	3,800	2,004	6,503	5,268	39,739	53,288
Parisienne	4,359	2,084	7,890	5,025	45,996	38,575
Total Pontiac	43,576	20,884	76,943	53,968	542,463	497,289
GENERAL MOTORS	230,647	132,832	429,278	347,652	3,214,461	3,264,666
VOLKSWAGEN	3,619	3,424	6,561	6,396	52,719	56,901
HONDA	5,553	5,547	9,987	12,217	102,376	87,511
NISSAN	2,336	0	3,625	0	14,436	0
DOMESTIC TOTAL	405,080	237,078	744,764	603,463	5,692,956	5,533,918
IMPORT TOTAL			255,931	211,449	1,839,288	1,648,657
INDUSTRY TOTAL			1,000,695	814,912	7,532,244	7,182,575

Plans of assembly plant moving ahead

GM, Suzuki study Canada venture

TOKYO.—General Motors and Suzuki Motors, Ltd., already involved in a joint venture in Japan, are planning a major automotive plant in Canada.

Reports about the GM-Suzuki Canadian joint venture have been confirmed by sources close to Sinclair Stevens, Canada's minister of regional and industrial expansion, who conferred with officials of Asian automotive firms planning to build plants in Canada.

In addition to Suzuki, Stevens talked here with Toyota Motor Corp. and Hyundai Motor Co., of South Korea. Both companies already have announced plans to build assembly plants in Canada.

During his visit with Osamu Suzuki, Suzuki president, Stevens reportedly was told that Suzuki and GM have nearly completed a feasibility study on a major Canadian auto production plant which could represent $400 million (Canadian dollars) or more in investment.

The sources, quoted by Kyodo News Service, said there are still obstacles to overcome before the 50-50 Suzuki-GM joint venture can be confirmed. However, they hinted that if Canada offers facilities where the firms could build small cars at costs similar to those in Japan, the biggest Asian investment yet would follow.

The Suzuki-GM plant would produce a car in the 1,000-cc class for sale in both Canada and the U.S. A firm announcement on the Suzuki-GM venture is expected by mid-autumn, with production scheduled for 1988-1989, about the same time the Toyota and Hyundai plants launch production.

It was noted that the Suzuki-GM plant, if built, would generate additional benefits for the Canadian auto industry as a whole because in Japan Suzuki buys 75 percent of the components for its cars from outside sources.

Still impeding the venture, according to the sources, are questions regarding production costs, and labor and financial incentives which could be offered to make sure the plant was competitive with similar operations in Japan.

If the costs of all the projects outlined to Stevens, including the assembly facility Honda Motor Co., Ltd., is building in Alliston, Ont., were added together, it was noted that the total direct investment in the Canadian auto industry from Asian manufacturers would be close to one billion Canadian dollars.

August output is 552,673, on a par with 1984 total

August auto production of 552,673 units was about the same as (down 0.79 percent) the year-ago month's 557,060—which was the highest production for that month since the 614,493 cars assembled in August, 1955.

Estimated domestic auto production of 121,102 last week fell 10.64 percent from the previous week's 135,522 because of the Labor Day holiday.

Last week's output was 4.73 percent better than the year-ago week's 115,632.

Year-to-date, 5,697,117 cars have been built, 4.09 percent more than the 5,473,402 finished last year at this point.

Companies shared last week's estimated auto output as follows: General Motors, 57.84 percent; Ford Motor Co., 20.24 percent; Chrysler Corp., 16.10 percent, American Motors, 1.85 percent; Honda of America Mfg. Co., 1.86 percent; New United Motor Mfg., Inc., 1.26 percent, and Nissan Motor Mfg. Co., U.S.A., 0.85 percent.

Volkswagen of America's Westmoreland (Pa.) plant was closed for changeover last week.

GM plants in Pontiac (G-cars) and Lansing (Nos. 1 and 2) worked two overtime shifts Saturday (Sept. 7).

Chrysler has scheduled two nine-hour daily shifts this week (Sept. 9) at its plant in St. Louis (No. 2).

Ford also has scheduled daily overtime this week at the following plants: Chicago, Dearborn, Kansas City and Lorain, O.

Wood is silver

BETHEL, Vt.—Newall Wood, owner of Valley Motor Sales, Inc., has received Chevrolet's 25-year-dealer award.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 7, 1985	Week Ended Sept. 8, 1984	Week Ended Aug. 31, 1985	Aug. Total	Jan. 1 to Sept. 8, 1984	Jan. 1 to Sept. 7, 1985
AMERICAN MOTORS	328	488	410	1,228	15,153	7,049
FORD MOTOR	9,015	7,261	11,362	46,586	299,841	341,075
GENERAL MOTORS	11,315	7,755	12,616	39,623	418,628	366,634
VOLVO	225	179	225	315	7,112	6,906
Total Cars, Canada	20,883	15,683	24,613	87,752	740,734	721,664

U.S. TRUCK PRODUCTION☆

	Week Ended Sept. 7, 1985	Week Ended Sept. 8, 1984	Week Ended Aug. 31, 1985	Aug. Total	Jan. 1 to Sept. 8, 1984	Jan. 1 to Sept. 7, 1985
CHEVROLET	19,035	16,433	21,379	93,503	694,535	812,652
DODGE	4,500	4,315	4,616	17,590	140,712	147,998
FORD	21,473	20,828	24,350	102,835	806,604	813,307
GMC	5,835	5,680	7,198	30,023	226,061	255,357
INTERNATIONAL	1,328	1,265	1,642	5,249	52,220	52,540
JEEP	4,400	2,717	5,927	25,641	129,071	143,533
NISSAN	2,032	1,514	2,508	11,229	65,159	73,001
AM GENERAL	50	40	50	220	1,810	1,740
MISCELLANEOUS	2,000	800	2,000	8,800	36,000	64,803
Total Trucks, U.S.	60,653	53,592	69,670	295,090	2,152,172	2,364,931

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 7, 1985	Week Ended Sept. 8, 1984	Week Ended Aug. 31, 1985	Aug. Total	Jan. 1 to Sept. 8, 1984	Jan. 1 to Sept. 7, 1985
CHRYSLER	7,324	6,694	8,487	27,722	244,159	272,435
FORD	2,888	2,415	3,038	13,190	104,288	111,031
GENERAL MOTORS	4,824	5,225	5,806	15,257	198,499	195,064
INTERNATIONAL	184	175	229	765	5,506	7,306
Total Trucks, Canada	15,220	14,509	17,560	56,934	552,452	585,836
N. American Trucks	75,873	68,101	87,230	352,024	2,704,624	2,950,767

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck makers set record for August output

Domestic truck makers recorded their highest August production ever, according to company totals: 295,090 units, topping the 283,549 built in August, 1977.

Last month's output was 11.04 percent better than the year-ago month's 265,740.

Estimated production of 60,653 trucks last week was down 12.94 percent from the previous week's 69,670, because of Labor Day, but was 13.18 percent better than the year-ago week's 53,592.

So far this year, 2,364,931 trucks have been assembled, 9.89 percent more than the 2,152,172 finished last year at this point.

American Motors announced that August production of 25,641 Jeeps was a record for the company.

The previous record of 25,317 Jeeps built in March, 1979, included output at both Toledo and Brampton, Ont. All Jeeps are now produced in Toledo.

General Motors' Janesville (Wis.) and St. Louis plants worked two overtime shifts Saturday (Sept. 7).

Ford Motor Co. plants working overtime this week (Sept. 9) are: Kansas City; Lorain, O.; Wayne, Mich., and Norfolk.

Ford's Lorain plant is scheduled to work overtime Saturday (Sept. 14).

Chrysler Corp.'s Warren (Mich.) plant was scheduled to work two overtime shifts Saturday (Sept. 7).

The Warren plant is slated for two nine-hour daily shifts this week.

Canadian cars post best August production ever

August production of 87,752 cars in Canada was the highest ever for that month, topping the former record of 79,424 set in August, 1976.

Last month's output was 17.16 percent more than the 74,897 cars built during the year-ago month.

Because of Labor Day downtime, last week's scheduled production of 20,883 cars was down 15.15 percent from the previous week's 24,613.

Last week's output was 33.16 percent better than the year-ago week's 15,683.

So far this year, 721,664 cars have been completed, 2.57 percent fewer than the 740,734 built last year at this time.

Truck makers assembled 56,934 trucks during August, 12.93 percent fewer than the 65,386 completed in the year-ago month.

Because of the holiday, last week's output was down 13.33 percent from the previous week's 17,560, but was 4.90 percent more than the 14,509 for the year-ago week.

Year-to-date, 585,836 trucks have been assembled, 6.04 percent more than the 552,452 completed last year at this point.

Chrysler dividend is 25 cents again

DETROIT.—Chrysler Corp. directors have declared a dividend of 25 cents per share, payable Oct. 15 to shareholders of record on Sept. 16.

The dividend has been 25 cents since the third quarter of 1984.

U.S. CAR PRODUCTION

	Week Ended Sept. 7, 1985	Week Ended Sept. 8, 1984	Week Ended Aug. 31, 1985	Aug. Total	Jan. 1 to Sept. 8, 1984	Jan. 1 to Sept. 7, 1985
AMERICAN MOTORS	2,250	3,907	2,864	12,467	135,549	78,102
Renault Total	2,250	3,907	2,864	12,467	135,549	78,102
Alliance	1,580	2,544	2,069	8,873	75,212	49,876
Encore	670	1,363	795	3,594	60,337	28,226
CHRYSLER CORP.	19,500	19,987	22,995	49,007	839,342	895,210
Plymouth Total	6,200	6,449	6,795	16,151	249,709	260,641
Horizon	2,400	3,161	2,882	8,846	108,751	101,476
Reliant	3,100	2,449	3,153	5,753	118,134	113,837
Caravelle	500	591	534	1,051	8,092	33,220
Gran Fury	200	248	226	501	14,732	12,108
Chrysler Total	5,800	6,127	7,153	13,496	278,822	292,160
LeBaron	600	1,397	691	1,244	81,901	64,885
LeBaron GTS	1,900	0	2,196	2,908	0	65,314
Laser	700	886	967	1,864	49,220	36,954
New Yorker/E-Class	800	1,219	972	2,210	67,446	46,549
Fifth Avenue	1,800	2,625	2,307	5,270	80,255	78,458
Dodge Total	7,500	7,411	9,047	19,360	310,811	342,409
Omni	1,900	3,011	2,627	7,947	102,535	98,412
Aries	2,600	1,993	2,841	5,222	93,857	94,869
Daytona	700	762	740	1,417	36,530	33,591
Dodge 600	700	970	846	1,560	52,310	44,851
Lancer	1,100	0	1,334	1,796	0	45,703
Diplomat	500	675	659	1,418	25,579	24,983
FORD MOTOR	24,510	28,498	32,316	139,859	1,204,363	1,145,301
Ford Division	16,775	20,073	21,837	93,262	779,074	760,623
Escort	4,809	5,768	6,792	32,983	237,913	226,546
Mustang	3,316	1,839	4,138	14,309	94,390	122,031
LTD	3,067	4,746	3,487	15,768	150,903	145,974
Thunderbird	2,680	2,640	3,424	12,698	103,246	125,605
Crown Victoria	0	1,380	0	0	56,295	7,122
EXP	0	877	0	0	26,203	3,863
Tempo	2,903	2,823	3,996	17,504	110,124	129,482
L-M Division	7,735	8,425	10,479	46,597	425,289	384,678
Mercury Total	5,704	7,354	7,192	31,183	309,530	273,132
Lynx	835	1,323	1,120	6,083	47,523	49,975
Capri	299	163	373	1,424	11,374	13,033
Marquis	1,173	1,626	1,761	8,217	80,240	73,180
Cougar	2,140	2,221	2,738	10,114	77,668	92,425
Grand Marquis	0	1,494	0	0	63,684	4,733
Topaz	1,257	527	1,200	5,345	29,041	39,786
Lincoln Total	2,031	1,071	3,287	15,414	115,759	111,546
Continental	281	197	452	2,140	26,449	18,172
Lincoln	1,528	758	2,465	11,561	69,465	81,010
Mark VI/VII	222	116	370	1,713	19,845	12,364
GENERAL MOTORS	70,060	60,821	71,341	322,630	3,145,497	3,359,812
Buick Total	15,626	15,816	17,235	69,032	688,913	696,614
Skylark	0	2,351	0	0	72,677	40,953
Skyhawk	1,288	1,514	1,591	6,158	100,948	74,453
Somerset Regal	2,348	547	2,318	10,555	2,304	83,943
Century	5,298	3,673	5,202	21,349	155,761	187,734
Regal	3,235	2,117	2,881	10,083	138,109	91,961
LeSabre/Electra (rwd)	408	3,129	434	3,956	146,511	88,402
Riviera	45	874	1,137	5,237	35,690	45,340
Electra(fwd)	3,004	1,611	3,672	11,694	36,913	83,828
Cadillac Total	2,788	5,542	4,994	19,577	230,004	246,282
Cimarron	4	282	0	1,100	12,195	19,080
Seville	40	564	692	3,142	27,010	27,269
Eldorado	48	1,256	1,363	6,178	53,833	51,802
Cadillac (rwd)	102	774	0	726	88,895	30,151
DeVille (fwd)	2,594	2,666	2,939	8,431	48,071	117,980
Chevrolet Total	23,381	22,826	24,977	102,911	1,080,273	1,127,918
Chevette	1,972	2,377	2,635	12,576	130,582	112,888
Cavalier	7,484	7,416	9,117	36,862	290,272	340,889
Celebrity	2,953	3,927	1,564	15,002	203,762	188,706
Camaro	2,726	2,320	2,932	5,389	179,687	145,227
Citation	0	2,570	0	0	79,737	28,697
Malibu/El Camino	0	410	0	0	17,254	1,199
Monte Carlo	2,416	531	2,449	10,844	76,538	96,957
Chevrolet	5,030	2,876	5,228	18,282	78,615	181,376
Corvette	800	399	1,052	3,956	23,826	31,979
Oldsmobile Total	15,773	10,112	15,757	80,891	771,475	835,676
Omega	0	0	0	0	29,289	0
Firenza	916	1,179	1,306	4,232	49,718	44,514
Cutlass Supreme	4,492	2,611	4,319	17,283	189,107	159,675
Cutlass Ciera	4,181	732	4,711	24,477	187,561	246,654
88/98 (rwd)	160	1,165	0	10,532	234,859	159,405
Olds 98 (fwd)	3,052	2,331	2,106	8,188	46,627	95,859
Calais	2,940	1,423	2,631	13,059	2,890	102,939
Toronado	32	671	684	3,120	31,424	27,170
Pontiac Total	12,492	6,525	8,378	50,219	374,832	453,322
Acadian**	0	124	252	649	11,440	9,279
2000 Sunbird	2,136	2,300	1,746	11,632	102,222	97,138
1000	960	549	481	1,717	28,459	17,612
Firebird	1,445	1,247	993	2,932	83,053	77,585
Phoenix	0	0	0	0	14,116	0
6000	576	0	511	4,244	0	36,813
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	1,736	0	1,258	4,905	20,519	51,454
Fiero	1,014	1,928	1,436	10,474	84,329	76,816
Grand Am	3,725	377	1,701	13,665	961	86,625
HONDA	2,238	2,292	2,765	9,105	92,559	105,062
NISSAN	1,024	0	1,341	5,697	0	20,600
NUMMI (Nova)*	1,520	0	1,900	8,172	0	29,194
VOLKSWAGEN	0	127	0	5,736	56,092	63,836
Total Cars, U.S.	121,102	115,632	135,522	552,673	5,473,402	5,697,117
Total Cars, Canada	20,883	15,683	24,613	87,752	740,734	721,664
N. American Cars	141,985	131,315	160,135	640,425	6,214,136	6,418,781
N. American Trucks	75,873	68,101	87,230	352,024	2,704,624	2,950,767
North American Cars and Trucks	217,858	199,416	247,365	992,449	8,918,760	9,369,548

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

C2700-1

Automotive News

September 16, 1985

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Sprint wins EPA derby at 55 MPG

By Jake Kelderman
Washington Reporter

WASHINGTON.—Chevrolet's Japanese-made Sprint ER, a tiny two-door hatchback with a 3-cylinder 1-liter engine and 5-speed transmision, ran away with the EPA's fuel-economy derby this year, scoring an impressive 55 MPG in city driving and 60 MPG in highway driving.

The Sprint beat out the Honda Civic CRX HF coupe, which took top honors last year. This year, the Honda model managed 52 MPG in city driving and 57 MPG in highway driving. But while ahead of last year's figures, it could not outdo the Sprint.

Sprint is made by Suzuki Motors, of Japan, which is 5-percent owned by General Motors. Suzuki plans to begin selling vehicles on its own in the U.S., starting with the Samurai, a 4x4 sport/utility model that will debut in November. Its own version of the Chevrolet Sprint will be known as the Forsa and will arrive in the 1988 model year.

Following the Sprint ER and the Honda Civic CRX HF in the standings were the Nissan Sentra diesel at 45/50, another version of the Chevrolet Sprint at 44/50, the Suzuki Forsa at 44/50, the Chevy Sprint Plus at 44/50, the Suzuki Forsa V at 44/50, the Ford Escort FS diesel at 41/49 and automatic versions of the Chevrolet Sprint Plus and Suzuki Forsa V at 41/43.

Although is is mentioned often in the above list, the Suzuki Forsa is not available in the continental U.S. It is certified by the EPA for 1986 because it is sold in U.S. territories like Puerto and Guam.

At the bottom of the list, the Rolls-Royce Camargue managed just 8 MPG in city driving and 11 MPG on the open road.

Joining it at the low end were the Rolls-Royce Corniche II/Bentley Continental, Rolls-Royce Silver Spur Limousine and Rolls-Royce Silver Spirit/Silver Spur/Bentley Mulsanne at 9/10 MPG;

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GM greets 1986

Oldsmobile Delta 88 has front drive

The Oldsmobile Delta 88 for 1986 is an all-new entry in the sales sweepstakes. It has been switched to front drive and has a 3.0-liter V-6 engine as standard with a 3.8-liter V-6 optional. Story, other pictures on Page 36.

Appearance kit for Pontiac Fiero

For the 1986 model year, Pontiac has given its Fiero SE a black-accented aero appearance package that makes it look different from the Fiero Coupe and Sport Coupe. Story, other pictures are on Page 34.

Incentives reduce stock of new cars to a 9-month low

By Kathleen Hamilton
Assistant Managing Editor

There is only one word to explain the state of domestic new-car inventories this month: Incentives.

Incentives sliced the unit count to a nine-month low and the days-supply level to a three-month low.

Incentives accounted for declines in every market class and for just about every maker.

Because of incentives, 57 of 76 nameplates were in slimmer supply as September opened, compared with Aug. 1. Only 19 car lines had heftier supplies; the reason for 18 of them: No incentives.

There were 1,412,483 new domestic cars in stock on Sept. 1 at factories and dealerships and in transit to dealerships. That was the lowest total since Dec. 1, 1984, when there were 1,405,417. On Aug. 1, in the midst of the car carriers' strike, there were 1,579,595. On Sept. 1, 1984, the total was 1,277,484.

This month opened with an ideal 51-day supply of domestics, compared with a month-earlier total of 64 and a year-earlier level of 57. The latest days-supply level is the lowest since June 1, when there was a 50-day supply of cars.

The industry unit count traditionally declines on Sept. 1 in anticipation of the new model year that usually starts about Oct. 1. But incentives in previous years have not always been as successful as this year's round, so days-supply levels don't always fall like they did this time.

On Sept. 1, there were nine nameplates with days-supply figures of 100 or more. With one exception none of them was covered by an incentive program. Alliance was the exception, but allowance should be given: American Motors' incentive program didn't kick in until there were only eight selling days left in August. General Motors was selling cars at low interest rates or reduced prices seven days before AMC dealers were.

Alliance was also the one car line with incentives that increased its days-supply figure compared with Aug. 1.

Chrysler Corp., GM and AMC, in that order, trimmed their supplies most last month. Chrysler's days-supply figure fell by 24 days; GM's, 16; AMC's, 15; Ford Motor Co.'s, 5; Honda's (domestic only), 3, and VW's, 1. Nissan's domestic

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'Studies going on,' McDonald says

Will Opel build Cadillac Cimarron?

By Richard Feast
European Editor

FRANKFURT, West Germany.—Cadillac is said to be studying a proposal to source its 1988 Cimarron replacement from General Motors' Adam Opel subsidiary in West Germany.

There was no confirmation of the project at the auto show here last week, but Ferdinand P. Beickler, Opel chairman, admitted, "Opel will never develop another car that cannot be homologated for the U.S. market."

F. James McDonald, GM president, added, "You've got some interesting products here in Europe. There are some studies going on and there is some great potential."

Any such move must be seen against a background of the comparative sales failure of the current Cimarron and the continuing strong demand in the U.S. for prestige models imported from Europe.

Ford Motor Co. has already joined the trend with its West German-sourced Merkur—though it got off to a slow sales start in the U.S.

• The determining factor will be the exchange rate between the dollar and the deutschmark, currently hovering around 2.90 DM per dollar. A longer-range belief that 2.20 to 2.30 DM will evolve could persuade GM to press ahead, a financial source said.

The current J-car is sold in Europe as the Opel Ascona/Vauxhall Cavalier and in the U.S. as, among other things, the Cadillac Cimarron. All five of GM's car divisions in the U.S. have versions of the J-car.

That range is expected to be replaced during 1988. Given today's flexible manufacturing techniques and modular assembly systems—Opel uses them on the new Kadett—other U.S.-badged models could go down the same lines.

Indeed, some more-imminent new Opels could appeal to the North American market. They are the large V cars (Opel Rekord/Vauxhall Carlton) which will be replaced next fall. Six months later, the more-luxurious V Spe-

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Peak sales open month

The U.S. auto makers made it two in a row, notching an early-September sales record following a late-August alltime high. Sept. 1-10 domestic new-car sales of 234,867 were up 56.33 percent from the year-ago 150,240. The former record for the period was 190,493, set in 1955.

General Motors and Ford Motor Co. reported record sales. GM was up 58.84 percent to 132,514 from 83,425 last year. Four of the five GM car divisions etched records. Ford was up 61.91 percent, to 63,674 from 39,328.

Chrysler's 62.84-percent gain was the biggest among the domestics. Its sales totaled 29,622 this year vs. 18,191 in 1984. American Motors reported a 22.35-percent decline, dropping to 3,300 from 4,250.

Volkswagen was up 30.17 percent, to 1,057 from 812. Estimated sales of U.S. Honda Accords numbered 4,000, off 5.53 percent from 4,234, and sales of U.S. Nissans were estimated at 700.

GM earned 56.42 percent of the market; Ford had 27.11 percent; Chrysler had 12.61 percent; AMC had 1.41 percent; Honda had 1.70 percent; Volkswagen had 0.45 percent, and Nissan had 0.30 percent.

Results fall short of Reagan Administration's goals

Japanese buying mission: High hopes fizzle

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A much-ballyhooed Japanese auto industry buying mission that met with American auto parts companies in Chicago late last month seems to have been long on style but short on substance.

The high-ranking delegation did announce that it had met with representatives of 252 U.S. suppliers, with sample orders or quotations being requested on 108 products.

However, the same officials stressed to representatives of the Automotive Parts and Accessories Assn. and the U.S. Commerce Department that the products contracted for as a result of the buying mission would be intended almost exclusively for U.S. distribution.

That means U.S.-made automotive products will in all likelihood not find their way into the Japanese home market, where most U.S. trade observers believe real trade progress must occur.

Reagan Administration trade negotiators have repeatedly emphasized to the Japanese that smooth trading relations between the two nations depend on greater market access for American goods. A Commerce Department official said that a Japanese practice of buying U.S. auto parts for redistribution only in this country would be short of the Administration's goals.

The Japanese auto industry buying mission went to Chicago for the APAA show, which was held Aug. 26-28. The trade show had been long planned, while the mission was speedily arranged after a July meeting in this country between Commerce Secretary Malcolm Baldridge and Japanese Trade Minister Kejio Murata.

Although followup meetings are planned with additional U.S. auto parts manufacturers, the importance of the Japanese trade visit is being questioned because of the mission's willingness to meet only with U.S. manufacturers of "low-technology" goods of the most inexpensive and least labor-intensive variety.

The Japanese manufacturers were described by show participants as being "reluctant" to meet with manufacturers of more sophisticated and expensive components. One exhibitor complained that "if your products were not on

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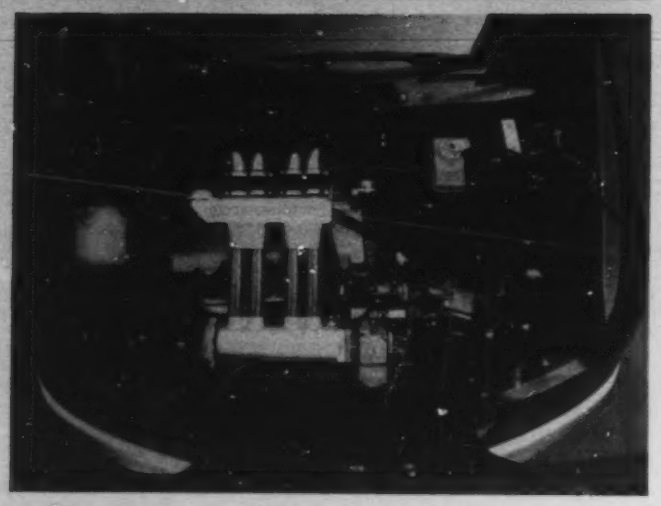
NEWSPAPER



High-tech Eltec

Ford of Europe's high-tech research vehicle, the Eltec, is a front-drive, five-door sedan bristling with electronic controls. The power plant is a light-alloy four-cylinder 1.3-liter engine. The body is reminiscent of recent Ford thinking as far as front and rear-end treatments are concerned, and the interior treatment could be out of one of today's cars. Eltec has flush-fitting glass, an electronically controlled sunroof and deployable underbody aerodynamics components.

Decision on Canadian site due this month

Will Hyundai build a U.S. plant?

By Richard Johnson
Detroit Reporter

Hyundai Motor Co., the South Korean auto maker which plans to produce cars in Canada before the end of the decade, may soon consider building an auto assembly plant in the U.S.

Meanwhile, a spokeswoman for Hyundai Auto Canada said a decision on where to locate the company's announced Canadian plant is scheduled to be made this month.

While labeling talk of U.S. car and parts manufacturing facilities "premature," a Hyundai Motor America representative said last week that the company's actions in Canada could foreshadow U.S. strategy.

Hyundai, which began selling cars in Canada 20 months ago, announced plans to construct an $18 million parts plant near Toronto earlier this year, and late last month said it would build a $150 million car-assembly plant in Canada.

In January, Hyundai will begin selling its Pony Excel subcompact in the U.S. through a dealer network expected to be 200-strong by late 1986.

"We can't make any plans until we know how the U.S. market will receive our car," said Bruce Matthias, Hyundai Motor America's national public affairs manager.

"But I will point to what we have done in Canada as a substantive indication. We don't wait 20-25 years until our brains are beat out politically before we start to build plants in nations where we are importing."

Hyundai officials in Korea have made it clear that they want to be viewed as a good trading partner. In announcing the Canadian plant recently, Hyundai President Chung Se Yung said, "We believe that first and foremost, our company must act as a good corporate citizen wherever we do business."

Hyundai hopes to sell 100,000 cars here next year on the East and West coasts and through the Sunbelt. The front-wheel-drive Excel subcompacts will be priced between $5,000 and $7,000.

• In late 1986 or early 1987, Hyundai plans to launch the compact Stellar sedan in the U.S., and it is planning another model in 1988.

Asked if the South Korean company will consider a U.S. car plant after its cars go on sale next year, Matthias said, "Oh sure. If our cars are received in the U.S. with a level of enthusiasm comparable to the way they are being received in Canada, that would be a possibility. We would look into it."

He also said a parts manufacturing facility in the U.S. "is a possibility."

The Hyundai Auto Canada spokeswoman last week said a decision on where to locate the new Canadian plant is scheduled to be made in September. She said the firm is awaiting the results of a survey by Lavalin International, Inc., a Montreal-based consultant

Please turn to Page 50, Col. 2

Smith predicts bigger market share for GM

By Mary Connelly
Detroit Reporter

General Motors Chairman Roger B. Smith predicted last week that GM will increase its market share "substantially" in the 1986 model year and that growth in car sales will outpace growth in trucks.

GM lost about 3 percentage points in market share during the first 11 months of the 1985 model year, falling to 42.33 percent of the industry total.

Smith also predicted that U.S. vehicle sales for the 1985 model year will set a record of 15.4 million units, surpassing by 100,000 vehicles the previous peak reached in 1978. It would be only the second time in history that U.S. sales have exceeded 15 million cars and trucks.

GM anticipates sales of 10.8 million cars and 4.6 million trucks in the 1985 model year with the truck sales also breaking a 1978 sales record of four million.

U.S. vehicle sales for the 1986 model year could also top 15 million, Smith said, adding that another record year is possible if the Federal Government resolves trade and budget deficits and tax reform.

Smith said he agreed with forecasts that current economic growth rates will not be sustained throughout 1986 unless such issues are tackled.

"We have a real shot at surpassing 15 million units once again, and perhaps another new record if everything works the way we hope it will," Smith said of the 1986 model year.

Smith blamed a loss of GM market share in the 1985 model year on strikes by the UAW in the U.S. and Canada last fall and plant shutdowns due to model changeovers.

"I look to a substantial increase in market share in 1986 with the new models," Smith said. He cited new sedan versions of the Pontiac Grand Am, Buick Skylark and Oldsmobile Calais; the new front-wheel-drive Buick LeSabre and Oldsmobile Delta 88, and the redesigned Buick Riviera, Oldsmobile Toronado and Cadillac Eldorado and Seville.

Although truck sales have been strong, Smith said growth in car sales will exceed that of trucks because of the new models.

Substantial across-the-board cuts in the workforce are "behind us," Smith said, adding that future reductions will come primarily through attrition.

Smith discussed those matters

Please turn to Page 49, Col. 2

Toyota to import Toyotas from U.S. to Japan

TOKYO.—For the first time in its history, Toyota Motor Corp. will import motor vehicles for sale in the Japanese market.

As part of a program to increase imports to Japan, Toyota said it will "re-import" its Celicas from the U.S. after they are customized into convertibles by ASC, Inc., Southgate, Mich. Ten sample cars, which will be left-hand drive, will be imported later this year.

Toyota said the date for putting the convertibles on sale and the number to be imported will be decided after the company completes a study to determine how many of the cars can be absorbed by the Japanese market.

Toyota said it will be the first Japanese auto maker to import cars it has exported from Japan.

Electronic vehicle displayed at Frankfurt

Ford Eltec a hint of the future

By Richard Feast
European Editor

FRANKFURT, West Germany.—Ford of Europe's high-tech research vehicle, shown publicly for the first time last week at the Frankfurt Motor Show here, is a pointer to what its cars will be like in a decade.

The Eltec (Electronic Technology) is a front-drive, five-door family sedan that bristles with electronic controls.

The EEC-IV control system is responsible for the engine, the continuously variable transmission, the air suspension which reacts to both load and speed, the anti-lock brakes, engine cooling, preventing the wheels from spinning and the vehicle's entire electrical system.

It is a joint project between Ford R&D teams in the U.K. and West Germany. It was 18 months in preparation and will undergo a further two years of research.

Ford predicted that fuel economy of better than 42 MPG can be expected in city driving.

• Mike Westbrook, Ford's manager of electronic research, said, "Eltec incorporates some of the most advanced examples of electronics working for the customer yet seen. Although the car is futuristic, its emphasis is on practical, viable systems which can be used on ordinary production cars within the next decade."

Eltec's power unit is a light-alloy four-cylinder 1.3-liter engine. It features two inlet valves and one exhaust valve per cylinder and produces 70 BHP.

The body, while futuristic, is reminiscent of recent Ford thinking as far as the frontal and rear-end treatments are concerned. It has flush-fitting glass and an electronically controlled sunroof.

Ford said the body has a revolutionary metallic paint that will retain a showroom shine throughout the life of the vehicle. Final body construction was completed by Ford's Ghia operation in Turin.

Among Eltec's other features are an anti-lock and wheelspin control developed in conjunction with Kugelfischer and the use of Uniroyal Conti's new tires which eliminate the need for a spare.

The Conti tire fits onto the outer face of the wheel rim, so that if a tire loses pressure the car can still be driven without damaging the tire. A radio signal informs the driver if the tire is damaged.

Lane seeks increased share, too

Olds shoots for a million again

By Louise Kertesz
Detroit Reporter

BIRMINGHAM, Mich.—William W. Lane, Oldsmobile general manager, expects the division's dealers to sell 1,175,000 cars in the 1986 model year, 110,000 units (10.33 percent) more than the 1,065,000 it projects for this model year.

• Product story, Page 36

Though Oldsmobile did not reach the record 1,363,000 sales anticipated for this year, "selling over a million cars again can't be all bad," Lane said last week at the national press preview of the division's 1986 models.

Sales of more than a million Oldsmobiles were posted in the 1984, 1979 and 1977 model years.

Lane said that Oldsmobile's goal for 1986 is 11.2 percent of the total market of 10.5 million new cars, up from a current share of 9.9 percent.

A year ago, Oldsmobile's market-share forecast for the 1985 season was 12 percent.

Questioned about the projected increase in market share for 1986, Lane said, "Based on our track record, our optimism is credible. We're currently selling in a strong third place for the 11th consecutive model year.

"In 1975, when we took over third, we had a 78,000-unit lead over fourth place. In the current model year, this lead over our nearest competitor (Buick) has increased to about 152,000 cars," he said.

Asked whether Oldsmobile was closing the gap with the No. 2 seller (Ford Division), Lane said

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60th year—No. 5092

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

truck industry news

Light-duties gain; mediums, heavies decline

August truck sales rise 10 pct.

By Joseph Bohn
Truck Editor

Truck sales continued to boom along at record levels in August and for the eight-month period, led by the light-duty segment.

Medium and heavy-duty sales fell off last month.

The general industry falloff in larger trucks was reflected at Ford and Chevrolet. GMC, however, showed a lot of strength in medium-duty sales, nearly doubling its year-ago total. But, like other manufacturers, its heavy-duty count was off.

Tables on Page 32

The industry retailed 345,116 trucks in August, up 9.7 percent from 314,578 a year earlier, according to preliminary reports from MVMA and the manufacturers.

Bolstered by incentives, Class 1-2 light-duty sales were up 10.8 percent in August. The industry retailed 323,210 light duties, up from 291,628 last year.

Sales would have been higher if dealers' inventories hadn't been reduced by an earlier haulers' strike.

Class 4-6 medium-duty sales totaled 4,995 in August, down slightly from 5,012 a year earlier.

Here, GMC bucked an industry trend by chalking up 3,080 medium-duty sales, nearly double last year's 1,558.

Ford's medium-duty tally of 3,077 was off from 3,281; while Chevrolet's total of 1,998 was off from 2,019 last year.

Class 7-8 heavy-duty sales totaled 16,911 last month, off from 17,938 in 1984.

In that segment, Ford retailed 982 trucks, off from 1,081 last year; while GMC retailed 1,137, compared with 1,524 a year ago.

For eight months, the industry retailed 3,162,504 trucks, up 14.4 percent from 2,763,993 a year earlier.

Light-duty sales of 2,973,930 were up 15.1 percent from 2,584,021 in 1984.

Medium-duty sales of 34,293 were off from 38,908 for the eight-month period of 1984.

Heavy-duty sales of 154,281 were up from 141,064 in the year-earlier period.

Chevrolet, buoyed by its Astro, continued to build its lead over Ford.

Chevrolet retailed 102,636 trucks last month, up 22.1 percent from August, 1984.

Ford retailed 85,068 trucks, up 2.4 percent from 83,053 a year earlier.

Calendar-year-to-date, Chevrolet retailed 880,458 trucks, up from 768,671 last year, while Ford retailed 856,834 compared with 781,279 in 1984.

The real race, though, is for model-year leadership.

Through the end of August, Chevrolet trailed Ford by 2,900 units though it appeared to have the momentum to overtake Ford in September.

Chevrolet had truck sales leadership in the 1983 calendar and model year, but lost it to Ford in 1984.

The leadership claim is important for promotional purposes.

Among other nameplates, Chrysler retailed 37,619 trucks in August, up 15.2 percent.

It retailed 423,725 trucks for the eight-month period, up 20.5 percent from last year.

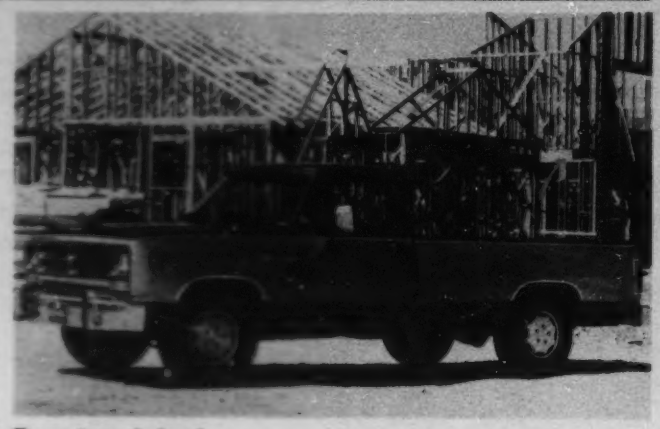
GMC retailed 26,508 light duties in August, up 39.6 percent, and 212,971 for the eight months, up 11.2 percent.

Jeep retailed 13,049 trucks in August, up 19.1 percent, and 165,544 for eight months, up 6.9 percent from a year earlier.

The imports had an uncharacteristic 5.8 percent decline in August on sales of 64,387 versus 68,325 a year earlier.

That was mainly attributable to

Please turn to Page 32, Col. 3



Ram tough look

The 1986 Dodge full-size pickups have a new grille, lights and larger bumpers to create a tougher look and improve sheet metal protection.

Dodge revises look, GVWs on '86 trucks

Dodge has refined the appearance of its 1986 trucks, realigned gross-vehicle-weight (GVW) ratings of full-sized pickups and made some equipment changes.

A new grille, headlight bezels and parking lights on full-size pickups are designed to freshen front appearance, while new larger bumpers are intended to create a "tougher look" and improve sheet-metal protection. The standard grille features a painted insert, and the optional grille has a bright insert.

All full-sized pickups have tinted glass as standard equipment. Steel-belted radial tires are available on 15-inch applications of D and W250 and 350 models.

The light-duty conventionals are available in two body styles—Sweptline and chassis cab. The Utiline style was dropped. All feature three-man cabs.

The two-wheel-drive pickups range from the D100 with a new 4,950-pound GVW to the D350 with an 8,700-pound GVW.

GVW ratings for four-wheel-drive models range from 6,300 pounds for the W100 to 8,510 pounds for the W250. A new 8,510-pound GVW for the D and W250 models provides a heavy-duty three-quarter-ton pickup that runs on regular leaded gasoline, except in California.

Wheelbases for D100 through D350 and W100 through 250 pickups range from 115 to 131 inches.

D250 chassis-cab models are available in 7,500 and 8,510-pound GVW ratings on a 131-inch wheelbase, and 350 chassis-cab models are available in 131-inch, 135-inch and 159-inch wheelbases, with GVW ratings of 8,700 pounds to 10,400 pounds.

Oil pressure and engine coolant temperature gauges and trip odometer are standard on 4WD models for 1986 and optional on other models.

There have been equipment adjustments in the three Prospector discount packages.

Electronically controlled torque converters are standard on most 2WD automatic-transmission models.

On the 1986 Ramcharger, an electronically controlled torque converter is standard on 2WD automatic-transmission models.

A new power convenience package combines power front door locks and power front windows.

Ramcharger features a new grille and front and rear bumpers; standard three-passenger rear seats; 15-inch steel hubcaps and optional deluxe wheel covers; eight new clear-coat paint colors;

Please turn to Page 26, Col. 3

Jeep eyes big gains with new Comanche

SOUTHFIELD, Mich.—With its new Jeep Comanche pickup, American Motors is entering the compact pickup truck market for the first time this fall.

Derived from the Jeep Cherokee 4WD, the Comanche is being introduced in 2WD and 4WD versions. It will expand Jeep's coverage of the light-truck market to 50 percent compared with 16 percent previously.

Compacts are expected to account for slightly more than half of the projected two million pickup truck sales in 1986.

Within the compact segment, 2WD pickups account for about 75 percent of sales, according to Jose J. Dedeurwaerder, president and chief executive officer of AMC. He considers Comanche a good contender for a share of that.

Comanche is Jeep's first 2WD pickup since 1947.

Comanche features uniframe body construction and Quadralink solid axle front suspension, a 119.7-inch wheelbase, maximum payload of 2,205 pounds, double-walled pickup box and standard 15-inch wheels and tires on both 2WD and 4WD models.

It also offers a choice of two 4WD systems, the Command-Trac part-time transfer case or the Selec-Trac full-time transfer case, both with "shift-on-the-fly" capability.

The 2WD and 4WD models have three engine selections: The new standard throttle body fuel-injected 2.5-liter 4-cylinder, the op-

Please turn to Page 26, Col. 4

Topping it off

Glasstite, Inc., Dunnell, Minn., is offering a full door option for its compact fiberglass pickup topper. The door has a center latching mechanism for easy one-hand opening and a prop/hinge assembly that lifts the door up and back for maximum clearance.

IH nearing truck deal with Nissan

TOKYO.—Nissan Diesel Motor Co. is about to sign an agreement with International Harvester to supply IH with diesel trucks and production technology, beginning early next year, according to a Nissan Diesel spokesman here.

IH Chairman Donald Lennox recently dismissed rumors that IH would enter an agreement to market a Japanese truck.

The Nissan Diesel Motor spokes-man said the firm will start exporting Class 7 trucks with 7.4-liter (452-CID) engines to IH, which will sell them under its own nameplate. Future exports will include medium-duty trucks as well, he added.

Nissan Diesel, currently setting up its own U.S. dealer network, is also negotiating using IH dealers to market trucks with the Nissan Diesel nameplate.

Nissan Diesel will eventually increase IH-bound exports to 3,000 units yearly, equal to 15 percent of its entire 1984 truck output.

It also expects to ship 1,500 to 2,000 trucks to the U.S. for sale through its own dealer network.

truck personnel

Isuzu names Goodwin in product planning

Neil Goodwin was appointed national product planning manager of Isuzu Truck of America, Inc.

His responsbilities include product planning for Isuzu truck and bus chassis.

Prior to joining Isuzu, he was director of engineering at Iveco Truck and previously spent 13 years with Mack Trucks.

Raniszeski appointed in Mack realignment

Mack Trucks reorganized its marketing communications and planning department.

Edward L. Raniszeski, previously director—marketing planning and research, was appointed director—marketing communications and planning.

He has overall responsibility for Mack's advertising, promotion and trade relations efforts, as well as market research, analysis and planning; marketing training and service training.

William E. Restmeyer joined the marketing group as supervisor—trade relations. He is responsible for promotion of Mack's corporate and product image with the trade press, as well as developing and producing collateral literature and editorially reviewing all advertising and related copy.

Joseph D. Molinaro joined the marketing group as manager—market research, with responsibility for managing the non-technical research functions for the company.

Donald C. Vought was appointed manager-service training, with responsibility for Mack's expanding programs of service training and maintenance and administration of service standards and tool specifications.

Mack also restructured its corporate affairs department, naming **Donald R. Miller** director—government relations, with responsibility for laison with federal and state legislators and formulation of positions on matters affecting Mack and the heavy-truck industry.

Joseph J. Smurda became manager—corporate affairs services.

Donald O. Gross joined the department as manager—community relations.

Debra W. Vogel joined the department as editor—corporate publications.

Meanwhile, **Joseph M. Stulack**, manager—sales promotion for the parts marketing depart-

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80,000 apply at Wentzville

GM job-seekers tested by state

ST. LOUIS.—The General Motors plant in nearby Wentzville, Mo., teamed up with the Missouri State Division of Employment Security to cope with 80,000 applicants for second-shift positions.

Using the General Aptitude Test Battery (GATB), the state tested 18,881 persons. The tests resulted in 4,823 referrals, according to C. Bruce Cornett, director of the Missouri Division of Employment Security. GM had specified that the worker would have to be 18 years old, work on any shift, be a high school graduate or the equivalent and have completed 18 months of steady work or military service.

At Wentzville, production calls for more diverse and higher-level skills than those required by traditional auto assembly lines. For example, "quality operators" are responsible for learning technologically advanced skills needed to perform as many as 16 different tasks.

The GATB measures skills in five job groupings. One, for example, checks general learning ability, verbal aptitude, numerical aptitude, hand and eye coordination, finger dexterity and manual dexterity—all of which are needed by individuals who build cars at Wentzville.

The GATB's ability to test an individual's aptitude for performing a job well is rated at 53 percent. It is the best predictor for potential employe success that is currently available, state officials said.

In addition to supplying money for job testing and subsequent training, the state saved GM considerable time, money and manpower, Cornett said.

Responses from GM were "very positive." After the entire selection had been completed, Wentzville Personnel Director Tom Pilkington told the state officials that the company was pleased with "the ability and reliability of new workers."

The Missouri Division of Manpower Planning and Private Industry Councils of St. Charles and St. Louis allocated $860,000 and $640,000, respectively, for on-the-job training reimbursements. Funds were for dislocated workers and other long-term unemployed hires.

In addition, more than $250,000 was allotted by the state for reimbursement of approximately 50 percent of instructor costs for new hires' orientation and communication-skills training. It was supported jointly by the Manpower Planning Division and the State Department of Elementary and Secondary Education.

When it was announced that the State Job Service offices would begin accepting GM applications, more than 3,000 requests for applications were received in the first two hours at St. Charles, Mo., the office closest to Wentzville.

In a two-week period, the office received more than 80,000 applicants and that could have tied up the automobile plant for weeks.

Light trucks pace August to 10 percent gain

Continued from Page 14

inventory shortages, and to Toyota which was hardest hit by lack of product.

Year-to-date, import sales of 548,237 were still 24.5 percent ahead of 440,493 in the eight-month period a year ago.

Strapped by a lack of product, Toyota truck sales of 23,741 last month were off sharply from 37,322 in August, 1984.

For eight months, Toyota retailed 223,737, up 23.3 percent from 181,528 a year earlier.

Nissan's sales of 22,932 last month were up sharply from 15,912 a year ago.

For eight months, Nissan retailed 183,165, up from 140,914 last year.

Mazda's sales of 9,929 were up from 9,316 on a monthly basis. Its eight-month sales still trail last year, 74,040 compared with 80,636 a year ago.

Isuzu sales of 6,546 for the month were up from 4,517 a year earlier. Its eight-month sales of 50,671 were up from 27,397 a year earlier.

Mitsubishi sales of 1,239 in August were slightly below 1,258 a year earlier. Its eight-month sales of 16,624 were up from 10,018 last year.

Stiff penalties in odometer case

PROVIDENCE.—Emilio DiSanto, 47 an East Greenwich (R.I.) used-car dealer, was fined $260,000 and sentenced to four years in prison by Judge Francis J. Boyle in U.S. District Court for odometer tampering.

DiSanto was indicated last Sept. on 38 counts. In November, he pleaded guilty to seven counts.

Cyril L. Kennedy, 58, a former DiSanto employe, who had pleaded guilty to six of 19 counts, was fined $25,000 and sentenced to an 18-month prison term.

MAJOR MANUFACTURERS BY SEGMENT

	August		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	81,009	78,691	815,925	745,826
Medium-Duty	3,077	3,281	30,442	27,242
Heavy-Duty	982	1,081	10,467	8,211
Ford Total	**85,068**	**83,053**	**856,834**	**781,279**
Light-Duty	100,638	82,019	867,528	755,736
Medium-Duty	1,998	2,019	12,930	12,935
Chevrolet Total	**102,636**	**84,038**	**880,458**	**768,671**
Light-Duty	26,508	18,985	212,971	191,559
Medium-Duty	3,080	1,558	19,808	18,430
Heavy-Duty	1,137	1,524	7,675	9,797
GMC Total	**30,725**	**22,067**	**240,454**	**219,786**

LIGHT-DUTY AUGUST, YEAR-TO-DATE SALES

	August		Year-to-Date	
	1985	1984	1985	1984
Vans	12,847	9,665	126,368	112,582
Aerostar	2,275	0	3,000	0
Club Wagon	1,408	1,178	22,447	20,366
Ranger	12,970	16,986	165,760	149,962
Bronco	3,103	2,709	33,639	30,509
Bronco II	5,996	8,319	67,043	66,833
Pickups	42,410	39,834	397,668	365,574
Ford	**81,009**	**78,691**	**815,925**	**745,826**
Vans	11,012	11,782	105,140	114,077
Sportsvan	1,154	1,745	15,504	16,952
Astro	11,552	0	64,290	0
S-10	13,017	13,481	144,124	132,267
S-10 Blazer	12,028	11,528	116,164	94,432
El Camino	1,715	1,637	13,796	16,947
Blazer	3,539	3,661	30,030	32,839
Suburban	3,785	3,564	40,031	34,999
Pickups	42,836	34,621	338,449	313,223
Chevrolet	**100,638**	**82,019**	**867,528**	**755,736**
Vans	4,596	4,470	43,273	50,331
Ram Wagon	2,825	1,861	28,085	29,068
Voyager	4,938	4,026	72,685	54,796
Caravan	5,294	4,213	77,630	56,840
Mini Ram Van	1,439	1,857	16,741	11,827
Ram 50	3,526	4,819	45,375	32,026
Other Plymouth Trucks	0	0	0	378
Ramcharger	2,014	1,586	24,273	18,923
Rampage	0	787	0	7,449
Pickups	12,987	9,030	115,663	90,030
Chrysler	**37,619**	**32,649**	**423,725**	**351,668**
Vans	3,456	3,432	28,230	32,671
Safari	2,741	0	14,828	0
S-15	2,762	3,267	32,518	30,706
S-15 Jimmy	2,859	2,427	26,585	22,484
Jimmy	623	531	5,801	6,008
Caballero	176	205	1,708	1,967
Suburban	1,361	1,071	12,303	11,040
Pickups	11,907	7,616	85,962	82,805
P Model	623	436	5,036	3,878
GMC	**26,508**	**18,985**	**212,971**	**191,559**
CJ	3,134	3,522	24,610	26,867
Wagoneer	976	1,209	8,400	13,151
Cherokee	6,600	4,539	59,813	42,666
Grand Wagoneer	2,250	1,517	10,198	11,693
Pickups	89	172	2,523	4,362
Jeep	**13,049**	**10,959**	**105,544**	**98,739**
Toyota	23,741	37,322	223,737	181,528
Nissan	22,932	15,912	183,165	140,914
Mazda	9,929	9,316	74,040	80,636
Isuzu	6,546	4,517	50,671	27,397
Mitsubishi	1,239	1,258	16,624	10,018
Imports	**64,387**	**68,325**	**548,237**	**440,493**
Industry Total	**323,218**	**291,628**	**2,973,930**	**2,584,021**

*Nissan includes domestically-built units in Tennessee

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American Motors

Sept. 17—D-A Auto Auction, New Stanton, Pa., and Arena Auto Auction, Chicago.

Sept. 18—Columbus Fair Auto Auction, Obetz, O.; Mid-States Auto Auction, South Bend, and Central States Auto Auction, Mason City, Ia.

Sept. 19—Todd Auto Auction, Telford, Pa.; Evansville Auto Auction, Evansville, Ind., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 24—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 25—Kansas City Auto Auction, Kansas City, Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 26—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Chrysler Corp.

Sept. 17—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich., and Golden Gate Auto Auction, Fremont, Calif.

Sept. 18—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Dallas Auto Auction, Grand Prairie, Tex., and Minneapolis Auto Auction, Plymouth, Minn.

Sept. 19—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Sept. 20—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Sept. 24—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 25—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Southwest Auto Auction, Phoenix, and South Seattle Auto Auction, Kent, Wash.

Sept. 26—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 1—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 2—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Dallas Auto Auction, Grand Prairie, Tex., and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 3—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 4—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Sept. 18—Golden Gate Auto Auction, Fremont, Calif.

Sept. 24—Denver Auto Auction, Englewood, Colo.

Sept. 26—Big H Auto Auction, Hoston, and Arena Auto Auction, Chicago.

General Motors

Sept. 17—Southern Auto Auction, E. Windsor, Conn.; South Seattle Auto Auction, Kent, Wash., and 166 Auto Auction, Springfield, Mo.

Sept. 18—Clanton's Auto Auction, Darlington, S.C.; Indianapolis Auto Auction, Indianapolis, and Hatfield Auto Auction, Hatfield, Pa.

Sept. 25—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City, Mo.

Sept. 26—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Leasing firm merges with Anglo American

NEW YORK.—Anglo American Auto Auctions, Inc., has merged with Sandgate Corp.

In payment for Anglo American, Sandgate issued 1.2 million shares of Sandgate common stock to the British Car Auction Group, former owner of Anglo American.

BCA already owned 390,000 shares of Sandgate common stock. With the 1.2 million shares it acquired in the merger, BCA now owns about 73 percent of the Sandgate common stock now outstanding.

Anglo American operates 11 vehicle auction centers, which it has acquired since its formation in April, 1982. Anglo's auction centers are in Nashville, Kansas City, Omaha, Dallas, Minneapolis, Detroit, Chicago, San Francisco, West Palm Beach, Fort Lauderdale and Baltimore.

The British Car Auction Group is the leading vehicle auction company in the U.K. Through subsidiaries, BCA operates 14 vehicle auction centers in the U.K.

Sandgate, through its wholly owned subsidiary, All-State Vehicles, Inc., operates a vehicle leasing business in offices throughout the U.S.

Used Car Sales
Auction Averages

Sept. to date	$5,024
Month ago	$5,457
Year ago	$4,990

Model Breakdown
Auction Averages

	SEPT., 1985	AUGUST, 1985	JULY, 1985
1985	$9,766	$11,068	$10,804
1984	$7,357	$7,762	$7,727
1983	$5,864	$5,923	$5,971
1982	$5,032	$5,094	$5,326
1981	$4,088	$4,228	$4,141
1980	$3,199	$3,185	$3,245
1979	$2,810	$2,585	$2,590
1978	$2,074	$2,099	$2,139
Overall Average	$5,024	$5,172	$4,815

Arkansas dealers elect Aycock

LITTLE ROCK.—The Arkansas Automobile Dealers Assn. has elected Hervey Aycock, Aycock Pontiac, Jonesboro, as its new president.

Other new officers are Jerry Scriber, Jefferson Motors, Pine Bluff, first vice president, and Gerald Jones, Jones Oldsmobile-GMC, Fayetteville, treasurer.

The group installed its new officers during its 51st annual convention held at the Excelsior Hotel here.

N-car moonroof from Sky-Top

Sky-Top Sunroofs, Ltd., St. Louis, is marketing a power moonroof to fit the Pontiac Grand Am, Oldsmobile Calais and Buick Somerset Regal. Features include a stainless-steel glass frame, matching trim ring or optional charcoal trim, a privacy sunshade and automatic wind deflector.

Wisconsin waiver extended on FTC's used-car rule

By Jake Kelderman
Washington Reporter

WASHINGTON.—The FTC has decided to take another 90 days to consider Wisconsin's request that it be given the right to enforce its own used-car rule instead of the FTC's.

The Wisconsin used-car rule is more stringent than the FTC's. The FTC regulation requires only that the used-car dealer reveal, by way of a window sticker, the nature of the sale, what warranties are available and a recommendation that all terms be put in writing.

The Wisconsin rule has been in force for a number of years and previously had been cited by the FTC as a model of the type of rule it had in mind when it first proposed its own used-car rule under the Carter Administration.

Shortly before the FTC's rule went into effect on May 9, Wisconsin Attorney General Bronson LaFollette asked the FTC to exempt the state from it on the grounds that it offered Wisconsin used-car buyers less protection. The FTC subsequently stayed enforcement of its rule in Wisconsin while it considered LaFollete's petition.

That stay was to have ended Sept. 6, but with the 90-day extension, it will remain in effect until Dec. 5.

In extending the deadline, the FTC said it was unlikely that Wisconsin consumers would suffer "significant injury" if the state's petition were denied.

Commissioner Patricia Bailey voted against extending the stay. Bailey is the last of the pre-Reagan FTC commissioners and was the champion of the original used-car rule that would have required used-car dealers to notify buyers of "known defects" in the vehicle.

She said the Wisconsin rule "provides greater protection to consumers than does the weakened FTC rule, and the commission could and should act now to exempt the state from coverage of the federal rule."

Trial is delayed for Detroiters in conspiracy case

Continued from Page 2

peared in the Detroit Free Press last October.

An unnamed but "high-ranking agency official" was quoted as saying, "We have overwhelming evidence of a conspiracy on hours of operation . . ."

Respondents' lawyers want to know more of the role of the FTC itself, its Bureau of Competition and any lawyers or persons who might have "prejudged" the issue or who may have been guilty of misconduct by talking to the press about a nonpublic investigation.

The attorneys have raised questions about criminal violation of the FTC Act, breaches of ethics and/or FTC policy guidance. They have asked Judge Timony to subpena the FTC.

The FTC staff has explained that the FTC is not a single entity and cannot simply be supenaed; there would have to be ex parte communications among the five commissioners, the law judge and other FTC officials.

Besides, the FTC staff said, law judges do not have jurisdiction to disqualify commissioners, but even if they did, there are no grounds for such action. The FTC staff said the newspaper article merely cited "opinion" and referred to the adequacy of the investigation and the possible basis for a complaint not yet brought.

However, said the staff, if Judge Timony thinks there is need for further investigation, he can refer the matter to the Justice Department, which has enforcement jurisdiction over criminal matters.

Silver Cain

RUSHVILLE, Ill.—Forrest B. Cain, Rushville Motors, Inc., has received a 25-year-dealer award from Ford Division.

Will Hyundai consider U.S. as plant site?

Continued from Page 3

firm that was hired to seek a suitable location.

Several provinces are said to be in competition for the plant, which will employ about 1,200 persons by the end of the decade. Canadian sources say the facility is likely to be situated in the Montreal area.

The new plant is scheduled to be in operation by 1988 and to be running at peak capacity two years later. Hyundai has said the entire output of the Canadian plant will be sold in Canada.

"I don't think Hyundai would gain any credibility by building cars in Canada and selling them here," said Matthias. "There is no upside there. That is not part of the plan."

Hyundai sold approximately 25,000 rear-drive Pony subcompacts in Canada in 1984 and has sold more than 40,000 Pony and Stellar cars so far this year, making it the country's No. 1 auto importer.

Would die if used in federal two-thirds formula

California belt bill has a loophole

By Matt DeLorenzo
Los Angeles Reporter

LOS ANGELES.—California's on-again, off-again, seat-belt bill is on again, the result of a compromise that would repeal the law if the Federal Government scraps passive-restraint regulations.

It is also the first state belt-use measure to require auto manufacturers to equip their vehicles with passive belts or air bags by 1989.

House and Sentate conferees, having worked out the compromise, sent the bill to Gov. George Deukmejian, who has voiced support for a mandatory belt-use law.

The legislation was all but dead a week ago when its author, House Speaker Willie Brown, San Francisco Democrat, wanted to scuttle his own bill because he had not received assurances from Transportation Secretary Elizabeth Dole that the bill would not used be by her agency to help rescind passive-restraint regulations.

Passive restraints are to be phased into new cars sold in the U.S, beginning with the 1987 models. Those rules will be rescinded if states with two-thirds of the nation's population adopt mandatory seat-belt-use laws meeting federal standards by April 1, 1989.

Although the California bill contains provisions that do not meet the letter of the federal guidelines for mandatory seat-belt-use legislation, the lack of assurances by Dole that the California bill would not be used toward the two-thirds requirement was enough for Brown to stop the bill.

Brown's original bill had an amendment similar to the one agreed to by the conferees that would repeal the law if DOT used it to scrap passive restraints.

That amendment was considered unacceptable by the Senate, and it was dropped at the urging of the upper-house sponsor, John Foran, San Francisco Democrat. Foran opposed the amendment on the grounds that the mandatory seat-belt-use law should be permanent no matter what the Federal Government does.

When it appeared that the legislature would adjourn for the year on Friday (Sept. 13) with no seat-belt legislation, the Senate apparently relented and the amendment was reinserted. If signed by the governor, the law would take effect Jan. 1, 1986.

The auto industry is going along with bill as the best mandatory legislation attainable.

As written, manufacturers that fail to install passive belts or air bags beginning Jan. 1, 1989, will be fined $500 per non-complying vehicle.

Motorists are subject to a $20 fine for the first offense and $50 for each additional offense for not wearing belts.

Incentives reduce stock of new cars to 9-month low

Continued from Page 1

supply rose by 15 days, but that was good news for the company because it has consistently run short of the domestic industry's ideal range (35 to 65 days' supply).

This month's unit count was divided this way by maker: GM, 56.45 percent; Ford, 23.05 percent; Chrysler, 15.81 percent; AMC, 2.92 percent; VW (domestic only), 1.17 percent; Nissan, 0.38 percent, and Honda, 0.22 percent.

On Aug. 1, the breakdown was: GM, 56.49 percent; Ford, 21.14 percent; Chrysler, 18.32 percent; American Motors, 2.54 percent; VW, 1.05 percent; Honda, 0.24 percent, and Nissan, 0.22 percent.

By market class, the latest stockpile was divided this way: Subcompact, 18.70 percent; compact, 20.08 percent; intermediate, 34.69 percent; standard, 12.59 percent, and luxury, 13.94 percent.

On Aug. 1, it was shared this way: Subcompact, 18.24 percent; compact, 21.30 percent; intermediate, 33.92 percent; standard, 13.04 percent, and luxury, 13.50 percent.

The Sept. 1 domestic cars by market class and days' supplies:

Subcompact—Nova, 119; Alliance, 102; Encore, 88; Golf, 68; Horizon, 64; Omni, 64; Laser, 60; Charger, 53; Turismo, 53; Chevette, 52; Pontiac 1000, 51; Daytona, 47; Fiero, 47; Lynx, 41; Escort, 40; domestic Nissan Sentra, 40; EXP, 38, and domestic Honda Accord, 8.

Compact—Firenza, 110; Eagle, 103; Skyhawk, 74; LeBaron, 68; Capri, 64; Aries, 55; Cimarron, 53; Reliant, 50; Topaz, 47; Mustang, 46; Sunbird, 41; Tempo, 40; Cavalier, 40; Camaro, 36, and Firebird, 28.

Intermediate—Caravelle, 100; Monte Carlo, 98; New Yorker E and E-Class, 94; Dodge 600, 83; Somerset Regal, 77; Marquis, 69; Lancer, 67; Bonneville, 63; Grand Prix, 59; Citation, 59; Regal, 58; LTD, 56; Skylark, 53; Thunderbird, 51; LeBaron GTS, 50; Calais, 48; Grand Am, 44; Cougar, 42; Celebrity, 40; Pontiac 6000, 39; Century, 39; Cutlass Supreme, 36, and Cutlass Ciera, 34.

Standard—Diplomat, 80; Olds 88, 71; Gran Fury, 70; Chevrolet, 61; Crown Victoria, 61; LeSabre, 51; Grand Marquis, 47, and Parisienne, 46.

Luxury—Seville, 130; Corvette, 122; Eldorado, 117; Toronado, 103; Riviera, 98; Electra, 63; Mark VII, 61; Continental, 60; Fifth Avenue, 57; Cadillac, 53; Lincoln, 49, and Olds Ninety-Eight, 39.

Sprint tops MPG listing

Continued from Page 1

the Jaguar XJ-S at 13/17 MPG; the Mercedes-Benz 560 SL at 14/17 MPG; the Mercedes-Benz 560 SEC and SEL at 14/16 MPG; the Mercedes-Benz 420 SEL at 15/18 MPG; the Jaguar XJ6 at 15/19 MPG, and the Chevrolet Caprice and Pontiac Parisienne wagons at 15/22 MPG.

In dollars and cents, the difference in fuel costs over a year for the highest and lowest fuel-economy vehicles amounts to $1,710, EPA said.

EPA said the Sprint ER would use $328 worth of gasoline in 15,000 miles of driving, while the Rolls-Royce Camargue would consume $2,038 worth.

The agency said also that the Jaguar XJ-S and XJ6, the Mercedes-Benz 560 SL, SEC and SEL and the Mercedes 420 SEL would be subject to "gas-guzzler" taxes for failing to meet minimum fuel-economy standards set by the Federal Government.

As a low-volume manufacturer, Rolls-Royce/Bentley has other fuel-economy standards and is not subject to the regular gas-guzzler tax.

NEW-CAR STOCKS

	Sept. 1, 1985	Aug. 1, 1985	Sept. 1, 1984
Alliance	102	65	58
Encore	77	115	88
Eagle	131	171	90
AMERICAN MOTORS	70	85	70
Caravelle	100	103	.....
Horizon	64	102	73
Reliant	50	70	80
Turismo/TC-3	53	73	62
Plymouth	70	48	62
Plymouth Total	59	48	74
LeBaron	68	90	58
LeBaron GTS	50	68	.....
Laser	60	96	85
Fifth Avenue	57	110	65
N. Yorker E/E-Class	94	122	75
Chrysler Total	64	95	74
Omni	64	94	73
Daytona	47	85	91
Charger/024	53	83	69
Aries	55	72	92
400/600	83	103	85
Lancer	67	86	.....
Diplomat	80	64	81
Dodge Total	61	82	81
CHRYSLER CORP.	61	85	74
EXP	38	52	105
Escort	40	51	81
Tempo	40	48	76
Mustang	46	37	57
Thunderbird	51	64	83
LTD	56	38	71
Crown Victoria	61	61	78
Ford Division	47	50	76
Lynx	41	66	92
Topaz	47	57	73
Cougar	42	56	54
Marquis	69	44	45
Grand Marquis	47	60	62
Capri	64	66	71
Total Mercury	48	57	61
Continental	60	62	56
Lincoln	49	51	43
Mark VII	61	44	94
Lincoln Total	49	52	53
FORD MOTOR	47	52	70
Skyhawk	74	64	45
Skylark	53	44	61
Century	39	61	40
Regal	58	111	47
Somerset Regal	77	105	.....
LeSabre	51	52	49
Electra	63	75	25
Riviera	98	78	64
Buick Division	57	72	48
Cimarron	53	110	73
Eldorado	117	81	69
Cadillac	53	72	22
Seville	130	97	62
Cadillac Division	69	78	38
Nova	119	84	.....
Chevette	52	100	52
Cavalier	40	58	45
Citation	59	101	120
Camaro	36	70	80
Celebrity	40	51	45
Monte Carlo	98	62	47
Chevrolet	61	66	57
Corvette	122	85	86
Chevrolet Division	50	65	57
Firenza	110	79	68
Cutlass Ciera	34	42	27
Cutlass Supreme	36	64	35
Calais	48	81	.....
Olds 88	71	82	35
Olds 98	39	55	32
Toronado	103	91	77
Oldsmobile Division	45	58	37
Fiero	47	78	22
1000	51	88	58
2000 Sunbird	41	70	55
Firebird	28	52	58
6000	39	65	56
Bonneville	63	85	58
Grand Am	44	28	.....
Grand Prix	59	95	60
Pontiac	46	93	69
Pontiac Division	44	67	54
GENERAL MOTORS	50	66	49
VOLKSWAGEN	68	69	58
HONDA	8	11	21
NISSAN	40	25	.....
Total U.S. Cars	51	64	57
SUBCOMPACT	51	67	63
COMPACT	45	63	63
INTERMEDIATE	49	62	54
STANDARD	58	63	56
LUXURY	64	73	46

Government unlikely to let Japanese firm take over

GM, Isuzu snagged in Philippines

MANILA, Philippines.—The plan for Isuzu Motors, Ltd., to assume General Motors' equity in its joint-venture assembly operation here has received a setback from the Philippine Government.

Roberto V. Ongpin, trade and industry minister, was quoted as saying Isuzu is not likely to take over the General Motors Philipinas, Inc. (GMP), license in his country's Progressive Car Manufacturing Program (PCMP).

Ongpin, according to the Manila Times, said no member of the PCMP may transfer its license without the approval of the Board of Investments.

Isuzu was negotiating to get the PCMP license of GMP by buying GM's 60-percent stake in the assembly operation. Isuzu already owns 40 percent of GMP, which was formed in 1979 between GM Overseas Distribution Corp. and the Japanese auto maker.

GM idled the two GMP plants in Almanze and Paco, suburbs of Manila, because it lacked knockdown kits and suspended operations completely when workers went on strike after negotiations over severance pay collapsed.

GM was looking for a way to withdraw from the venture by having Isuzu either take over GM's equity entirely or else reverse the 60-40 percent role.

In the first six months of this year, GMP's light utility vans dominated the Philippine market that had declined 60 percent from the year-earlier period due to an economic slowdown. GMP sold 241 units in the six months.

GMP was the third of the original five PCMP companies to fold in the last year. Ford Motor Co. was the first, followed by Delta Motors, a Philippines firm assembling Toyota knockdown kits.

The suspension of GMP operation leaves only two automotive assembly operations in the country—Philipinas Nissan, Inc., assembling Nissan cars, and Canlubang Automotive Resources Co., in which former minority partners Mitsubishi Motors Corp. and Nissho Iwai Corp., a Japanese trading company, took over full control earlier this year. Chrysler Corp. had been involved in the early stages of the company.

Industry sources speculate that the Philippines Government may veto any rearrangement of equity in GMP in order to further reduce the number of original auto companies to the two that are still operating.

Year's car output now 5.8 million; 4 pct. over 1984

Estimated auto production of 161,076 last week was up 33.15 percent from 120,973 the previous week, which included Labor Day.

Last week's output was 5.00 percent higher than the year-ago week's 153,406.

So far this year, 5,858,064 cars have been assembled, 4.15 percent more than the 5,624,718 built last year at this point.

Last week's estimated auto output broke out as follows: General Motors, 58.94 percent; Ford Motor Co., 18.03 percent; Chrysler Corp. 16.27 percent; American Motors Corp., 1.71 percent; Honda of America Mfg. Co., 1.56 percent; Volkswagen of America, 1.46 percent; New United Motor Mfg., Inc., 1.24 percent and Nissan Motor Mfg. Co., U.S.A., 0.79 percent.

GM plants in Pontiac (G-cars), Lansing (Nos. 1 and 2) and Wentzville, Mo., worked two overtime shifts Saturday (Sept. 14).

Chrysler's St. Louis assembly plant No.2 is scheduled to work two nine-hour daily shifts this week (Sept. 16).

Ford has scheduled daily overtime this week at its plants in Chicago, Dearborn and Wayne, Mich. Saturday (Sept. 21) overtime is scheduled at the Chicago and Dearborn plants.

Glusac on hospital board

DETROIT.—Michael M. Glusac, Chrysler Corp. director of government affairs, has been appointed to the board of trustees of St. John Hospital here.

Truck production climbs for week; 75,849 assembled

Domestic manufacturers estimated production of 75,849 trucks last week, 23.72 percent above the previous week's 61,305 and 13.92 percent more than the year-ago week's 66,582.

So far this year, 2,441,432 units have been assembled, 10.19 percent more than the 2,215,605 completed last year at this time.

General Motors' Moraine (O.) plant worked two overtime shifts Saturday (Sept. 14).

Chrysler Corp.'s Warren (Mich.) plant is scheduled to work two nine-hour daily shifts this week.

A strike began last Monday at Ford's truck plant in Lorain, O. The walkout involved health and safety grievances and had not been settled at presstime.

Ford's light-duty-truck plants in Kansas City; Louisville; Wayne, Mich., and Norfolk, Va., are scheduled for daily overtime this week.

Canadian output moves upward after holiday

Scheduled output of 24,174 cars in Canada last week was 20.29 percent more than the previous (holiday) week's 20,096 and 51.13 percent better than the year-ago week's 15,995.

So far this year, 745,051 cars have been assembled, down 1.71 from last year's 758,000 at this time.

Truck makers pegged production at 18,420 units last week, 24.59 percent more than the previous week's 14,784, and 4.57 percent better than the year-ago week's 17,615.

Year-to-date, 603,820 trucks have been assembled, 5.85 percent more than the 570,434 built last year at this point.

International Harvester's truck plant in Chatham, Ont., was closed last week for inventory adjustment.

NUMMI to add a second shift

TOYOTA CITY, Japan.—New United Motor Mfg., Inc., Fremont, Calif., will add a second shift by increasing its workforce from the current 1,600 to 2,500 by the end of this year, according to Shoichiro Toyoda, president of Toyota Motor Corp.

Toyoda said the workforce is being expanded because NUMMI, a joint venture between Toyota and General Motors, is scheduled to increase the production of the Chevrolet Nova to an annual rate of 200,000 units next year.

NUMMI also is to start producing cars to be sold through Toyota's dealer network in autumn of 1986. The output for Toyota will be 15,000 units in 1986 and 50,000 in 1987.

$200 million U.S. job is awarded to EDS

DALLAS.—The U.S. Department of Agriculture has awarded Electronic Data Systems a $200-million contract for an office automation system designed to meet the department's present and future requirements. EDS is a subsidiary of General Motors.

During the 10-year agreement, EDS will provide systems integration for the office automation requirements of the Soil Conservation Service and the Farmers Home Administration.

U.S. CAR PRODUCTION

	Week Ended Sept. 14, 1985	Week Ended Sept. 15, 1984	Week Ended Sept. 7, 1985	Sept. to Date	Jan. 1 to Sept. 15, 1984	Jan. 1 to Sept. 14, 1985
AMERICAN MOTORS	2,750	4,771	2,316	5,066	140,416	80,916
Renault Total	2,750	4,771	2,316	5,066	140,416	80,918
Alliance	2,000	3,000	1,641	3,641	78,396	51,937
Encore	750	1,771	675	1,425	62,020	28,981
CHRYSLER CORP.	26,200	25,279	20,419	46,619	864,529	922,329
Plymouth Total	7,700	8,493	6,335	14,035	258,456	268,476
Horizon	2,900	3,792	2,414	5,314	112,612	104,390
Reliant	3,600	3,416	3,107	6,707	121,783	117,444
Caravelle	900	876	601	1,501	8,983	34,221
Gran Fury	300	409	213	513	15,080	12,421
Chrysler Total	8,000	7,615	6,096	14,096	286,149	300,456
LeBaron	900	1,870	652	1,552	83,698	65,837
LeBaron GTS	2,500	0	1,976	4,476	0	67,890
Laser	1,000	1,225	809	1,809	50,406	38,063
New Yorker/E-Class	1,100	1,426	841	1,941	68,665	47,690
Fifth Avenue	2,500	3,094	1,818	4,318	83,380	80,976
Dodge Total	10,500	9,171	7,988	18,488	319,922	353,397
Omni	2,500	3,490	1,989	4,489	106,046	101,001
Aries	3,500	2,707	2,780	6,280	96,550	98,549
Daytona	900	943	718	1,618	37,492	34,509
Dodge 600	1,300	1,244	805	2,105	53,480	46,256
Lancer	1,600	0	1,200	2,800	0	47,403
Diplomat	700	787	496	1,196	26,354	25,679
FORD MOTOR	29,047	37,344	27,012	56,059	1,240,747	1,176,850
Ford Division	20,773	24,920	18,414	39,187	803,923	783,035
Escort	7,667	7,471	4,821	12,488	245,420	234,225
Mustang	4,127	2,158	3,822	7,949	96,424	126,664
LTD	3,768	5,846	3,641	7,409	156,753	150,316
Thunderbird	1,600	2,890	3,239	4,839	106,149	127,764
Crown Victoria	0	2,002	0	0	58,306	7,122
EXP	0	1,301	0	0	27,454	3,863
Tempo	3,611	3,252	2,891	6,502	113,417	133,081
L-M Division	8,274	12,424	8,598	16,872	436,824	393,815
Mercury Total	5,449	9,557	6,570	12,019	318,850	279,447
Lynx	1,249	1,664	890	2,139	49,233	51,279
Capri	379	244	346	725	11,584	13,459
Marquis	1,432	2,187	1,447	2,879	82,374	74,886
Cougar	800	2,593	2,619	3,419	80,142	93,704
Grand Marquis	0	2,181	0	0	65,843	4,733
Topaz	1,589	688	1,268	2,857	29,674	41,386
Lincoln Total	2,825	2,867	2,028	4,853	117,974	114,368
Continental	398	522	278	676	26,857	18,567
Lincoln	2,118	2,031	1,515	3,633	71,034	83,115
Mark VI/VII	309	314	235	544	20,083	12,686
GENERAL MOTORS	94,937	83,204	65,933	160,870	3,227,452	3,450,622
Buick Total	21,343	18,189	14,665	36,008	707,758	716,996
Skylark	0	2,651	0	0	75,628	40,953
Skyhawk	1,610	1,955	1,259	2,869	102,856	76,034
Somerset Regal	3,522	1,119	2,515	6,037	3,548	87,632
Century	7,038	3,795	5,220	12,258	160,864	194,694
Regal	3,965	2,432	2,290	6,255	139,092	94,981
LeSabre/Electra(rwd)	485	3,605	318	803	150,358	88,797
Riviera	80	903	12	92	36,812	45,387
Electra(fwd)	4,643	1,729	3,051	7,694	38,600	88,518
Cadillac Total	3,985	7,188	2,682	6,667	237,492	250,161
Cimarron	0	436	0	0	12,560	19,076
Seville	66	585	11	77	27,742	27,306
Eldorado	85	1,305	17	102	55,456	51,856
Cadillac (rwd)	579	1,430	13	592	90,259	30,641
DeVille (fwd)	3,2[illegible]	3,432	2,641	5,896	51,475	121,282
Chevrolet Total	32,7[illegible]	28,447	22,248	55,023	1,111,423	1,159,560
Chevette	2,469	3,412	1,903	4,372	134,069	115,288
Cavalier	9,355	9,366	7,437	16,792	300,152	350,197
Celebrity	5,351	4,562	3,279	8,630	209,503	194,383
Camaro	3,929	2,876	2,469	6,389	182,504	148,890
Citation	0	2,202	0	0	82,941	28,697
Malibu/El Camino	0	374	0	0	17,712	1,199
Monte Carlo	2,831	1,319	2,306	5,137	77,719	99,678
Chevrolet	7,849	3,840	4,049	11,898	82,502	188,244
Corvette	1,000	496	805	1,805	24,321	32,984
Oldsmobile Total	20,731	17,979	13,976	34,707	785,944	854,610
Omega	0	0	0	0	29,289	0
Firenza	1,145	1,439	977	2,122	51,201	45,720
Cutlass Supreme	5,479	4,826	3,455	8,934	192,897	164,117
Cutlass Ciera	5,460	2,810	4,205	9,665	188,854	252,138
88/98 (rwd)	902	4,490	0	902	237,661	160,147
Olds 98 (fwd)	4,187	2,583	2,976	7,163	49,365	99,970
Calais	3,498	1,141	2,325	5,823	4,390	105,822
Toronado	60	690	38	98	32,287	27,236
Pontiac Total	16,103	11,401	12,362	28,465	384,835	469,295
Acadian**	0	46	394	394	11,389	9,673
2000 Sunbird	2,670	3,069	2,302	4,972	105,881	99,974
1000	1,199	836	920	2,119	29,149	18,771
Firebird	2,074	1,527	1,317	3,391	84,596	79,531
Phoenix	0	0	0	0	14,116	0
6000	715	0	542	1,257	0	37,494
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	2,545	2,313	1,747	4,292	21,134	54,010
Fiero	2,400	2,567	1,915	4,315	86,983	79,217
Grand Am	4,500	1,043	3,225	7,725	1,854	90,625
HONDA	2,512	2,539	2,871	5,383	95,131	106,207
NISSAN	1,280	0	1,022	2,302	0	21,878
NUMMI (Nova)*	2,000	0	1,400	3,400	0	31,074
VOLKSWAGEN	2,350	289	0	2,350	56,443	66,186
Total Cars, U.S.	161,076	153,406	120,973	282,049	5,624,718	5,858,064
Total Cars, Canada	24,174	15,995	20,096	44,270	758,000	745,051
N. American Cars	185,250	169,401	141,069	326,319	6,382,718	6,603,115
N. American Trucks	94,269	84,197	76,089	170,358	2,786,039	3,045,252
North American Cars and Trucks	279,519	253,598	217,158	496,677	9,168,757	9,648,367

*—Revised estimate.
**—All Acadians are built for sale in Canada.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 14, 1985	Week Ended Sept. 15, 1984	Week Ended Sept. 7, 1985	Sept. to Date	Jan. 1 to Sept. 15, 1984	Jan. 1 to Sept. 14, 1985
AMERICAN MOTORS	410	610	328	738	15,763	7,459
FORD MOTOR	9,629	5,233	9,010	18,639	305,426	350,699
GENERAL MOTORS	13,910	9,927	10,578	24,488	429,475	379,807
VOLVO	225	225	180	405	7,336	7,086
Total Cars, Canada	24,174	15,995	20,096	44,270	758,000	745,051

U.S. TRUCK PRODUCTION☆

	Week Ended Sept. 14, 1985	Week Ended Sept. 15, 1984	Week Ended Sept. 7, 1985	Sept. to Date	Jan. 1 to Sept. 15, 1984	Jan. 1 to Sept. 14, 1985
CHEVROLET	25,870	20,025	18,874	44,744	713,303	838,361
DODGE	4,600	5,066	4,574	9,174	145,827	152,672
FORD	25,061	25,932	21,674	46,735	832,828	838,569
GMC	7,616	7,070	6,037	13,653	231,812	263,175
INTERNATIONAL	1,812	1,478	1,325	3,137	53,754	54,349
JEEP	6,300	3,932	5,000	11,300	132,548	150,433
NISSAN	2,540	2,029	2,031	4,571	66,673	75,540
AM GENERAL	50	50	40	90	1,860	1,780
MISCELLANEOUS	2,000	1,000	1,750	3,750	37,000	66,553
Total Trucks, U.S.	75,849	66,582	61,305	137,154	2,215,605	2,441,432

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 14, 1985	Week Ended Sept. 15, 1984	Week Ended Sept. 7, 1985	Sept. to Date	Jan. 1 to Sept. 15, 1984	Jan. 1 to Sept. 14, 1985
CHRYSLER	8,796	8,150	7,383	16,179	252,241	281,290
FORD	3,648	3,262	2,790	6,438	107,610	114,581
GENERAL MOTORS	5,976	5,986	4,427	10,403	204,860	200,643
INTERNATIONAL	0	217	184	184	5,723	7,306
Total Trucks, Canada	18,420	17,615	14,784	33,204	570,434	603,820
N. American Trucks	94,269	84,197	76,089	170,358	2,786,039	3,045,252

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

C27004

Automotive News

September 23, 1985

60th year—$45 per year, $1.00 per copy

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Chrysler for '86

Hot performer for Dodge

A hot one from Dodge, the Daytona is offered as a base model and as the Daytona Turbo Z. Front and rear ends have been modified slightly for the new model year. Tinted glass and 14-inch aluminum wheels have been made standard. Also standard on both models is an AM/FM/stereo radio with six speakers in the doors, rear body panels and instrument panel. Story, other pictures are on Page 40.

Fifth Avenue stresses luxury

Luxury, classic styling, traditional rear-wheel drive and eight-cylinders under the hood. That's what the buyers of Chrysler Fifth Avenue are seeking. With room for six, the car is Chrysler's largest sedan and its sales have been increasing regularly in recent years. Changes are minimal for 1986. Story, other pictures are on Page 30.

From Plymouth for 1986

The folks at Plymouth say their Caravelle counts size among its major attractions. The spacious front-drive job provides seating for six passengers, a good-sized trunk and a comfortable ride. Story, other pictures are on Page 22.

Turmoil in South Africa imperils U.S. car output

By Dan McCosh
Detroit Reporter

How long could auto companies keep producing cars should the racial and political turmoil in South Africa cut off supplies of strategic metals?

The question is increasingly on the minds of auto executives in Tokyo, the U.S. and Western Europe as strikes and riots protesting South Africa's apartheid policies escalate.

The answer, it seems, is not long.

The near-total dependence of auto makers in the U.S., Australia, Japan and some countries in Western Europe on a steady supply of scarce rhodium, a precious metal used in automotive catalysts, leaves the auto industry in a precarious position if South African mines are shut down, according to auto purchasing executives and metal industry specialists.

That's because virtually all the rhodium used by auto makers today comes from South Africa.

Rhodium is a critical component of the so-called "three-way" catalysts installed on almost all passenger cars in countries that enforce stringent emission standards.

Although each car catalyst contains only about one one-hundredth of an ounce of the material, auto industry demand annually consumes about half of the rhodium produced worldwide, with the remainder critical to oil-refining, glassmaking and certain electronic components.

Rhodium became significant to the auto industry in 1981, when tightened U.S. emission standards reduced the acceptable levels of NOx—a pollutant sometimes blamed for the creation of Los Angeles smog. Previously, catalysts using platinum and palladium—likewise scarce, but more readily available than rhodium—could meet the standards.

Today's catalysts use several mixtures of platinum, palladium and rhodium and contain about twice the amount of precious metal that was used in the mid-1970s.

A geologic quirk has placed virtually all of the free world's supply of rhodium-bearing ore in a rock formation called the Merensky Reef—a bowl-shaped deposit roughly the area of Manhattan Island located in Bophuthatswana, a black township in northeastern South Africa.

• The only other major outcropping is in the Soviet Union, which is not considered a reliable source by auto makers. The Merensky Reef is located on the tribal homelands of the Bafokeng tribe, which leases the mineral rights on a long-term basis to white-owned South African mining interests.

So far, the labor unrest that has shut down other other South African mining operations has not reached the Rustenberg or Impala mines in Bophuthatswana.

Some observers feel that the relatively high pay in the platinum and rhodium mining industry has been a factor in keeping the peace, although the deep, hard-rock mining in shafts only 36 inches high and 3,000 feet below ground ranks with the most difficult in the world.

The predominantly male workforce in the Merensky Reef mines is mainly recruited for short stints from outlying areas, with 20,000 to 30,000 workers living in huge work camps supervised by the mining companies—a black population subject to South Africa's apartheid system of racial segregation.

"There have been no interruptions, so far it hasn't been a problem," said Gordon Bassett, pre-

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Import stocks padded by Japanese makes

By Kathleen Hamilton
Assistant Managing Editor

Domestic incentives apparently kept buyers away from captive imports in the same showrooms, pushing inventories of Japanese cars to a seven-month high. The combination of slower import-truck sales and a surge in shipments after the end of the haulers' strike pumped the import-truck stockpile to a seven-month high, too.

September opened with 293,268 imported cars in the U.S., slightly more than on Aug. 1, when there were 291,871 and the Teamsters were in the middle of their strike against the transport companies. All in all, though, the import-car inventory has remained in a narrow range since June 1.

On Sept. 1, 1984, there were 184,513 import cars in stock.

The latest stockpile translates into a 31-day supply of new imported cars, up from Aug. 1's 29 days to the same level it was on July 1. On Sept. 1, 1984, there was only a 24-day supply of imported cars.

In contrast to the increase in the import-car supplies, the domestic car makers sliced their inventories last month to a nine-month low.

Even though the Japanese-car supply was the highest since Feb. 1, 25 days' worth of cars can hardly be considered overstocked. Importers generally aim for 50 to 75 days' worth of cars, although under quotas the Japanese have been operating at half or less of that "ideal" level.

The inventory of imported light trucks (including Nissan's Tennessee-built trucks) jumped to 99,748 on Sept. 1 from 74,720 on Aug. 1 and 75,352 on Sept. 1, 1984. The latest inventory number was the highest count since Feb. 1, when there were 101,619 import trucks in the U.S.

The Sept. 1 truck days-supply figure (40 days) was the highest in eight months; it reached 45 days on Jan. 1. The Aug. 1 figure was half of what it was at the start of this month. On Sept. 1, 1984, there was a 28-day supply of new imported light trucks.

Back to the car figures: Many of the giant leaps in days-supply figures were attributable to inventories that soared during the month. Examples: Sprint, both

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Rundell talks of fresh marketing approach

Saturn eyes new franchise ideas

By John A. Russell
New York Staff Writer

NEW YORK—The present franchise system could be in for a major change when Saturn goes on stream. The General Motors unit is studying new ways of marketing its cars.

C. Reid Rundell, executive vice president of Saturn Corp., made it clear last week that Saturn is taking a new approach. He said that while present GM dealers will get the first crack at the franchise, Saturn will have fewer dealers than many current domestic makes.

Speaking at the International Motor Press Assn. meeting here, Rundell said the company may "depart from the traditional" methods and is studying other franchise operations, including those in the fast-food industry, for concepts.

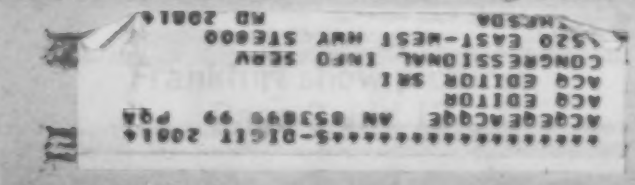
He drew particular attention to the McDonald's operation in which the company owns the land.

After the meeting, he said the sales and service agreement "could be different" and that another possibility is creating marketing subsidiaries as well as other methods to sell the cars.

He would not go into detail, but he said Saturn Corp. is studying all avenues and there are "no sacred cows" in its approach.

The retail system has drawn the particular attention of the executives at Saturn. They are concered about the buying experience of the consumer, and Rundell said that Saturn is a laboratory for the industry and the company will try many different things. He would not elaborate.

But while he would not go into detail on the franchise situation, it was clear that Saturn is looking at every facet and there "could well be changes."



breaking news

Ford prices up 2.9 pct. for 1986

DEARBORN.—Ford Motor Co. made a price statement last week but, like General Motors, it refused to put a dollar amount on the average increase for its 1986 models. Ford said only that prices will rise 2.9 percent on a comparably equipped basis. GM's hike is 3 percent, which is estimated at $400. Ford said the Ford Tempo GL two-door is up $138; the Ford Escort L four-door is up $176; the Mercury Grand Marquis four-door is up $590, and the Lincoln Town Car four-door is up $994. Dealer discounts and destination charges are unchanged. Option prices are generally unchanged, but optional V-6 and V-8 engines and transmissions are up.

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NEWSPAPER

He sees threat to jobs

Dingell joins backers of an easier CAFE

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—The acrimonious CAFE quarrel in the domestic auto industry has pushed Rep. John Dingell, Michigan Democrat and the auto makers' favorite congressman, into clearly siding with General Motors and Ford Motor Co.

The reason: He will never be a party to the loss of jobs in the U.S. or sending jobs overseas.

GM and Ford asking for a rollback of 1986 and later CAFE standards, and Chrysler Corp. insists vehemently that they should stay at 27.5 MPG. The first step is a reduction of the 1986 standard to 26 MPG.

At last week's hearing before the House Subcommittee on Energy Conservation and Power, Dingell told Chrysler, in effect, "I helped Chrysler get federal loan guarantees when you needed me, and now with threats of job loss, I am on their side."

But he sternly lectured the company spokespersons—GM Vice President Marina vN. Whitman, Ford Vice President Helen O. Petrauskas and Chrysler President Harold K. Sperlich—to stop the unseemly backbiting.

Dingell, as chief author of the 1975 CAFE law, also wrote the section to give NHTSA rollback flexibility in meeting the 1985 standard of 27.5 MPG, and he crafted the three-year carryforward and carryback credit provision so much needed by Ford and GM, but mostly by GM. Dingell said he opposes all current attempts to change the 1975 law.

One by Rep. Barbara Boxer, California Democrat, to set higher standards; one by Rep. Pete Stark, California Democrat, to take away NHTSA's authority to lower standards, and a House Resolution by Rep. Edward J. Markey, Massachusetts Democrat (who as Subcommittee chairman presided at the hearing) and 25 other lawmakers to urge NHTSA's Administrator to retain the current CAFE standards.

But while Dingell, as chairman of the full House Energy and Commerce Committee, welcomed Markey's assurances that the hearing would not impinge on NHTSA's pending decision for 1986 models, he nonetheless wanted to make clear his own views on the payment of civil penalties and decisions by GM and Ford that they cannot "plan" to break the law.

That became especially clear after Sperlich noted that Chrysler will continue to make the Chrysler Fifth Avenue (or Dodge Diplomat, or Plymouth Gran Fury) with a 318-CID V-8 engine and willingly pay a $500 fine by missing the "gas guzzler" cutoff by one MPG.

So, asked Sperlich, why did GM and Ford not pay their penalties for missing CAFE standards and make lots of money rather than close plants and put people out of work?

Dingell chided Chrysler for its newest position, after noting that its 1980 testimony regarding light-truck fuel economy was almost identical with that of Ford and GM. Dingell said he would be "outraged" if any firm made a deliberate decision to break the law and so would many stockholders.

All three companies will be filing legal memos on the question of choosing to pay fines instead of closing plants and causing layoffs by limiting production of big cars. But before the hearings, Markey had already asked the Congressional Research Service for its views.

CRS made it clear that nothing in the law says production must be stopped if standards are not met, but neither does the law forbid a car maker from deciding to stop or cut back production.

While some have speculated that Ford and GM will not pay fines because of fear of shareholder derivative suits, neither company will confirm that.

In a separate memo addressing the outlook for shareholder derivative suits against car makers, CRS said it cannot say definitely whether directors would be found negligent by failing to pay a fine instead of complying, although paying the fine would be cheaper

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Dealers view new Fords in Hawaii

More than 3,500 Ford dealers attended Ford Division's Sign of the Times introductory meetings in Hawaii, where the 1986 line —including the new Taurus, above—was displayed. Presenting Taurus was Robert L. Rewey, Ford Division general manager.

Bills on methanol fuel would aid gas gulpers

By Helen Kahn
and Jake Kelderman
Automotive News Staff

WASHINGTON.—Ford Motor Co. is talking about building parts for its big cars in Mexico to get out from under federal fuel-economy requirements but such extreme measures may not be necessary if Congress passes legislation this year aimed at creating a market for methanol fuels.

Under bills introduced by Senator John Danforth, Missouri Republican, and Rep. Phil Sharp, Indiana Democrat, the company could instead fit the cars with equipment that would allow them to run on methanol/gasoline blends of at least 85/15 and thereby turn their giants from fuel-gulping road monsters to fuel-sipping highway cruisers; from cars averaging about 20 MPG to cars averaging a whopping 160 MPG.

Both Danforth and Sharp would measure the fuel economy of cars equipped to run on methanol blends only on the amount of petroleum they use. Thus, a car averaging 15 MPG on a 85/15 blend of methanol/gasoline, would have a fuel-economy average of 100 MPG for government purposes (15 MPG divided by 0.15).

Spokespersons for Danforth and Sharp acknowledge that this largesse could be construed as a "loophole" in the federal fuel-economy laws, but they insist that incentives must be given if a market is to develop for methanol—methanol that can be produced from cheap U.S. coal.

The Danforth measure is scheduled to reach the Senate floor as early as this week. The Sharp bill, on the other hand, has just been introduced. Both measures have bipartisan support, however, and the White House has gone so far as to muzzle the EPA from speaking out against the bills.

The agency is said to have objected strenuously to the Danforth measure on the grounds that it was an excessive "giveaway," granting much greater fuel-economy credit than it should, since methanol contains only about half the energy that gasoline does.

But the White House recognized a solution to the problem of what to do about U.S. auto makers facing fines for failing to meet CAFE standards. so it told the agency to "lay off." Indeed, the EPA has been told to say absolutely nothing about the measure, agency sources indicated.

Among the alternatives offered by EPA was a plan to add the multi-fuel capability to only about 20 engine families certified on high-octane unleaded fuel.

That would have amounted to about 350,000 vehicles each year, a number EPA deemed sufficent to get methanol fuels to the market without unduly "giving away the store" on CAFE compliance, an Administration source said.

Automotive engineers estimate it would cost less than $100 to equip a car to run on methanol/gasoline blends as high as 85/15.

Ford has already demonstrated the feasibility of multi-fuel capability and has publicly thrown its support behind the Danforth measure. Ford says it will be 1990 before it can get into production with such equipment, however.

Sharp's measure seeks to ad-

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DeLorean indicted by U.S. grand jury

By Edward Lapham
Marketing Editor

A federal grand jury in Detroit returned a 15-count indictment against former auto maker John Z. DeLorean last Friday.

As expected, the 99-page indictment charged him with RICO (Racketeering Influenced and Corrupt Organization) and other federal crimes involving mail fraud, wire fraud, interstate transportation of stolen money, income tax evasion and causing false income tax returns to be filed.

If convicted on all counts, DeLorean could receive a sentence of up to 77 years in prison.

No other individuals were indicted last Friday.

Virtually all of the indictment counts stem from a series of financial transactions involving $17.65 million which disappeared from the defunct DeLorean Motor Co.

The indictments were the result of a federal probe which commenced in 1982. The federal grand jury began hearing evidence in the case more than two years ago.

The U.S. attorney said no arrest warrant was requested. Arraignment is tentatively scheduled for Sept. 27.

Allegations about DMC financial improprieties have run rampant since before the company petitioned for Chapter 11 bankruptcy status in October, 1982, just a week after John DeLorean was arrested on federal drug-trafficking charges in Los Angeles. He was later acquitted of those charges.

During the bankruptcy proceedings in Detroit, first the unsecured creditors committee and later the trustee of the DMC estate charged that John DeLorean diverted at least $8.5 million of the missing $17.65 million for his own use.

Specifically, they charged that DeLorean used it to pay off a loan to acquire a company in Logan, Utah, which produces snow-grooming equipment for ski slopes and other tracked vehicles.

At various times, three federal judges have ruled there is sufficient evidence to suggest the creditors are likely to prevail.

In September, 1978, when DeLorean was closing his deal with the British Government to take his sports-car project to Northern Ireland, investment banker Oppen-

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Potamkin acquires N.Y. Chrysler deal

NEW YORK.—Victor Potamkin, a leading Cadillac dealer here, has acquired Chrysler Corp.'s company-owned dealership in Manhattan.

Chrysler had operated the retail outlet for nearly 30 years and it sold about 5,000 cars last year. Potamkin has a reputation for turning around money-losing dealerships. He operates 28 dealerships, including five other Chrysler outlets.

Croats wage war of words against Yugo

By Kathleen Hamilton
Assistant Managing Editor

An association of Croats is waging a letter-writing campaign against the Yugoslavian-built Yugo and says it will begin placing advertising to get its message across.

Matthew Mestrovic, president of the executive committee of the Croatian National Congress, said he has sent letters critical of the Yugo to editors of "50 to 100" newspapers and automotive magazines. Yugo entered the U.S. market last month.

The letter sent to Automotive News was critical, among other things, of the product, of the wages paid to Yugoslavian auto workers and of the fact that its exports help the Yugoslavian economy.

Mestrovic characterized the Croatian National Congress as a 5,000-member international political group whose goals include cultural education and advocacy of a separate Croation nation, free of Yugoslavian control.

A Yugo of America, Inc., executive said the company was not aware of any organized opposition to its cars. "But I am not surprised. There are always dissident groups," said Jonas Halperin, Yugo senior vice president. He recalled Jewish opposition to the first German imports, and the opposition to Japanese imports in the aftermath of World War II.

He cited passages from a U.S. State Department document encouraging U.S. trade with Yugoslavia to lessen its dependence upon the USSR. Yugoslavia has used its dollars from U.S. exports to buy U.S. goods, he said.

Yugo has said repeatedly its U.S.-bound cars differ significantly from those produced previously.

Toyota planning to exhibit at NADA convention

WASHINGTON.—Toyota Motor Sales U.S.A. will have an exhibit at the 1986 NADA convention, which will be held Feb. 1-4 in New Orleans.

Toyota last exhibited at NADA in 1972.

Bob McCurry, senior vice president of Toyota Motor Sales, said the NADA convention provides "an excellent opportunity to hear from our dealers and to show them the latest of what Toyota has to offer."

Convention Chairman Frank England Jr. said, "Toyota will occupy a 3,200-square-foot space and will be located in a visible positon comparable to those of General Motors, Ford, Chrysler and AMC."

"We're delighted to have America's largest import manufacturer participating in such a prominent capacity," England said. England said the company's presence as an exhibitor represents a valuable forum for senior management to communicate with their dealers.

The 1986 NADA Convention and Exhibition will occupy more than 144,000 square feet in the new New Orleans Convention Center. It is described as a "state of the art" facility and was the principal building for the recent World's Fair.

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60th year—No. 5093

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

1986: The year of the

By Michelle Krebs
Financial Editor

Auto analysts unanimously agree 1986 will be the year of sales incentives. It also will be another year of Japanese imports chomping large bites out of the domestic makers' market share.

Beyond that basic consensus, however, there was widespread disagreement about 1986 motor vehicle sales. In fact, the auto analysts surveyed by Automotive News forecast a wider spectrum than any time in recent years.

Forecasts for total motor vehicle sales range from a high of sixteen million units to a low of 14.2 million.

Forecasts for car sales run from a low of ten million units to a high of 11.4 million. Of the total car sales, estimates for import share range from 3.2 million to 2.9 million units, which would put the domestic auto makers at recession levels.

Predictions for total truck sales range from a low of 4.1 million units to a high of 4.8 million units. Estimates of the import share of truck sales range from 600,000 units to 830,000 units.

The Automotive News composite puts total motor vehicle sales at fifteen million units for the 1986 calender year with 10.6 million car sales and 4.4 million trucks sales. Of the total car sales, three million units will be imports and 699,000 of the truck sales will be import trucks, according to the composite.

One year ago, many of the analysts anticipated a recession by 1986. Now, they generally have become more optimistic about next year. The Automotive News composite for 1986, when analysts were surveyed a year ago, was only 14.3 million units. Part of the boost comes from increased truck sales projections, which include the popular minivans.

Incentives

On one point the analysts are in agreement: 1986 will be a year of incentives.

"Sales incentives will be off and on for the next 12 months—maybe the next 24 months," said Jean-Claude Gruet, of Salomon Brothers Incorporated.

Maryann Keller, of Vilas-Fischer Associates, said the consumer has been conditioned to expect incentives since they were offered in the early 1980s recession.

"It was difficult to wean the public from them," she said. "It took a strong economy to make the public realize there were no more good deals. Few cars are sold without incentives because the consumer sits back and waits for the next round."

Import Share

The analysts also unanimously agree imports will continue to take large bites out of the domestics' market share, although to what degree is a subject of great controversy.

Keller paints a grim picture for the domstic auto makers. Noting the import market share in July hit 29.5 percent, she said that level will be maintained into next year with the Korean imports added to the Japanese and European makes.

In addition, U.S.-produced Japanese cars will compound the downward pressure on the domestics. Domestics will have sales of under seven million units, a recession level total, she said.

"Detroit has been battling cost and quality while the Japanese have declared themselves a winner in that battle," she said. "They have moved on to a new battle—that of fighting for market share, specializing a product line, focusing toward a specific market niche. They are all over the place, offering an infinite variety of models."

She likens it to what cigarette makers are doing—seeking niches in a stagnant market. Virginia Slims, for example, has found a niche with women; Marlboro with the macho man segment.

Instead of taking huge chunks of market share with one product, the imports whittle away at market share in small bites, with many models.

Effectively, she said, a free market exists and neither the Reagan Administration nor Congress appear to believe there is a problem.

On the opposite end of the spectrum, Arthur Davis, of Prescott, Ball & Turben, insists the American public and government won't stand for the import share hitting 25 percent.

"Forget it," he said. "If that happens, that means domestic production will fall almost a million units. That would mean massive layoffs in Detroit.

"There's no way that will happen with our trade deficit with Japan heading toward $45 billion next year," he said. "Congress already is screaming about import control in terms of surcharges."

A number of analysts see import penetration rising to as much as forty percent of the U.S. market by 1988 but then holding steady.

"The Japanese are limited from the import side by production capacity and still want to supply the Third World, European and domestic markets, which are expected to grow," said Ted Sullivan, of Data Resource Incorporated (DRI).

"Toyota and Nissan will not be the culprits of large increase," he said. "The smaller manufacturers will. They have beefed up capacity but were held back by import restraints."

Nevertheless, he believes they will hold back as well, fearing a political reaction and the threat of local content legislation.

Gruet believes the domestic auto companies must offer incentives to keep market share. He places import penetration at 28.9 percent in 1986, 29.5 percent in 1987, 30.8 percent in 1988, 39.8 percent in 1989 and 31.5 percent in 1990.

However, if U.S. production by foreign manufacturers and joint ventures between U.S. and foreign companies are included, import share rises to 34.6 percent in 1986, 37.3 percent in 1987, 40.7 in 1988 and 1989 and 41.6 percent in 1990.

He calls his numbers conservative because he bases them on already-announced production programs.

Nevertheless, most analysts believe Congress and the Administration are not likely to take any trade policy action.

David Healy, of Drexel, Burnham & Lambert, said protectionism will resurge in full force only if the auto industry enters a recession. The imports will be blamed and the wheels of protectionism will be set in motion.

"As long as the industry is prosperous, it will stay quiet in Washington," he said.

Scott Merlis, of Shearson Lehman Brothers, said if high unemployment exists at election time, Detroit is likely to win protectionist support.

Small Cars

The analysts generally agree consumers shopping for small cars will find the best bargains.

"The small-car market will be competitive as hell," said Healy. "No one will make any money, and the small-car buyer will be in hog heaven."

The analysts agree a glut of small cars, including the new entries from Yugoslavia's Yugo and South Korea's Hyundai, will far exceed demand, forcing manufacturers to cut prices and offer incentives.

"It's a good bet the small-car segment will suffer price weakness," said Merlis. "The question will be whether or not price weakness will be confined to small cars."

Even imports may experience price pressures, some say. "Import dealers are taking off the premium," said John Maher, of Citicorp. "Pricing will become intensely competitive in the fourth quarter of this year and early in 1986. Wide-scale incentives will dig even further into already tight profit margins on small cars."

Despite the continued import dominance in small cars, some analysts insist domestic manufacturers must stay in the small-car business.

"GM, as the largest company in the world, however unpalatable, must find a way to remain competitive," Gruet said.

A DRI study shows small-car capacity by 1988 will exceed potential demand by 700,000 units, and that's if domestics operate at only eighty percent. It means some of the excess capacity will have to be shut down.

Yet DRI's Sullivan points out that small-car production remains important to U.S. producers as a means of experimenting with the manufacturing process and the whole way of doing business, just as GM's Saturn project is designed to do.

U.S. Market Outlook: Composite of Calendar Year Sales Forecast

(In Millions)

	1986					1987					1988				
	Total Motor Vehicle Sales	Total Car Sales	Total Truck Sales	Import Car Sales	Import Truck Sales	Total Motor Vehicle Sales	Total Car Sales	Total Truck Sales	Import Car Sales	Import Truck Sales	Total Motor Vehicle Sales	Total Car Sales	Total Truck Sales	Import Car Sales	Import Truck Sales
Beale	14.2	10.1	4.1	2.9	.600	14.0	10.0	4.0	3.5	.590	14.4	10.3	4.1	3.8	.615
Davis	15.7	11.0	4.7	3.0	.830	15.3	10.8	4.5	2.8	.790	16.5	11.5	5.0	3.0	.900
Glantz	14.8	10.4	4.4	3.0	.740	14.0	9.8	4.2	3.2	.700	14.9	10.4	4.5	3.4	.725
Glaser	16.0	11.2	4.8	3.1	—	—	—	—	—	—	—	—	—	—	—
Gruet	15.3	10.8	4.6	3.1	.750	14.8	10.4	4.4	3.1	.720	13.9	9.8	4.1	3.0	.680
Hammond	15.2	10.6	4.6	3.2	.800	15.6	10.8	4.8	3.6	.800	15.8	11.0	4.8	3.7	.900
Healy	15.4	10.8	4.6	3.1	.659	13.9	9.7	4.2	3.0	.624	—	—	—	—	—
Keller	14.6	10.3	4.3	3.2	.650	—	—	—	—	—	—	—	—	—	—
Knight	15.5	11.4	4.1	3.0	.650	—	—	—	—	—	—	—	—	—	—
Lent	14.6	10.4	4.2	2.9	.650	14.6	10.6	4.0	3.0	.700	15.0	10.8	4.2	3.0	.800
Maher	15.3	10.7	4.6	3.0	—	14.1	10.0	4.1	2.8	—	15.3	10.9	4.4	3.05	—
Merlis	14.2	10.0	4.2	2.9	—	13.6	9.8	4.0	2.8	—	15.9	11.2	4.7	3.3	—
O'Grady	14.7	10.5	4.2	3.2	.660	15.0	10.6	4.4	3.5	.690	15.4	11.0	4.4	3.7	.710
COMPOSITE	15.0	10.6	4.4	3.0	.699	14.5	10.3	4.2	3.1	.703	15.2	10.8	4.5	3.3	.761

Note: Wendy Beale, Smith Barney, Harris Upham & Co.; Arthur G. Davis, Prescott, Ball & Turben; Ronald A. Glantz, Montgomery Securities; Gary Glaser, First Boston Corp.; Jean-Claude Gruet, Salomon Brothers Inc.; John Hammond, Data Resources Inc.; David Healy, Drexel Burnham Lambert; Maryann Keller, Vilas-Fischer Associates; Ann Knight, PaineWebber Inc.; Thomas E. Lent, Prudential-Bache Securities, Inc.; John Maher, Citicorp; Scott Merlis, Shearson Lehman Brothers; Thomas O'Grady, Integrated Automotive Resources, Inc.

Scott Merlis
Shearson Lehman Brothers

John Hammond
Data Resources Incorporated

David Healy
Drexel Burnham Lambert

John Maher
Citicorp

Ronald A. Glantz
Montgomery Securities

creative incentive

"Secondly," Sullivan added, "it's more important strategically for the domestics to maintain a presence in the small-car segment, even though they lose money on it, in order to capture the first-time buyer who later will move upscale."

Only Keller disagrees. "What's a small car? What are the Japanese building?"

Keller contends no tie exists between size and price, and the Japanese have moved their models up the size and price ladder, saying she recently saw a Toyota Corolla in a dealership room with a sticker price of $12,900.

She argues that if you asked a Detroit auto executive to draw a picture of a Japanese car, he'd probably draw a boxy, simple car —similar to the way a five-year old would draw a two-box house. And that simply is not the case any more, she said.

Minivans

The minivan segment remains a big question mark for 1986. Chrysler no longer is the single entry in the segment; General Motors and Ford have started selling their entries.

"You have to wonder if GM and Ford overreacted to Chrysler's success," DRI's Sullivan said. "No one knows how big the segment is going to be. It will have to make tremendous expansion in the market in order to fulfill capacity if it only runs at eighty percent.

"It could turn out that the segment of the market isn't that big, which means there will be incentives, aggressive advertising and price reductions," he added.

That could throw other segments out of equilibrium, he said. Potential buyers of large vans, small pick-ups, stations wagons, small utility truck may opt for minivans, where they can enjoy incentives, causing those segments to soften.

"Chrysler has been able to sell all the minivans it can make until now, showing the market is bigger than one plant," said Healy. "The question is how big is it. The sector will be fairly competitive . . . Chrysler may lose its monopoly."

Others believe Chrysler will continue to rule supreme.

Gruet estimates the minivan segment to be 500,000 to 550,000 units with Chrysler continuing to lead the pack but with GM gaining market share.

Ann Knight, of Paine Webber Incorporated, estimates the total potential of the market at one million units. "So there's room in the market for more than there are now.

"I'm skeptical that Ford and GM minivans appeal to the same group or appeal to as wide a range. GM is marketing its minivan more as a truck-like vehicle, but I don't have a strong sense of how Ford is marketing."

Though some overlap exists, Knight doesn't view GM and Ford as direct competitors to Chrysler's minivan.

Other Segments

There is little agreement concerning how other segments will fare in 1986.

Ronald Glantz, of Montgomery Securities, sees the intermediate and subcompact segments winning a boost from some attractive domestic models—GM's N-car sedans, the Pontiac Grand Am, the Buick Somerset Regal and the Oldsmobile Calais, and Ford's Taurus/Sable models. But those segments will gain at the expense of the full-size and luxury market.

Davis also sees success by the domestics with some attractive new models including GM's restyled larger cars, Chrysler's P-car and the Ford Taurus/Sable line. "All the electronics and performance will make it an exciting year," he said.

The direction of the sporty, performance car segment, which has enjoyed a comeback, depends on the individual analyst's economic scenario for 1986.

Those who paint a healthy picture for the economy with continued lower gas prices, see the segment doing well. Young, entry level buyers are apt to move up to the sporty, performance segment, they say.

However, those who view the 1986 economy as sluggish with declining disposable income, see a drop-off in sales of sporty, performance cars. Knight believes there may be a spillover into the lower end of the luxury European segment.

DRI's Sullivan expects the European imports to do even better than before since no production interruptions are on the horizon and with U.S. companies importing more models from their European affiliates.

Thomas O'Grady, of Integrated Automotive Resources Incorporated, perceives a vaccuum left by GM's elimination of the X car. He expects 100,000 car sales to be made up by Ford's Tempo/Topaz, Chrysler's Reliant/Aries and Toyota Camry lines.

General Economy

For the general economy, the analysts' are forecasting a range from "brilliant" to "lackluster." The diversity of opinion accounts, in part, for the diversity of opinion on motor vehicle sales.

Keller sees another year of a "sloppy economy . . . lackluster" with little difference in overall car sales from 1985.

Wendy Beale, of Smith Barney, Harris Upham & Company, doesn't believe the minimal growth in disposable income will be enough to sustain consumer spending, particularly of durable goods.

Merlis expects the consumers' high level of debt to lead to a cool-down in auto sales but not to a crash like we saw a few years ago. He further anticipates the potential of high unemployment and a continuation of the same trend into 1987.

Both Beale and Merlis forecast a sales year of 14.2 million units, the lowest of those surveyed by Automotive News.

The bulls read strong signals in the economy: Economic growth, low inflation, strong consumer confidence, higher disposable income.

Gary Glaser, of First Boston Corporation, was the most bullish of the analysts surveyed. He is forecasting an unprecedented sixteen-million unit year for motor vehicle sales, with the domestic makes benefitting from the boom year.

The economy is going to be strong, he believes, with perhaps as much as a four to five percent increase in the gross national product, which corresponds directly to car sales. Furthermore, he said, the economic cycle has yet to peak.

"We tried to determine what could pop up to knock sales off their strong path," said DRI's Sullivan. "We see nothing on the horizon.

Knight said she based her motor vehicle sales forecast purely on economics.

"We have a very, very optimistic outlook for the economy," she said. "The linchpin is low inflation. We get more optimistic about '86 as the economy gets more and more sluggish now. The cause of concern is inflation reigniting but there are no signs of that, and we really believe the Fed will be stimulative to the economy."

A DRI study concluded that car buyers will be more willing and able to buy cars in 1986 than now, based on the average monthly car payments, upon which interest rates play a major role, and per capita income. The study found that by the end of 1986, an average consumer will spend 25.5 percent of monthly income on a car payment instead of today's twenty-seven percent, because of income rises, price stabilization and lower interest rates.

"People are sitting with cash, people are employed and consumer sentiment indicates consumers are willing to buy cars," said Thomas Lent, of Prudential-Bache Securities. "They are apparently waiting for a better deal with the expectation that interest rates are coming down."

He suggests that consumers considering a major purchase would be better off buying a car than building or buying a house, for example, because of the attractive financing rates.

Some you win

Some you win, some you lose and some...well...some you try to forget as quickly as possible.

Last year at this time, our panel of analysts forecast a composite 1985 calendar year car and truck sales total of 14.8 million units, including a composite car-sales total of 10.8 million.

Right now, two-thirds of the way through the year, total car sales are 7.5 million. The APR financing programs will likely yield a boom September, but October launch sales could fizzle in the aftermath.

What's it all mean? If fourth quarter sales sputter and the factories come back with more incentives, or if the launch is moderately successful in and of its own momentum, last year's composite total of 10.8 million looks good. If not, well...

Several of the analysts in this year's panel also made projections last year. Here's how they did. Art Davis pegged car sales right at the 10.8 million mark. John Hammond said 10.6 million, as did David Healy.

Ann Knight, with an 11.2 million car-sales forecast, would need a farily strong launch to hit the mark.

Thomas O'Grady, with a 10.2 million-unit forecast one year ago, looks to be low. Unless, of course, the launch fizzles and the auto makers wait until after the first of the year to start feeding the car buyer the old, addictive incentive dope.

—Edward Lapham

Beyond 1986

Not all the analysts surveyed were willing to forecast beyond 1986.

The Automotive News composite puts total motor vehicle sales at 14.5 million units in 1987; 10.25 million cars and 4.24 million trucks. The composite shows import share edging up; 3.13 million units for cars and 703,000 import trucks.

The range was from 13.8 million units to 15.6 million. The low for car sales was 9.8 million with the high at 10.8 million. Import share of cars was predicted as high as 3.5 million units and as low as 2.8 million units.

Many of the analysts polled are anticipating a mild recession starting as early as late 1986 but certainly by 1987, which will reduce cars sales.

Domestics, they say, will bear the costs of the sales drop-off. Consumers have shown a preference for Japanese and European models, and greater availability of them is anticipated.

For 1988, the Automotive News composite showed motor vehicle sales rising to 15.22 million units; 10.76 million cars and 4.47 million trucks. Again, the import share rises—to 3.33 million cars and 761,000 trucks.

The analysts generally predicted 1988 would be better than 1987. The forecasts ranged from a high of 16.5 million units to a low of 13.85 million. The high for cars was 11.5 million while the low was 9.75 million.

Every forecast included the import numbers rising to more than three million units; as high as 3.8 million and as low as three million even. At the same time, import trucks, in the eyes of some analysts, are approaching the one million mark.

—Illustrations by Sandy Schultz.

Arthur G. Davis
Prescott Ball & Turben

Jean-Claude Gruet
Salomon Brothers

Maryann Keller
Vilas-Fischer Associates

Ann Knight
Paine Webber

Thomas O'Grady
Integrated Automotive Resources

Overseas tourist delivery is here to stay

American vacationers flock to Europe's auto factory gates

By Richard Feast
European Editor

European auto makers recognize the attraction for U.S. customers who want to take delivery at the factory gates. It may require a lot of additional organization, but as one company official commented, "It is a wonderful opportunity for the manufacturer to present itself."

The attraction these days is not so much in the pile of greenbacks that can be saved. That advantage passed years ago when U.S. tax regulations changed and European and U.S. safety and emission standards began to diversify.

With today's direct sales funneled through official importers and their dealers, the customer's financial gain is minimal. Unofficial channels—the gray market—continue to exist, however, and will as long as Europe offers a wider variety of (unapproved) models and some distinct savings on list prices.

Favorable exchange rates and the resultant strong dollar have made Europe something of a travel bargain, so air traffic from the U.S. to Europe is running at record levels. Consequently, the increased number of upscale consumers in Europe with a propensity to own European makes has made the idea of taking delivery of a new car in Europe even more appealing.

What seems to appeal most to customers who take delivery in Europe is the free transport it provides. If the pickup is tied in with a vacation, the buyer can dispense with air and rail costs and with car rental charges. These are not inconsiderable in Europe. A month's rental of a car such as a Volvo 240 is around $1,000. A big BMW may cost double that, and a Mercedes-Benz around $3,000.

In contrast, direct-delivery cost advantages compared with U.S. dealer delivery are marginal. Jaguar's direct sales manager, Gavin Thompson, estimates it is around one percent. Tora Engstrom, of Volvo's tourist and diplomatic service, estimates about $1,000 when the final bill is tallied. BMW says about $750.

Such savings would contribute toward a family's air fares across the Atlantic. The real payback would only begin when the car is used in touring Europe on the vacation.

Nevertheless, there is some resistance to the schemes from U.S. dealers. Jaguar limits the number of orders it will accept for factory delivery. The U.S. remains Jaguar's key market, and it wants to put as many orders as possible through the dealer network which has helped it grow so dramatically in recent years.

Tourist Deliveries

	6 Mos., 1985	6 Mos., 1984
Alfa	31	N.P.*
Audi	433	722
BMW	1,893	1,560
Mercedes	1,395	1,950
Saab	625	595
VW	1,369	1,455
Volvo	1,376	1,193

*—No program.

An executive at another import company admits, "There are some dealers who just don't understand the scheme. They seem to forget that all they have to do is take the order. There's no extra work or stock to finance."

Whatever the misgivings, tourist delivery is here to stay. Among its pioneers is Daimler-Benz, which every working day hands over between 400 and 800 cars to customers as they emerge from the Sindelfingen assembly plant near Stuttgart.

Ninety percent of customers are from the domestic market. Indeed, every other West German Mercedes driver has picked the car up at the factory. The remainder are handed over to tourists, and most of those are from the U.S.

Such substantial numbers require a major delivery facility. Daimler-Benz's present center was opened four and one-half years ago and employs about 250 people. Its amenities range from cafes to a full restaurant, from private suites to showers and shops. A factory tour is an integral part of the arrangements.

At the other end of the scale is a company like Jaguar. It offers a more personal service to between twenty and thirty customers each week. "We couldn't do forty or fifty a week. The cars just aren't available, and we wouldn't be able to look after each customer properly," explains Thompson.

But the business has grown sufficiently for Jaguar to create a new center for the purpose. It is located next to the recently opened museum, which houses a small collection of significant Jaguar models.

Similarly, factory tours and visits to its splendid museum are part of the Porsche program. Its facilities have been upgraded, but there is a longer-term plan to create a new tourist delivery center at the Stuttgart factory—but not until the new paint shop has been completed toward the end of this year.

Porsche reports that tourist deliveries are seasonal. In the first half of this year the number was just over 120, but between the factory start-up after the summer break and the end of the year it expects to hand over 400 to visiting U.S. customers.

In Sweden, Volvo's expectation is for around 9,000 deliveries this year. The figure includes 25 percent to diplomats and about 35 percent to military personnel stationed in Europe, particularly in West Germany. The remainder go to tourists and business people working abroad.

Saab also reports good business with American service personnel stationed in West Germany. In total, it expects to sell up to 5,000 vehicles this year through its international and diplomatic sales unit based in Volvo territory in Gothenberg.

All companies report growth in the business. For Saab it has boomed the past four or five years, but is now growing at about ten percent a year. At Daimler-Benz the introduction of the new mid-range model in the U.S. is expected to add impetus. BMW was dealing in hundreds, now it's thousands. The company plans to streamline its delivery center, currently located about three miles from its Munich headquarters.

All companies offer added bonuses of various sorts. For a small concern like Jaguar it is personal service, such as being picked up at an airport or station. At Volvo, free car passage on the ferries to Denmark and West Germany can be arranged. BMW has a special deal with local hotels for reduced rates.

In addition, the larger companies offer collection and return facilities at various points across Europe. If a customer wants to fly home from Paris, Mercedes will arrange for the car to be picked up, shipped to the U.S., prepared to local standards and delivered to the customer's local dealer.

At Volvo, Engstrom says, "You buy a package with your car. What you like, the insurance, the accessories, the delivery program, it's all organized."

Women

Continued from Page E-6

sponsorship of more prime time TV programming, which Chevrolet believes is viewed by a larger number of women than men.

The division also will sponsor some national daytime TV programming, "by the first of the year," Staudt said, and will likely make some daytime soap opera buys early next year.

There is some minimal danger, Staudt conceded, that the new aimed-at-women advertising could "turn off" traditional male buyers, but it is not likely many males will see the women's service magazine ads, he said.

"I think we can add some emphasis to women's marketing without being detrimental to men's marketing efforts," Staudt said.

In addition to all of the concerns women had about matters under factory control, there are still some areas of concern at the dealership, Chevrolet found; The use of terms of endearment by sales personnel, being ignored by sales personnel, being patronized by sales personnel and feeling uncomfortable in the service department were all common complaints.

The auto companies have known for some time that dealership personnel can thwart any campaign, so most of the companies have been holding seminars and training sessions for dealers and sales personnel to re-educate them about the buying power of women and the proper means of selling to them and servicing their vehicles.

Dealers themselves realize there is a problem and that they, too, need to improve their own operations to better serve the needs of women customers.

At February's NADA convention there will be a workshop devoted to this very matter, called "Attracting the Woman Customer."

The workshop will be conducted by Carol J. Coby, a multi-talented woman who has PR, government relations and televison reporting experience. She also has conducted similar seminars at a Milwaukee dealership already.

She recommends, among other things, that dealers conduct consumer information seminars for women, without the "powder puff" touch. Koby has a standard format and suggests covering topics like finance and insurance, value buying, leasing vs. buying, slecting a repair shop and even driving and the law.

Porsche's racing program is the linchpin of its marketing effort. It is looking to the showroom stock series to showcase the 944 Turbo.

Looking for life's achievers

Porsche's niche in the specialty-car market

By Matt DeLorenzo
Los Angeles Reporter

Detroit's fascination for the Yuppie phenomenon is not shared by all the imports, especially an expensive, European import like Porsche.

John Baker, a spokesman for Porsche Cars North America, said that "we are very much in the specialty car market," adding that "when you sell only 22,000 cars a year, it's hard to say you have a trend established in one direction or another."

The Porsche buyer is clearly a different breed, Baker said. "The only word we use to clump them together is a self-generated word —achiever. Our owners are active, aggressive and players in life rather than spectators." Their hobbies are more likely to be tennis or skiing rather than softball or bowling.

Advertising to the potential Porsche buyer who has always dreamed of owning one is like preaching to the converted. However, Porsche's launch campaign was geared to not only getting the message to the faithful, but reaching out as well to those "players" in life who didn't quite understand the facts behind the Porsche mystique. It's a campaign that the company will be sticking to in 1986, according to Baker.

Last year, the company launched a 14-page insert in a selected number of magazines which included business and financial publications. The list of achievers who buy Porsches are business people, Baker explained. This year's program "is following the same theme, with double page ads following with full page ads in the Wall Street Journal. There will be a very selective television buy."

Last year the company released a television commercial that featured Dr. Ferry Porsche walking through a warehouse with famous cars of the past and talking about the quest for excellence. That program was specifically designed to reach those achievers who were unclear on what Porsche meant.

"Early research showed us among people who currently own a Porsche, they clearly understand the company's racing heritage and dedication to engineering excellence. Among those people who could own a Porsche, but didn't, that perception of Porsche was cluttered."

Porsche combined the theme of racing heritage, the quest for engineering excellence and even showed that a Dr. Porsche did exist and developed the spot. "There was no heavy advertising for our three lines, we talked about Porsche and then said in the print advertising, we have these three lines to sell (944, 911 and 928)."

The image that Porsche projects is that it is "first and foremost an engineering company."

Porsche's racing program will continue to be the linchpin of its overall marketing effort. "Competition is part of our heritage. We would be remiss if we didn't mention competition in the U.S.," Baker said. A Porsche Cup has been established for the U.S. with an $82,500 purse to be split by all the top drivers in their respective categories using the product. In addition to supporting privateers racing in IMSA and SCCA prototype, GT and Trans AM series, Porsche is also looking towards the showroom stock series in both assocations as a showcase for the 944 Turbo.

Baker said that other elements of Porsche's marketing program is a direct mail campaign on 928 to selected prospects and, in an effort to deal with the gray market, the introduction of the 911 Turbo Carerra and a holding the line on prices.

"Part of our entire effort is to reduce the motivation or temptation of people to get involved in the gray market. We've shown considerable restraint in pricing the two new cars (the 944 Turbo at $29,500 and the 911 Turbo at $48,000). There's no motivation for a customer to take the risk of the gray market."

In addition to holding the line on prices here, Baker said Porsche will allow the price of is cars sold in Germany to climb over time to reflect the value of the vehicles in the U.S.

The approach taken to the Porsche buyer will also be somewhat different that the approach taken by other auto makers toward their customers. "We don't look on them as buyers as much as we see them as owners. And Porsche owners could be 10 or 15 years. We want to make Porsche ownership a pleasant experience," Baker said, and that goes beyond the purchase to include either maintaining the car on the part of the owner or bringing the vehicle in for servicing. In making all their contacts with the company as pleasant as possible, Baker said "we're almost in the entertainment business, not the car business."

Leading 1984 auto advertising spenders

Several auto marketing units rank in Advertising Age Top 100

Several of the companies which market cars and trucks in the U.S. are included in Advertising Age's *list of Top 100 Advertisers. The following edited excerpts detail 1984 ad spending of some of the larger marketing units. The entire listings will appear in the September 26 issue of* Advertising Age.

AMC

American Motors Corporation had total ad spending of $120.5 million in 1984, an increase of 19.5 percent over 1983.

Measured advertising in the nine media tracked in this report was $94.7 million, up 13.6 percent from 1983. Vehicles or ad categories responsible for the boost in measured totals included the launch of the Jeep Cherokee at $10.2 million in measured advertising, mostly TV and some magazine; launch of the Jeep CJ at $3.3 million in measured spending; Jeep Wagoneer spent $6 million, up from $3.2 million; the Renault Encore, $15.4 million, up 45 percent; and a nonspecific AMC passenger car category, $8.7 million, up from $1.5 million in 1983.

Spending dropped for the Renault Fuego to $6.2 million from $10 million in 1983; the AMC Eagle to $3.5 million from $5.8 million; and nonspecific Jeep vehicles, $3.5 million, down from $11.1 million. Spending remained stable for Renault Alliance at $20.6 million.

In February, 1985, AMC used a $6 million mid-model year sixteen-page magazine insert and TV campaign to show all of its line at one time and help pump up the Renault name. The "Buyers Guide" insert compared features of the AMC-marketed vehicles with their competition. "We challenge you to find better vehicles anywhere," a headline said.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	7,572	8,315
Magazines	21,880	15,645
Network cable	573	975
Spot TV	6,074	6,222
Network TV	56,622	50,972
Spot radio	1,206	121
Outdoor	746	1,088
Total Measured	94,671	83,337
Total Unmeasured	25,829	18,355
Estimated Total	120,500	101,691

CHRYSLER

Chrysler Corporation increased advertising spending 23.3 percent to $317,440,000 in 1984 from $257,657,000 in 1983.

Chrysler's measured ad spending rose 21.4 percent, paced by a thirty-seven percent gain for magazines. Factory contributions to dealer advertising associations increased by more than thirty percent, from an estimated $28 million in 1983 to $41 million in 1984, as Chrysler followed the industry into much closer cooperation with dealer ad groups.

As Chrysler moves toward greater regionalization of national image advertising, it supplements that by putting up matching funds for specific projects with dealer ad groups.

In September, Chrysler joined Chevrolet in shunning high-cost TV advertising by cutting network spending by eight percent for the 1985 model year, paring TV's share of the Chrysler ad dollar by two or three percent. The company diverted $7 million to $10 million from TV. Chrysler-Plymouth shifted ad dollars to print, radio and cable TV, and Dodge moved toward cable and magazines.

In late October, Chrysler embarked on a network TV ad strategy that included participation as a multi-million-dollar investor in the production of made-for-TV movies. The five-year plan included co-production ventures for at least two movies per season, beginning in 1986. The scheduling of movies will be pinned to launches of new Chrysler cars, with Chrysler as the exclusive automotive sponsor.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspaper	$34,962	$31,846
Magazine	61,596	44,845
Network cable	2,327	1,621
Spot TV	27,446	18,262
Network TV	93,637	84,194
Spot radio	18,777	16,651
Network radio	4,141	2,858
Outdoor	1,587	679
Farm publications	566	717
Total Measured	245,040	201,673
Total Unmeasured	72,400	55,984
Estimated Total	317,440	257,657

Dodge Divison ($000)

	1984	1983
Magazine	34,100	19,107
Newspaper supp.	1,858	137
Network TV	44,117	33,856
Spot TV	14,496	8,319
Network radio	2,988	2,179
Outdoor	578	85
Total Measured	98,137	63,683

Chrysler-Plymouth Divisien ($000)

	1984	1983
Magazine	27,301	21,574
Newspaper supp.	1,128	220
Network TV	38,489	27,674
Spot TV	12,136	7,776
Network radio	1,153	0
Outdoor	992	558
Total Measured	81,199	57,802

FORD

Ford Motor Company increased U.S. advertising spending by 3.8 percent, to $559.4 million, over the previous year.

Ford channeled virtually all of its increased ad spending into factory contributions to dealer advertising associations. Ford's direct factory media spending actually dropped $2.06 million in 1984 to $477 million, which can partially be traced to less rebate and low-cost financing advertising and fewer new products than in 1983. Ford Division factory advertising was virtually unchanged at an estimated $297 million and L-M rose 15 percent to an estimated $115 million.

But Ford Division contributions increased to an estimated $59.4 million from $45 million in 1933, and L-M rose to an estimated $23 million from $16 million in 1983. Cars in the Ford Division recorded some of the larger measured media totals, according to the six-media monitored by Leading National Advertisers—Escort $17.5 million, down 11 percent from 1983; Ford LTD $13.9 million, up 10.3 percent; Ford Mustang $14.8 million, up 59 percent; Ford Tempo $28.1 million, up 1.8 percent.

During 1984, Ford increased its measured advertising 4.5 percent to $387.4 million. In doing so, it boosted newspapers twenty-five percent to $62.1 million; magazines 21 percent to $97.1 million; network cable 33 percent to $6.9 million, and spot TV 5.4 percent to $39.5 million. However, it cut spending in three media—network TV by 4.7 percent to $164.3 million, spot radio 17 percent to $10.8 million and network radio 79 percent to $1.5 million. Outdoor and farm, both minor media for the agency, remained stable.

Ford's TV media strategy in 1984 called for buying total or partial exclusivity on high-profile TV events. Network TV ad spending for the year dropped 4.7 percent to $164.3 million, however, as the company swung to what it considered better values in magazines, newspaper, network cable and direct mail.

On the Lincoln-Mercury side, three cars got most of the spring attention in 1984: Cougar for a sales success, Topaz to strengthen brand awareness and Mark VII because the luxury car was new for the model year. The Cougar got $20.9 million in measured spending, down 12.6 percent; Topaz $22.9 million, up 16.8 percent, and Mark VII $14.1 million (for all Continentals), up 90.5 percent.

L-M singled out only those vehicles with aerodynamic designs for company media spending for model year 1985. The stars under the Mercury label were Cougar, Cougar XR7 and Topaz. For Lincoln it was the Continental Mark VII LSC. All others were banished to dealer group ad efforts, except for the Mercury Capri, which received virtually no ad spending.

Ford spent $40.3 million in measured media on trucks, down 7.4 percent, placing $15.3 million of that behind Ranger, down 33.5 percent, and $4.8 million in support of Bronco, down twenty percent.

In spring, 1985, Ford prepared for the fall introduction of its 1986 Aerostar minivan. Aerostar will get an initial ad push of $20 million.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	62,063	49,603
Magazines	97,101	80,346
Network cable	6,892	5,087
Spot TV	39,500	37,857
Network TV	164,253	172,308
Spot radio	10,787	12,993
Network radio	1,525	7,186
Outdoor	2,174	1,806
Farm pubs	3,115	3,431
Total Measured	387,411	370,617
Total Unmeasured	171,989	113,530
Estimated total	559,400	484,147

GM

General Motors Corporation increased 1984 ad expenditures by $118.95 million or 18.4 percent to an estimated $763.8 million on record sales and earnings.

In mid-1984 as the corporate-wide reorganization began to take form, the GM Media Council was formed to take a comprehensive look at GM's relationship with its advertising agencies and to maximize effectiveness of the automaker's advertising. Several sweeping changes occurred in the first year of the Council's operation.

Chevrolet led a mini-revolt among auto marketers at continually rising network TV time costs in the fall, when it dropped its domestic-exclusivity for the 1985 Super Bowl, saying the $1 million-a-minute pricetag was too high to justify.

At Pontiac, introductory ad spending for Grand Am totalled $6.3 million in the last three months of calendar 1984, 90 percent in network TV and most of the rest for magazines.

Other spending, which was for all of 1984, was concentrated on the other four image cars: Sunbird (formerly 2000), $8.28 million; 6000, $6.59 million; Firebird (including Trans Am), $6.71 million; and Fiero, $779,000. Among the image cars, TV got $27.04 million, magazines got $3.84 million.

To bolster the youthful, sporty pitch, Pontiac sponsored concert tours and increased its participation in motorsports.

Pontiac sent rock duo Hall & Oates on a multi-city concert tour backed by a $200,000 promotional ad budget.

GM accelerated matching contributions to dealer advertising groups making that the fastest growing area of GM ad spending with an estimated $105.8 million in factory contributions matching per-car levies the dealer groups assessed themselves.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	$109,359	$ 88,579
Magazine	96,064	89,020
Network Cable	3,157	4,549
Spot TV	38,520	25,678
Network TV	231,443	201,350
Spot Radio	30,836	29,079
Network Radio	6,746	9,411
Outdoor	3,176	4,183
Farm Publications	1,612	1,741
Total Measured	520,912	453,591
Total Unmeasured	242,888	221,259
Estimated Total	763,800	644,850

BUICK DIVISION ($000)

	1984	1983
Magazine	14,853	10,655
Newspaper Supp.	237	153
Network TV	17,520	17,797
Spot TV	4,489	1,619
Network Radio	2,367	1,723
Outdoor	257	242
Total Measured	39,723	32,189

CADILLAC DIVISION ($000)

	1984	1983
Magazine	7,350	6,094
Newspaper Supp.	43	123
Network TV x	8,777	7,583
Spot TV	923	432
Network Radio	0	1,714
Outdoor	194	26
Total Measured	17,288	15,972

CHEVROLET DIVISION ($000)

	1984	1983
Magazine	24,771	31,557
Newspaper Supp.	0	394
Network TV	117,296	93,362
Spot TV	6,691	3,093
Network Radio	268	159
Outdoor	1,925	3,276
Total Measured	150,951	131,841

OLDSMOBILE DIVISION ($000)

	1984	1983
Magazine	14,829	9,116
Newspaper Supp.	0	0
Network TV	15,807	12,084
Spot TV	11,092	6,864
Network Radio	0	184
Outdoor	361	303
Total Measured	42,089	28,551

PONTIAC DIVISION ($000)

	1984	1983
Magazine	7,492	11,684
Newspaper Supp.	0	0
Network TV	20,744	19,696
Spot TV	6,702	10,877
Network Radio	0	0
Outdoor	121	104
Total Measured	35,048	42,361

GMC DIVISION ($000)

	1984	1983
Magazine	3,684	3,200
Newspaper Supp.	3	0
Network TV	3,619	5,553
Spot TV	63	366
Network Radio	443	1,276
Outdoor	4	2
Total Measured	7,816	10,397

MAZDA

Mazda Motors of America had ad expenditures estimated at $71.8 million, down 3.6 percent from a year earlier.

Mazda spent $51.8 million in measured media in 1984, up 11.2 percent from the previous year. The measured total for 1984 includes $1.3 million for cable TV, a category not reflected in last year's monitored figures. However, it does not include a measured $10.2 million in dealer advertising.

Network and spot TV and continued use of auto enthusiast magazines and national newsweeklies once again were the media mainstays behind the introduction of Mazda's 1985 model line. Measured ad spending broke down to $26.3 million in network TV, down 3.3 percent from 1983; $4.1 million in spot TV, up 78.3 percent, and $16.8 million in magazines, up 15.1 percent. Mazda probably spends a higher percentage of media dollars for magazines than most other automotive advertisers.

Measured ad spending on the RX-7 was $6.1 million, including $3.7 million in network, $2.3 million in magazines, and $183,400 spot TV.

The 626 model was supported with an expenditure of $9 million, of which $4.7 million went to magazines, $3.2 million to network and $1.1 million to spot TV.

Measured media spending for the GLC models totaled $6 million —$3.5 million in network TV and $2.5 million for magazines.

Aggressive promotion of the 1985 B2000 and SE-5 pickup trucks accounted for more than one-third of the total annual budget and included $19 million in measured media. The major portion, $14.8 million, went for network and spot TV and $3.5 million for magazines.

ADVERTISING EXPENDITURES ($000)

	1984	1983
Newspapers	3,018	1,971
Magazines	16,857	14,551
Network cable	1,382	665
Spot TV	4,187	2,271
Network TV	26,382	27,160
Outdoor	6	0
Total measured	51,832	46,616
Total unmeasured	19,965	28,549
Estimated total	71,797	75,165

NISSAN

Nissan Motor Corporation U.S.A. had estimated ad expenditures of $164.2 million, up 32.6 percent from 1983.

The upscale cars in the Nissan lineup accounted for a major portion of the measured ad spending in 1984, with a total of $15.5 million recorded for the 300ZX, up 115 percent from 1983, and $12.2 million for the 200SX model, up from $1.9 million in 1983, according to Leading National Advertisers, which tracks six media spending. TV, both spot and network ($22.9 million), and magazines ($4.5 million) provided the main thrust of the promotional effort behind these models. Nissan spent only $1.9 million on the 200 SX and $7.2 million on the 300 ZX in 1983.

Measured media ad expenditures for the top-selling Sentra dropped to $8 million, from $14.6 million in 1983. The Maxima drew $7.3 million in measured spending, up from $1.2 million the prior year.

General promotion as a category drew $7.4 million, up from $2.6 million in measured spending in 1983, and Nissan passenger cars, apart from specific promotional budgets, spent $4.9 million vs. $288,500 in 1983.

In addition to the total ad expenditure of $129.3 million in measured media, Nissan Motor Com-

Continued on Page E-42

Spending

Continued from Page E-49

pany local dealers and franchisees spent $12 million.

Unmeasured media was estimated at $35 million. Nissan compact trucks drew $36.9 million ($20 million in spot TV and $13.8 million from network TV); King Cab compact trucks got $6.1 million, up from $1.2 million in 1983, and the S/T compact truck received $4.2 million, up from $1.6 million in 1983.

The spending trend in measured media for virtually all Nissan/Datsun lines in 1985 was network TV, 39 percent; spot TV, 32 percent; magazines, 11 percent; newspapers, 10 percent, and lesser amounts in the remaining measured media.

In support of the 1985 car line, the media mix of TV radio, newspapers and magazines followed patterns established a year earlier, but with greater support in local markets.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	13,170	9,444
Magazines	15,022	13,352
Network cable	1,070	1,269
Spot TV	40,919	37,724
Network TV	50,666	33,603
Spot radio	7,584	10,881
Outdoor	846	985
Total measured	129,275	107,266
Total unmeasured	34,925	16,619
Estimated total	64,200	123,885

TOYOTA

Toyota Motor Sales U.S.A., had estimated U.S. ad expenditures of $137.9 million in 1984, up 15.9 percent from the previous year.

Toyota responded to a reduced U.S. car market share with a substantial increase in advertising, boosting measured media expenditures in the nine media tracked in this report to $119.9 million, up 12.9 percent from 1983.

Of these measured expenditures, Toyota spent $18.5 million on network TV and $58.3 million on spot TV , a total of $76.8 million compared with $70 million in 1983. Toyota is the only Japanese importer to spend more money on spot TV than network TV. The company also spent $15.4 million for magazines, a $3 million increase over year-earlier figures.

Once again cable TV was part of the Toyota ad budget, with a total of $5.3 million spent for packages on the sports-oriented USA Cable Network and superstation WTBS. The expenditure was only slightly higher than for 1983.

Among the many significant unmeasured expenditures budgeted for the 1985 model year was Toyota's participation in a record twenty-one auto shows in major metropolitan areas throughout the U.S. The exhibits featured $1 million of new high-tech displays, which debuted at the Dallas dealer meeting in October.

The unmeasured total also encompassed Toyota's heavy involvement in a motor sports program that included the Toyota Grand Prix and pro-celebrity race at Long Beach and the Olympus Toyota Pro Rally, largest motor sports rally in the U.S., held at Tumwater, Wash. Also not measured were expenditures for merchandising and promotion materials used to support the marketing effort at the dealer level.

Corolla, Toyota's U.S. sales leader, accounted for nearly $20 million in measured media expenditures during the year. Corolla was the company's most heavily advertised nameplate.

But as a category, Toyota trucks of every variety took $43.4 million of the measured spending, up 50.7 percent from the previous year in the six media traced by Leading National Advertisers. Record expenditures in most media supported the "Oh What A Feeling" ad slogan for the sixth consecutive year.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	14,913	12,571
Magazines	15,403	12,416
Network cable	5,391	5,248
Spot TV	58,377	47,506
Network TV	18,544	22,853
Spot radio	5,283	3,343
Network radio	54	20
Outdoor	1,783	2,284
Farm pubs	183	0
Total measured	119,920	106,240
Total unmeasured	17,980	17,657
Estimated total	137,900	123,897

VOLKSWAGEN

Volkswagen of America reduced its U.S. advertising spending in 1984 to an estimated $103 million.

Two new models in the VW 1985 product line, the new Jetta sedan and the Golf coupe, were on the receiving end of the biggest introductory budget in the company's history. Both got strong emphasis on their German heritage as VW endeavored to shed its image as "the Rabbit Car Company," with the upscale Jetta getting about 60 percent of of the ad budget.

Measured media figures for 1984 found a major portion of VW ad expenditures devoted to the Jetta, a total of $14.6 million, with the spending evenly dividedly between network TV and magazines. Budget for the new Golf in measured media was $9.6 million, $5.8 million for TV and $3.5 million for magazines.

The Audi models had the support of $16 million in measured media, with about $8.7 million devoted to the Rabbit and $5 million for the Quantum.

Use of TV in 1984, according to measured media, remained virtually unchanged from the previous year, with spot at $16 million and network at the $22 million level. Magazines, however, registered a $4.4 milion drop in 1984, to $33.5 million, from $37.9 million in 1983.

Unmeasured media, say VW marketers, consisted of heavy involvement in motor sports activity and sponsorship of promotional caravans to Super Vee races; direct mail merchandising program; and collateral, point-of-sale and dealer advertising materials.

Ad spending for the eight-week Golf and Jetta introductory campaign began in November 1984 and for pre-launch teasers came to more than $26 million, up twenty percent over the entire fourth quarter of a year earlier. Another substantial expenditure was budgeted for the introduction of the new Golf GTI in January.

TV ads for the 1985 introductions broke in November on CBS-TV 's mini-series "Ellis Island." Except for this and "60 Minutes," all other programming consisted of sports, mostly football coverage. In addition to the network TV , which received fifty-five percent of the budget, national magazines came in for a forty-one percent allotment, with the remainder of introduction expenditures going into newspapers, outdoor advertising and telemarketing.

In mid-1985 VW introduced three of its limited Wolfsburg Edition models—the Scirocco, the Cabriolet and the Vanagon camper—which received the last gasp of the company's advertising for the model year. The mid-year introductions had the support of newsweeklies and outdoor magazines, a print-only campaign.

The end of August, 1984, saw the end of the distribution agreement between Porsche and VW, a $9 million annual marketing effort formerly handled by the VW Porsche-Audi Division. Loss of the Porsche advertising is reflected in the reduced ad expenditures reported for VW in 1984.

Audi sales gains were posted even with departure of Porsche, although most of Audi's 409 U.S. dealers continue to sell Porsches. Leading National Advertisers reported Audi's measured media spending for 1983 at $15 million, a figure that rose near the $20 million level in 1984 as Audi placed strong emphasis on models in a more upscale price range.

The upscale models took a portion of the 1984 ad dollars and again in 1985. But the facelifted Audi 4000 and 5000 models, which remain the bread-and-butter cars in the Audi lineup, accounted for the lion's share or about $17.5 million of the total $20 million 1984 ad bu..get.

ADVERTISING EXPENDITURES
($000)

	1984	1985
Newspapers	11,051	9,947
Magazines	33,515	37,902
Network cable	139	382
Spot TV	16,236	18,922
Network TV	22,024	22,178
Spot radio	843	2,985
Outdoor	774	4
Total measured	84,582	90,320
Unmeasured	18,500	22,562
Estimated total	103,000	112,882

Introducing the Chairman

New computer series for parts warehousing

CLEVELAND.—A new series of computer systems designed specifically for the auto parts warehouse and retail businesses has been introduced by Kovachy Data Systems Inc. (KDSI).

Company president Mark Kovachy says the Chairman series is based on experience gained from KDSI's two sister companies: United Warehouse Distributing and Kovachy Brothers Auto Parts Stores.

"Our family has been operating a warehouse and retail business since the 1920s," says Kovachy. "When we went to computerize our companies, we found that none of the systems available let us continue to manage our businesses properly."

Kovachy assembled a team of experts and developed a system in-house, specific to the needs of its auto parts business.

According to James Bender, president of J. L. Bender & Associates, a Chicago-based organization marketing the systems nationally, the Chairman has features unique to the auto parts industry: "Our systems offer full point-of-sale control, inventory management, purchasing control that considers seasonal selling trends before making buy suggestions, and built-in word processing and electronic mail.

"But what really makes them stand out is the unique way they track product cores, and the ease with which a company can add the system to their operation."

Bender says the system works within the normal operation of an auto parts business, and requires no special parts numbering, account file changes or "computer-like" operations to learn: "We don't even have a manual for the store staff. They just press the keyboard's Help key and the system shows them what to do next, and how."

The Chairman series is available from KDSI in versions designed for any size operation, from single store to national chain, with computers manufactured by IBM and General Automation, and is supported by national sales, service and support organizations.

R&R for Mercedes-Benz

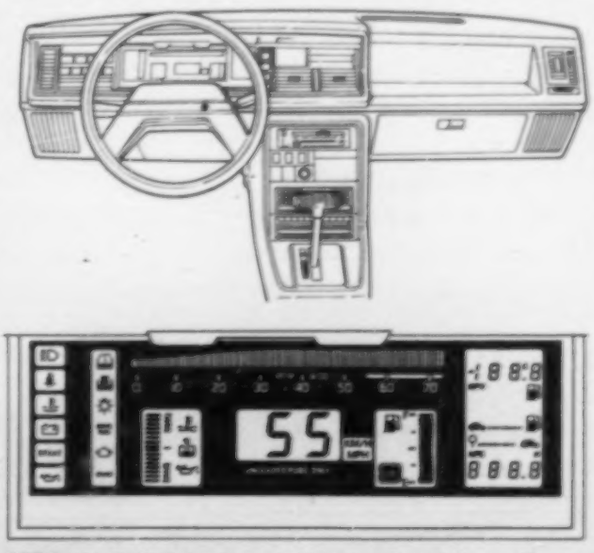
Computer systems for dealers

DAYTON.—Reynolds and Reynolds has announced Mercedes-Benz of North America Incorporated's approval of Reynolds' Dealer Communications System for use by M-B dealers.

The system is designed to help Mercedes-Benz dealers improve cash flow by allowing efficient transmission of vehicle sales and parts orders; increasing customer satisfaction through quicker location of cars and parts; and speeding communications.

Roger Kitzman, vice president of R&R's Automotive Computer Systems and Services Division, says, "The computerization needs of Mercedes-Benz dealers vary. We provide hardware alternatives so dealers can choose a system that best meets their requirements—DCS operating on either the R&R IBM PC or the R&R VIM/NET in-house computer, 3000 and 9000 series."

Both IBM PC and VIM/NET feature a communications package that eliminates the need for additional phone modems and provides a security system which guards dealership information.



AMC hopes the instrument panel of the new Renault Encore Electronic model will be a dealer selling point for 1986.

Aero audio

New remote-controls

DEARBORN.—Ford Motor Co.'s Aerostar minivan will feature a new optional sound system with remote controls for tuning the radio from either the front or rear compartment, the company said.

This is the first time Ford has offered remote radio controls in production vehicles.

The system in Aerostar consists of an electronically tuned AM/FM stereo search radio with cassette tape player and graphic equalizer in the front compartment, a separate control panel in the rear and six speakers, Ford said.

The rear panel has two headphone jacks with individual volume controls, seek buttons to change stations, a memory button for selecting stations programmed in the radio, and an on/off knob for rear speakers.

Passengers in the rear compartment can thus use the headphone sets to listen to the radio or to tapes without disturbing passengers in the front seat.

For 1985, the cassette tape player has a new feature that lets the listener skip over a selection to the start of the next or replay the one that just finished.

Two 5-inch speakers are mounted on the instrument panel, two 6-by-9-inch coaxial speakers are in the rear trim panels and two 3½-inch speakers are in the rear door.

The Aerostar commercial van is equipped with the stereo system and the six speakers, but without the rear controls.

A second optional sound system for Aerostar is similar to the first, but has a mechanically tuned radio.

The radio is also available without cassette tape player.

Standard equipment on the Aerostar is a mechanically tuned AM radio with one 5-inch speaker in the right side of the instrument panel.

Soccer cars

Ford sponsors games

MEXICO CITY.—Ford de Mexico and its chain of Mexican distributors have been assigned exclusive rights to provide all cars necessary for the World Cup Soccer Games to be held in Mexico in 1986.

The World Cup coincides with the celebration of Ford's 60th anniversary as a part of the Mexican automotive industry.

IMPORT SALES BY MODEL

	Aug. 1985	Aug. 1984	8 Mos. 1985	8 Mos. 1984
ALFA ROMEO	352	547	3,203	2,603
AUDI	6,152	4,357	50,533	48,193
4000	0	572	0	9,302
4000D	0	0	0	0
4000S	1,666	414	12,052	1,612
4000S Quattro	480	356	3,053	2,866
5000S	2,986	2,357	27,153	27,870
5000S turbo gas	746	346	5,640	3,888
5000D/td	0	0	0	0
Quattro turbo	4	5	61	49
Coupe	270	307	2,574	2,606
Tourist	0	0	0	0
BMW	7,936	4,283	58,111	46,294
318/320	2,275	1,508	17,227	21,576
325e	190	1,049	778	7,995
524 TD	2,524	0	19,458	0
528/533	1,032	1,013	11,749	9,735
633CSI	969	153	2,959	1,852
733	946	560	5,940	5,136
CHEVROLET	6,591	1,583	45,738	6,097
Spectrum	4,800	0	33,048	0
Sprint	1,791	1,583	12,690	6,097
CHRYSLER/MITSUBISHI	5,745	8,084	54,432	54,910
Colt	3,736	6,163	37,751	40,712
Conquest	412	470	3,562	5,214
Vista	1,597	1,451	13,119	8,984
FIAT	0	0	0	0
HONDA	33,620	28,019	264,531	254,147
Civic	14,434	11,131	100,543	89,849
Civic CRX	4,373	3,706	34,121	27,371
Accord	6,926	8,040	79,772	89,914
Prelude	7,887	5,142	50,095	47,013
I.A.I.	0	116	0	1,266
ISUZU	3,091	1,842	17,564	11,334
I-Mark	1,935	701	6,959	2,915
Impulse	1,156	1,141	10,605	8,419
JAGUAR	1,392	1,300	12,498	11,503
XJ6	1,194	997	10,202	9,385
XJS	198	303	2,296	2,118
LANCIA	0	0	0	21
MASERATI BITURBO	72	175	854	633
MAZDA	19,256	15,024	122,835	113,323
GLC	6,196	4,022	30,328	30,150
626	8,574	6,606	55,765	47,332
RX-7	4,486	4,396	36,742	35,841
MERCEDES BENZ	6,614	5,998	58,219	48,867
190D	255	358	2,375	3,963
190E	1,950	1,612	15,991	9,261
240D	0	0	6	21
300D	1,184	1,223	12,060	10,558
300CD	169	91	1,211	1,033
300TD	311	165	2,415	1,583
300SD	555	940	5,183	9,445
380SE	722	432	6,288	3,843
500SEL	713	317	4,813	2,423
380SL/SLC	654	763	6,866	5,663
500SEC	101	97	1,011	1,074
MERKUR	1,124	0	4,381	0
MITSUBISHI	4,126	2,755	31,287	24,927
Starion	404	344	3,767	4,463
Cordia	878	1,115	5,515	10,375
Tredia	922	1,296	6,496	10,089
Mirage	1,066	0	8,394	0
Galant	856	0	7,115	0
NISSAN	51,129	46,832	355,986	333,262
Sentra/210	19,161	19,555	122,471	134,256
Pulsar/310	2,811	3,394	33,639	25,036
Stanza	7,465	4,750	38,489	30,407
Maxima	10,582	4,497	63,015	43,293
200SX	5,715	7,109	46,462	43,878
300ZX	4,969	7,171	46,861	51,916
Hawaii	426	356	5,049	4,476
PEUGEOT	1,496	1,647	10,933	12,892
PORSCHE	1,664	1,439	15,836	14,556
944	1,053	981	10,552	9,111
911	396	291	3,663	3,240
928	215	167	1,621	1,612
RENAULT	476	1,301	5,216	8,901
18i	207	422	1,805	2,201
Fuego	269	879	3,411	6,700
SAAB	3,291	2,367	27,270	23,173
900	973	492	7,836	5,535
900S	886	525	8,193	6,773
Turbo	1,314	1,288	10,416	10,270
Tourist	118	62	825	595
SUBARU	16,548	11,968	110,616	105,615
TOYOTA	63,298	57,556	415,983	378,976
Starlet	0	1	0	259
Corolla	20,619	16,878	115,004	108,678
Tercel	9,918	10,951	63,422	67,988
Celica	5,902	9,133	51,504	60,796
Supra	2,662	3,206	18,562	20,268
Camry	11,968	8,599	80,985	62,359
Cressida	4,732	3,886	30,651	23,508
Land Cruiser	542	579	1,966	2,380
Van	2,867	2,818	24,417	23,849
4Runner SR 5	403	981	3,767	3,512
MR2	2,990	0	20,882	0
Hawaii	695	524	4,820	5,378
Other	0	0	3	1
VOLKSWAGEN	13,479	6,910	94,881	74,355
Cabriolet	1,152	740	9,217	8,824
Jetta	8,155	2,137	53,144	27,626
Vanagon	1,527	1,046	12,985	13,515
Quantum	1,326	1,544	9,249	11,803
Scirocco	1,319	1,443	10,286	12,587
VOLVO	8,451	7,543	76,999	74,699
DL	2,617	2,887	28,870	34,151
GL	641	1,950	6,996	20,234
GLT Turbo	74	794	2,024	7,167
DL/GL	27	528	1,922	3,229
740 Series - Gas	2,665	0	24,005	0
740 Series - Diesel	1,206	0	2,519	0
760 Series - Gas	908	987	7,383	6,393
760 Series - Diesel	135	335	1,904	2,332
Tourist	178	62	1,376	1,193
IMPORT TOTAL	255,903	211,669	1,837,906	1,650,748

Though more of them are on the road

Fewer bugs in front-drive cars

ROCHESTER, Wis.—The percentage of fleet mangers reporting problems with front-wheel-drive vehicles is declining, according to fleet surveys conducted by Runzheimer Reports on Transportation, an industry newsletter.

The fleet composition data, covering 1984, is based on 351 responses (representing 238,300 vehicles). Responses contributing to the 1983 year-end survey numbered 377, representing 265,000 vehicles, the report said.

Comparing 1984 fleet vehicles with 1983, fwd maintenance problems decreased by 10 percentage points, according to the report.

In 1983, 32 percent of fleet managers experienced excessive or unusual maintenance on their fwd vehicles. In 1984, only 22 percent of the responding fleets reported such problems, the report said.

The newsletter noted that the significance of this decrease is underscored by the fact that the percentage of fwd cars in fleets is on the rise.

In 1983, the average U.S. fleet consisted of 59 percent rear-wheel-drive and 41 percent fwd vehicles. According to latest data, 54 percent of fleet vehicles are rwd and 46 percent fwd—a swing of five percentage points.

Follow-up telephone interviews conducted by Runzheimer uncovered some common problems related to fwd vehicles.

Asked to specify a recurrent problem, one fleet manager said the struts of a fwd vehicle wear out after about 20,000 miles.

"It's very expensive when you have front-end problems, but we've alleviated some of that (expense) by getting extended warranty contracts, which are expensive themselves, but still cheaper than constantly replacing struts," the respondent said.

Another fleet manager said, "We've had a few problems with suspensions and the expense of repairing them. Overall, there is quite a bit of expense with fwd (vehicles), but the drivers prefer them for their handling and performance."

A second area of difficulty is front-end alignment. One fleet manager said his problems originated during production.

"I've had alignment problems with 1985 Chryslers and Chevrolets—they came with the wrong size tires," he said.

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factories list auction dates

American Motors

Sept. 24—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Sept. 25—Kansas City Auto Auction, Kansas City, Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Sept. 26—Northway Exchange, Clifton Park, N.Y.; Corry Auto Auction, Corry, Pa., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Sept. 27—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Used Car Sales
Auction Averages

Sept. to date	$4,892
Month ago	$5,504
Year ago	$4,802

Chrysler Corp.

Sept. 24—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Sept. 25—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O.; Southwest Auto Auction, Phoenix, and South Seattle Auto Auction, Kent, Wash.

Sept. 26—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 1—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 2—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Dallas Auto Auction, Grand Prairie, Tex., and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 3—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 4—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Model Breakdown
Auction Averages

	SEPT., 1985	AUGUST, 1985	JULY, 1985
1985	$10,041	$11,068	$10,804
1984	$7,425	$7,762	$7,727
1983	$6,075	$5,923	$5,971
1982	$4,768	$5,094	$5,326
1981	$3,960	$4,228	$4,141
1980	$3,011	$3,165	$3,245
1979	$2,561	$2,585	$2,590
1978	$1,999	$2,099	$2,139
Overall Average	$4,892	$5,172	$4,815

Ford Motor Co.

Sept. 24—Denver Auto Auction, Englewood, Colo.

Sept. 26—Big H Auto Auction, Hoston, and Arena Auto Auction, Chicago.

General Motors

Sept. 25—Brasher's Salt Lake Auto Auction, Salt Lake City, and Metro Auto Auction, Kansas City, Mo.

Sept. 26—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 1—Dallas Auto Auction, Dallas.

Oct. 2—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Oct. 3—Aptco Auto Auction, Taylor, Mich., Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 8—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Oct. 9—Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 10—Nashville Auto Auction, Nashville.

Oct. 15—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Oct. 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 17—Southwest Auto Auction, Phoenix.

used-car auction directory

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On 15 counts

DeLorean indicted by U.S. grand jury

Continued from Page 3

heimer & Co. put together a group of wealthy U.S. investors and formed the DeLorean Research Limited Partnership.

The investors contributed $18.75 million for R&D work on the sports car. After commissions and fees, about $15.5 million went into the project. On Nov. 1, 1978, DeLorean contracted with a Geneva-based company known as GPD Services, Inc., to finish vehicle development of the sports car, then codenamed the DMC-12.

As it turned out, GPD was a Panamanian corporation with no assets, no personnel, no equipment and no apparent automotive engineering experieince.

GPD then subcontracted A.C.B. (Colin) Chapman and Lotus Cars to do the actual engineering work.

In late 1978 and early 1979, DRLP paid $12.5 million to GPD. The Northern Ireland DeLorean company, DeLorean Motor Cars, Ltd., largely funded with British Government tax dollars, paid another $5.15 million for a total of $17.65 million.

The $17.65 million never made it to Lotus. The Norwich-based company, an audit later showed, was paid about $22 million directly by DMCL and received nothing from GPD.

Instead, Marie-Denise Juhan Perrin, a business associate of Chapman who had GPD power-of attorney, cashed the checks. About $8.5 million went into an escrow account at Barclays Bank in London.

A year later, in September, 1979, the $8.5 million principal, with interest, had grown to $9.3 million, bankruptcy court documents show. The $9.3 million was wire-transferred to the account of Rothschild Bank AG, of Zurich, at Chase bank in New York. Rothschild then wire-transferred the $9.3 million to an account of Amsterdam-based Pierson, Heldring, Pierson Bank, in New York, at Mellon Bank.

Pierson then wire-transferred $8.9 million into John DeLorean's personal checking account at Citibank.

Toyota, Mazda and AMC in NHTSA defect inquiry

WASHINGTON.—NHTSA has decided to look into alleged sudden-acceleration problems involving certain Toyota, Mazda and American Motors products, according to its latest defect investigations report.

The Toyotas are 1981-1984 Cressida models which the safety agency believes may be prone to sudden acceleration. NHTSA had once before investigated the approximately 141,000 models that might be involved.

The Mazdas are 1981-1982 GLC models which NHTSA believes may be prone to sticking throttles. Approximately 116,000 vehicles are covered by this preliminary investigation.

The AMC cars are 1983-1985 Renault Alliance/Encore models and more than 400,000 vehicles are involved. NHTSA's investigation into those vehicles is farther along than the Toyota and Mazda investigations. It involves an engineering analysis, which is the last step before a formal defect investigation is performed.

In addition to the sudden-acceleration investigations, NHTSA also is taking a preliminary look into alleged power steering and power brake problems in 1982 General Motors school buses.

It has also upgraded investigations into alleged hood-latch problems with 1981-1984 Ford Escort/Lynx cars, alleged seatback-recliner problems in 1983-1985 GM cars and alleged power brake difficulties in 1982 GM A-body cars.

On the other side of the scale, it has decided to close investigations involving alleged door-hinge problems on 1981-1982 Chrysler K-cars, alleged tie-rod problems on 1984-1985 Pontiac Fieros, alleged brake-hose defects on 1980-1985 IHC school buses and alleged frame cracks in 1978-1982 Ford CLT 9000 trucks on the ground that no defect trend can be discerned and no unreasonable risk exists.

Award for King

Louis King, left, King Oldsmobile, Fort Lauderdale, receives Oldsmobile's Elite Award from John Martabano, Jacksonville zone manager, for selling 14,928 Oldsmobiles in 1984. Witnessing the ceremony are Terry Ruppenthal, second from left, King general manager, and Jim Danhof, assistant zone manager.

NEW-CAR MARKET SHARES IN U.S.

	JULY					7 MONTHS				
	Regis., July, 1985	Percent Share of Market	Regis., July, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84	Regis., 7 Mos., 1985	Percent Share of Market	Regis., 7 Mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Chevrolet	134,079	14.13	145,140	16.07	−1.94	909,771	14.65	943,542	15.94	−1.29
Ford	109,675	11.56	108,253	11.99	−0.43	813,907	13.11	739,205	12.49	+0.62
Oldsmobile	96,088	10.12	93,904	10.39	−0.27	623,842	10.05	653,257	11.04	−0.99
Buick	73,853	7.78	81,575	9.03	−1.25	502,714	8.10	533,563	9.02	−0.92
Pontiac	61,790	6.51	64,469	7.13	−0.62	439,560	7.08	408,046	6.89	+0.19
Mercury	43,786	4.61	44,813	4.96	−0.35	305,358	4.92	296,776	5.01	−0.09
Dodge	33,248	3.50	30,743	3.40	+0.10	260,822	4.20	210,036	3.55	+0.65
Chrysler	32,993	3.48	28,977	3.21	+0.27	211,851	3.41	178,079	3.01	+0.40
Cadillac	27,333	2.88	27,717	3.07	−0.19	169,440	2.73	176,656	2.98	−0.25
Plymouth	22,680	2.39	24,424	2.70	−0.31	202,238	3.26	167,980	2.84	+0.42
Lincoln	13,469	1.42	12,939	1.43	−0.01	91,186	1.47	80,260	1.36	+0.11
AMC	9,375	0.99	16,313	1.81	−0.82	76,739	1.24	108,708	1.84	−0.60
GENERAL MOTORS	393,143	41.42	412,805	45.69	−4.27	2,645,327	42.61	2,715,064	45.87	−3.26
FORD MOTOR CO.	166,930	17.59	166,005	18.38	−0.79	1,210,451	19.50	1,116,241	18.86	+0.64
CHRYSLER CORP.	88,921	9.37	84,144	9.31	+0.06	674,911	10.87	556,095	9.40	+1.47
AMC	9,375	0.99	16,313	1.81	−0.82	76,739	1.24	108,708	1.84	−0.60
IMPORTS	290,738	30.63	224,103	24.81	+5.82	1,600,549	25.78	1,422,531	24.03	+1.75
MISC. DOMESTIC	26	0.00	20	0.00	−0.00	131	0.00	160	0.00	−0.00
TOTAL	949,133		903,390			6,208,100		5,918,799		

Automotive News analysis of new-car registrations based on R.L. Polk & Co. statistical report. New York, Oklahoma for 1984 and Oklahoma for 1985 from manufacturers' sales records.

Imports jump to 30 pct. of market

July registrations best since '78

By Jenny L. King
Detroit Reporter

New-car registrations spiraled to their highest total of the calendar year in July and were the best for the month since the record year of 1978.

The story behind the headlines belonged to imports, up more than 65,000 in number July to July. Their share of the market grew by 5.82 percentage points.

According to figures released by R.L. Polk & Co., registrations of both domestic and imported cars reached 949,133 in July, up 2.84 percent from 922,910 a month earlier and 5.06 percent ahead of July, 1984, when the total was 903,390.

Highest-ever registrations for July—1,061,554—were recorded in 1978.

The domestic total dropped 1.27 percent from June to July, to 658,-395 from 666,863. The figure was down 3.08 percent from 679,287 domestics in July, 1984.

Imports hit a record 290,738, up 29.73 percent from 224,103 a year earlier. Their share of the market hit 30.63 percent, not a record but the first time imports have taken 30 percent since August, 1983. The largest market share for the imports was 34.16 percent in August, 1982, on registrations of just 214,290. That was at the bottom of the domestic sales slump.

Chrysler Corp. was the only domestic auto maker to show an improvement in its share of the market this July versus 1984. And that was a dainty 0.06-percentage-point increase, to 9.37 percent from 9.31 percent. Ford Motor Co. was off 0.79 percentage points, American Motors dropped 0.82 percentage points to less than one percent of the total market and General Motors plunged 4.27 percentage points July to July.

Excluding imports, GM slipped to 59.71 percent of the market from 60.77 percent; Ford was up to 25.35 percent from 24.44 percent; Chrysler climbed to 13.51 percent from 12.39 percent; AMC skidded to 1.43 percent from 2.40 percent, and miscellaneous domestics failed to show up on the percentages scoreboard with only 26 registrations this year versus 20 in July, 1984.

The imports' 30.63 percent of the market was the largest single segment in the market-class breakdown. It was followed by U.S. intermediates at 26.05 percent; compacts at 15.27 percent; subcompacts at 10.08 percent; standards at 9.53 percent, and luxury cars at 8.44 percent.

The July, 1984, market-class spectrum featured imports at 24.81 percent; intermediates at 25.34 percent; compacts at 19.21 percent; subcompacts at 11.71 percent; standards at 11.02 percent, and luxury models at 7.91 percent.

The domestics-only market for July of this year featured intermediates at 37.56 percent; compacts at 22.02 percent; subcompacts at 14.53 percent; standards at 13.73 percent, and luxuries at 12.16 percent.

• Total registrations at the end of the first seven months of 1985 were up 4.89 percent from their 1984 level, climbing to 6,208,100 from 5,918,799. Registrations this year maintained a 22.98-percent distance ahead of 1983 when the seven-months total was 5,047,873.

Imports were up 12.51 percent year to year; domestics had only a 2.48-percent gain.

The domestic total of 4,607,551 included market share increases for Chrysler and Ford. Chrysler gained 1.47 percentage points, moving up to 10.87 percent from 9.40 percent; Ford picked up 0.64 percentage points, progressing to 19.50 percent from 18.86 percent.

Imports gained 1.75 percentage points year to year, based on registrations of 1,600,549 in 1985 compared with 1,422,531 the preceding year. Their year-to-date share expanded to 25.78 percent from 24.03 percent.

GM's year-to-date share of the market slipped to 42.61 percent from 45.87 percent in 1984.

The market without imports was divided in this manner: GM at 57.41 percent, Ford at 26.27 percent, Chrysler at 14.65 percent and AMC at 1.67 percent. In 1984 GM had 60.38 percent, Ford had 24.83 percent, Chrysler had 12.37 percent and AMC had 2.42 percent.

Alaska gets tough on dealers using supplemental stickers

Continued from Page 8

general agreement. The retailers asked for more guidelines from the attorney general's office and were awaiting them when the business advisory was issued, he said.

"We had no quarrel with it," said Sutton. "Then the next thing we heard from them was this big announcement."

The attorney general's office issued a similar business advisory to dealers in October, 1983. But Brown said the problem has not been alleviated.

"Despite this earlier business advisory, there still appears to be some confusion as to practices we consider unfair or deceptive," Brown said in a Sept. 6 letter to dealers which disclosed the new advisory. "The purpose of this advisory is to set forth clearly the type of practices we consider unfair or deceptive."

After reviewing the advisory and making changes in supplemental stickers, dealers were asked by Brown to complete a form and return it to the attorney general's office by Oct. 11.

The forms will be reviewed for compliance and the Consumer Protection Section will "talk . . . informally" with those who are not complying.

Sutton contended the business advisory is not necessary in the Anchorage area, where he said the majority of vehicles in the state are sold.

"Discussion would have led to compliance by dealers who perhaps were not in compliance," he said.

Sutton said his own dealership has always made clear that additional charges were intended as dealer profit.

"We have always told customers that additional profit is for the added cost of doing business in the state of Alaska," he said. "Our wages are higher, the costs are greater, the heat is more expensive, snow-removal costs are more and flooring costs are higher because we have to carry larger inventory. When you add all those items in, you do need to make more money."

AMC recalls 2,850 Renaults

SOUTHFIELD, Mich.—American Motors is recalling 2,850 1985 Renault Fuegos and Sportwagons.

AMC said that on some of the vehicles, a nut that attaches the steering wheel to the steering shaft may gradually loosen. In addition, AMC said, the Sportwagons equipped with cruise control may have a control cable clip that could become disengaged, thus preventing the engine from returning to normal idle speed.

AMC said it had no reports of accidents or injuries as a result of either condition.

New L-M deal in Alabama

Youngblood-Perry Lincoln-Mercury, Inc., has opened in Montgomery, Ala. Dealership principals Franklin Perry, left, and Robert Youngblood, center, receive a copy of Lincoln-Mercury's sales and service agreement from John Treter, the division's Atlanta district sales manager.

He warns of threat to U.S. exports

Reagan rips protectionist tide

Continued from Page 6

of problems, foremost among them the federal budget deficit, must be addressed before the U.S. can become fully competitive. But, Petersen said, "meanwhile, the U.S. is losing jobs and production." He called the Bentsen bill "a realistic, results-oriented approach" to the problem.

"It would not erect permanent trade barriers, but would induce countries with large trade surpluses to take actions on their own to reduce those surpluses," Petersen said.

"It tells the countries to deal with the problem however they might wish . . . but makes it clear that they must solve the problem and that the U.S. has the will to act if they do not."

But measures similar to that proposed by Bentsen were criticized in a report prepared by the Congressional Budget Office.

The CBO study opposed protective measures, claiming new high tariffs on imported goods would raise U.S. prices, interest rates and the value of the dollar.

Also, the CBO said, new tariffs would diminish the purchasing power of U.S. consumers, raise the prices of imported components used in U.S. finished goods and thereby hurt the competitiveness of such products overseas. A reduction in the incomes of foreign nations would also effect the ability of those countries to buy U.S. products, the CBO said.

Separately, the Business Roundtable, an association of chief executive officers of some 200 major corporations, urged both President Reagan and Congress to exert strong leadership to avoid a "disastrous trade war that could permanently weaken the competitiveness of American industry."

General Motors Chairman Roger B. Smith is a co-chairman of the Roundtable's policy committee and Petersen is a member.

The Roundtable said the alternative to leadership by the Administration will be a "rash of unwise, protectionist bills in Congress—bills that face presidential veto."

Citing the alarming number of U.S. industries seeking some form of import relief, the Roundtable urged Congress to evaluate proposals carefully on the basis of "facts, not emotions or perceptions."

The Roundtable has a 10-point program. Included are better use of existing trade laws, a new round of multilateral trade negotiations, reducing the budget deficit, changing tax law to encourage investment and savings and taking actions to spur exports.

Three recommendations are for trading partners and two apply to Japan. One is to reduce its tariff and non-tariff barriers to increase imports. The other is to shift its domestic policy to encourage domestic consumption and reach better balance in international accounts.

AUTOMOTIVE NEWS ANALYSIS OF NEW-CAR REGISTRATIONS

Based on R. L. Polk & Co. Statistical Report

JULY, 1985 VERSUS JULY, 1984

	1985 Month	1985 Year	1984 Month	1984 Year
AMC Alliance FWD	4,936	41,142	8,512	55,997
Encore FWD	3,514	28,049	6,582	41,094
Eagle 4WD	156	1,656	266	2,371
Eagle 4WD SW	769	5,892	953	9,246
TOTAL AMC	9,375	76,739	16,313	108,708
Chrysler Laser FWD	3,734	32,848	5,129	31,638
LeBaron GTS FWD	7,311	35,389	0	0
LeBaron FWD	7,095	49,004	8,678	50,965
LeBaron SW FWD	572	4,276	860	5,869
E Class-NY FWD	4,744	33,064	6,529	46,987
NY Fifth Ave-Newpt	9,337	57,270	7,781	42,620
Imperial	0	0	0	0
Total	32,993	211,851	28,977	178,079
Plymouth Horizon FWD	4,890	54,527	6,090	44,571
Turismo FWD	3,807	34,830	4,408	27,281
Reliant FWD	6,993	60,418	8,645	62,955
Reliant SW FWD	2,743	19,464	3,682	23,989
Caravelle FWD	2,598	21,442	0	0
Gran Fury	1,649	11,557	1,599	9,184
Total	22,680	202,238	24,424	167,980
Dodge Omni FWD	4,146	46,273	5,431	38,379
Charger FWD	3,868	37,450	4,614	29,924
Daytona FWD	3,761	30,553	3,855	26,148
Aries FWD	6,066	49,910	6,510	47,676
Aries SW FWD	2,210	15,509	2,549	19,354
Lancer FWD	5,336	25,208	0	0
600'84/400'83 FWD	4,547	33,833	5,135	34,703
Diplomat	3,314	22,086	2,649	13,852
Mirada	0	0	0	0
Total	33,248	260,822	30,743	210,036
TOTAL CHRYSLER CORP.	88,921	674,911	84,144	556,095
Ford Escort FWD	25,561	178,747	21,643	150,265
Escort SW FWD	6,615	45,766	6,806	48,584
EXP FWD	1,309	15,846	2,807	15,538
Tempo FWD	17,999	174,115	22,129	145,989
LTD	11,443	91,090	11,535	82,014
LTD SW	2,929	25,102	4,606	32,542
LTD Crn. Victoria	13,371	80,631	12,809	80,016
LTD Crn. Victoria SW	2,281	15,282	2,449	18,065
Mustang	14,436	95,255	11,177	76,504
Thunderbird	13,731	92,073	12,292	89,688
Total	109,675	813,907	108,253	739,205
Lincoln Town Car	9,306	62,312	6,910	44,569
Mark VII	1,841	11,315	2,533	19,626
Continental	2,322	16,959	3,496	16,065
Total	13,469	91,186	12,939	80,260
Mercury Lynx FWD	5,605	37,709	4,183	29,734
Lynx SW FWD	1,181	8,111	1,150	8,146
LN7 FWD	0	0	0	0
Capri	1,306	8,976	1,396	11,021
Zephyr	0	0	0	0
Topaz FWD	4,709	47,231	5,934	42,605
Marquis	6,771	49,837	8,425	50,550
Marquis SW	725	5,593	1,071	7,473
Grand Marquis	11,101	69,785	11,453	71,917
Grand Marquis SW	1,056	7,139	1,482	9,429
Cougar	11,332	70,977	9,719	65,901
Total	43,786	305,358	44,813	296,776
Lincoln-Mercury Division Total	57,255	396,544	57,752	377,036
TOTAL FORD MOTOR CO.	166,930	1,210,451	166,005	1,116,241
Buick Skylark FWD	3,534	52,817	8,895	60,239
Skyhawk FWD	7,252	49,252	11,808	64,912
Skyhawk SW FWD	457	3,781	1,085	6,253
Somerset Regal FWD	6,241	57,200	0	0
Century FWD	18,589	108,242	14,808	101,080
Century SW FWD	2,327	15,009	2,819	17,332
Regal	9,458	60,279	17,676	116,275
Regal SW	0	0	0	0
LeSabre	11,248	75,055	11,945	81,348
Electra	0	0	1,834	32,068
Electra FWD	8,731	43,416	5,739	15,802
Buick SW	1,045	8,140	1,210	8,431
Riviera FWD	4,971	29,523	3,756	29,823
Total	73,853	502,714	81,575	533,563
Cadillac DeVille	82	1,607	8,112	65,535
DeVille FWD	9,428	51,303	4,735	11,947
Cimarron	1,748	12,143	1,452	10,307
Fleetwood & Chassis	4,493	27,873	2,683	24,816
Fleetwood FWD	3,024	18,785	1,895	5,245
Eldorado FWD	5,845	38,958	5,859	38,658
Seville FWD	2,713	18,771	2,981	20,148
Total	27,333	169,440	27,717	176,656
Chevrolet Nova	3,229	4,298	0	0
Chevrolet Chevette	10,008	69,848	13,948	106,648
Camaro	19,003	119,698	20,147	119,073
Cavalier FWD	24,292	204,589	26,611	162,559
Cavalier SW FWD	5,493	46,763	8,471	52,113
Citation FWD	2,949	36,557	8,992	61,411
Malibu	0	0	0	0
Malibu SW	0	0	0	0
Celebrity FWD	26,252	149,847	20,472	137,803
Celebrity SW FWD	8,651	48,047	9,439	55,591
Monte Carlo	10,365	66,459	10,252	78,785
Impala	4,223	30,122	5,947	32,048
Caprice	11 265	78,554	12,712	85,914
Chevrolet SW	4 888	32,230	5,975	35,267
Corvette	3,451	22,751	2,174	16,330
Total	134,079	909,771	145,140	943,542
Oldsmobile Omega FWD	0	0	4,055	27,640
Firenza FWD	3,098	26,909	4,951	27,212
Firenza SW FWD	667	6,150	1,377	8,352
Calais FWD	8,103	72,422	0	0
Cutlass Ciera FWD	27,060	162,386	18,774	125,345
Cutlass Ciera SW FWD	3,809	24,703	4,528	26,125
Cutlass Supreme-Calais	19,280	124,215	24,958	205,043
Cutlass SW	0	0	0	0
Delta 88	17,237	109,340	21,537	138,765
98	0	0	810	35,796
98 FWD	11,451	64,041	6,659	17,242
Oldsmobile SW	2,312	13,395	2,727	18,428
Toronado FWD	3,071	20,281	3,528	23,309
Total	96,088	623,842	93.904	653,257
Pontiac 1000	1,992	12,827	2,765	16,122
Firebird	10,007	61,517	9,747	60,261
Sunbird FWD	7,374	63,548	11,664	65,673
Sunbird SW FWD	502	4,814	1,165	7,171
Grand Am FWD	5,209	58,602	0	0
Phoenix FWD	0	0	1,710	8,742
Bonneville	4,337	30,004	6,036	41,641
Bonneville SW	0	0	0	0
6000 FWD	13,147	76,621	9,753	61,404
6000 SW FWD	1,799	8,802	2,109	11,991
Grand Prix	4,538	31,670	6,589	45,152
Parisienne	4,053	27,085	3,522	21,658
Pontiac SW	1,351	8,457	1,531	9,234
Fiero	7,481	55,613	7,878	58,997
Total	61,790	439,560	64,469	408,046
TOTAL GM CORP.	393,143	2,645,327	412,805	2,715,064
Miscellaneous Domestic	26	131	20	160
Domestic Station Wagon Total	54,382	372,425	68,044	438,985
Domestic Grand Total	658,395	4,607,551	679,287	4,496,268
Import Total	290,738	1,600,549	224,103	1,422,531
Grand Total All Registrations	949,133	6,208,100	903,390	5,918,799

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report. Manufacturers' sales records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

Bills on methanol would give break to gas gulpers

Continued from Page 3

vance that time frame by three years by requiring the Federal Government to buy 5,000 methanol cars annually begnning in 1987.

It would make $10 million available for the purpose that year, followed by another $8 million in fiscal 1988, $5 million in fiscal 1989 and $5 million in fiscal 1990.

As early as next year, it would require that all cars bought by the Federal Government be capable of running on all fuels certified by the EPA; that is, various blended fuels using either methanol or ethanol. To date, the agency has certified none with methanol or ethanol concentration greater than 5 percent.

The Sharp measure would have the government spend $2 million on a long-haul methanol truck demonstration program. A cross-country route would be designated and methanol fuel would be available on that route.

Sharp would give EPA $4 million to run a four-year pilot program on the feasibility of powering urban buses on methanol. EPA would be authorized to buy five buses and set up an interagency group to oversee the various methanol demonstration programs.

By 1991, it would require that in all areas defined as not in compliance with federal ambient air-quality standards, only methanol-powered buses may be purchased.

Various reports and studies would also be required of the Interagency Commission on Methanol.

The prospects for getting a methanol use bill out of Congress this year are clouded because of Congress' tight schedule. But in view of the bipartisan support both the Senate and House measures have, as well as the support of the Administration, its chances are probably better than most.

Fifth Avenue sales jump

DETROIT.—The Chrysler Fifth Avenue is one of Chrysler Corp.'s best-selling models with 1985 model year sales 40 percent ahead of a year ago, Chrysler said.

Graphics from Sharpline Converting

This Tric Edition graphic system comes from Sharpline Converting, Inc., Wichita. Five color combinations are available.

Dingell joins Ford and GM in backing easier CAFE

Continued from Page 3

than restricting the sale of highly profitable cars.

If that caused significant financial losses to a corporation, the "business judgment" of the directors might be questioned. But directors could argue that despite the short-term losses to the corporation, there were other long-term goals—expansion of market share, etc.—that could be offsetting.

Thus, while CRS said it cannot judge the merits of a shareholder suit without knowing the facts of the case, it did indicate that to prevail in such a suit, shareholders would have substantial legal and factual burdens.

In any case, both GM and Ford have said they cannot and will not plan to break the law.

In other words, their present law violations have all been inadvertent, and they hope those CAFE shortfalls will be covered by carryback credits if NHTSA grants their petitions or by carryback credits plus curtailment in production of large cars and consequent layoffs. Or in Ford's case, by moving production overseas and counting large cars in the import fleet.

GM—which saw some $500 million in credits expire unused because they were beyond the three-year limit—is in the worst straits.

Although GM covered its 1983 noncompliance (24.0 MPG versus the standard of 26 MPG) with carryforward credits, it needs carryback credits both for its deficiency in 1984 models (24.9 MPG versus the standard of 27.0 MPG) and for the projected 1985 deficiency (probably 25.0 versus 27.5 MPG).

GM has petitioned for relief from future CAFE standards even though it expects to be in compliance for some years. Its reasoning is that it needs carryback credits to wipe out its liability for fines for past years.

Whether a company can petition for reasons other than that it cannot meet the standard is a matter in dispute. But since NHTSA is looking only at a possible rollback for the 1986 models, it has not yet been addressed. When NHTSA addresses petitions for future years, it is likely to become a central feature of the debate.

Ford also had enough carryforward credits to make up its deficiency for the 1983 model year (24.3 MPG versus the standard of 26 MPG) and for the 1984 model year (25.8 MPG versus the standard of 27.0 MPG). But it will need to use carryback credits for the 1985 model year (probably 26.3 MPG versus the standard 27.5 MPG).

And for all of Chrysler's objections, it was almost in non-compliance. Its projected 1985 CAFE was 27.3 MPG—two-tenths of an MPG short—until EPA came along with its CAFE adjustment factor which has now pulled Chrysler up to the standard.

Except for the philosophical arguments, nothing new was heard at the Markey hearing. NHTSA head Diane Steed said the Administration favored the workings of the free market but she stopped short of endorsing repeal of the law. However, the lowering of the 1986 CAFE standard to 26 MPG from 27.5 MPG seems a foregone conclusion.

The Center for Auto Safety and a whole raft of energy and environmental groups again opposed lowering of the standard. If—or when—the government does so, some or all may go to court, where they have in general had more success than in their tussles with the Reagan Administration.

EPA and FBI serve warrant on compliance lab

LOS ANGELES.—As part of stepped-up activity in policing laboratories that certify gray-market cars, the EPA and FBI served a criminal search warrant on Fairway Environmental Engineering, a Torrance-based lab on the EPA approved list.

An EPA spokesperson said the agency has stopped processing test packets from Fairway and will begin an administrative review of the lab to determine whether it should be kept on the EPA approved list. Any criminal violations will be handled by the U.S. District Attorney's office in Los Angeles.

Related story, Page 37

In an unrelated case, the EPA suspended Azle Research Lab, Azle, Tex., for one year following an administrative review of its test practices and data submitted to the government. According to the EPA, no criminal charges were filed because the lab cooperated voluntarily with the agency. After the year's suspension, the lab must re-apply for EPA approval.

Those moves followed similar enforcement activities against two other labs, Custom Engineering and Albert Mardikian Engineering.

Custom Engineering is in the midst of an EPA administrative review of its practices, while Mardikian pleaded guilty to criminal charges brought against him in U.S. District Court. Mardikian was to be senteneced last Monday, but that court appearance has been postponed until Nov. 4.

In response to FOI request by Chrysler

GM, Ford CAFE estimates listed

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—CAFE projections made by General Motors and Ford Motor Co. for the 1987-90 model years have been made public by NHTSA—along with the caveats by the two companies that guessing future sales is a very uncertain business.

The GM and Ford estimates became public in response to a Freedom of Information request by Chrysler Corp., whose own projections have also been added to the NHTSA docket.

GM expects a CAFE of 26.0 MPG for 1987 models, 28.0 MPG for 1988 models, 28.6 MPG for 1989 models and 29.0 MPG for 1990 models.

Ford uses a range for its projections: 26.0 to 27.3 MPG for 1987 models, 25.9 to 27.1 MPG for 1988 models, 26.2 to 27.6 MPG for 1989 models and 27.5 MPG for 1990 models.

Both companies have petitioned for a reduction of the CAFE standard from 27.5 MPG to 26.0 MPG for those model years. NHTSA, however, has proposed a reduction to 26 MPG for 1986 models and has not yet issued any proposal for future years.

The Automobile Importers of America, on behalf of its European members, has also asked for lower CAFEs for 1986 and later models. AIA membership does not include Mercedes-Benz of North America, which would also benefit from lower CAFEs although it has not made any request.

Ford said its estimated ranges do not reflect any limiting of production of models consumers want to buy, or "partial or complete outsourcing of full-size models outside the U.S. and Canada in order to transfer these Ford models from the domestic to the import CAFE for these model years."

Ford also said the lessening of the bottom of the range between 1987 and 1988 models is not that it is trying less but is "primarily a function of volume shifts caused by acceleration of certain new-model introduction dates."

Finally, said Donald Buist, Ford's director of auto emissions and fuel economy, the projections do not reflect "extraordinary marketing programs," not only because it is so hard to predict consumer and competitor response but also because some sales generated that way steal from future sales.

In a letter signed by James D. Johnston, industry-government relations vice president, GM described the forecast as "fragile" and said that if changed circumstances result in a reduction only half as large as the average variance per year experienced in the 1982-85 period, lowering CAFE for those future years to 26.0 MPG is justified.

GM noted that a full-line maker can be hurt two ways by lower fuel prices: Fewer small cars sold and more large cars bought. If gasoline prices continue to fall, then GM's projections are too high. Further, the GM scenario assumes a lowering of the dollar in foreign exchange markets, but if that does not occur, fuel prices will be lower than GM has estimated.

Other factors listed by GM as affecting CAFE projections include the strength of the U.S. economy, performance of new technology and extent of future import penetration.

Chrysler's future projections, now also in the docket are: 27.7 MPG for 1986 models, 28.6 MPG for for 1987 models; 29.1 MPG for 1988 models, 29.8 MPG for 1989 models and 30.9 for 1990 models.

Currently, for 1985 models, and with all companies adjusted for EPA test procedures, GM comes in at 25.5 MPG, Ford at 26.3 MPG and Chrysler at 27.9 MPG.

Honda and IRS reportedly settle 7-year dispute

TOKYO.—Honda Motor Co. reportedly has ended its seven-year dispute with the U.S. Internal Revenue Service over 1975 tax payments of its American subsidiary. It has dropped a suit against an IRS order for a penalty tax.

As a condition of the settlement, the IRS agreed to drop its 1978 penalty tax order against the auto maker, but Honda declined to reveal details of the agreement.

However, two other Japanese manufacturers, Nissan Motor Co. and Toyota Motor Corp., indicated that they would continue to fight similar IRS penalty taxes against their U.S. subsidiaries.

It is estimated that Nissan's penalty totals $500 million and Toyota's is in the neighborhood of $1 billion.

The IRS alleges that the three manufacturers set high prices for exports to their U.S. subsidiary sales units with the intention of narrowing their profits so that the subsidiaries would pay less in taxes to the IRS.

Sutherlin adds Toyota outlet

ST. PETERSBURG, Fla.—George Sutherlin, co-owner with his brother Jake Sutherlin, of Courtesy Toyota in Pinellas Park, has purchased Bill Brown Toyota and renamed it St. Pete Toyota.

The Sutherlins own several domestic and foreign-car dealerships in Florida, Alabama and California.

The two local Toyota dealerships are separate enterprises, said Harvey Albert, St. Pete Toyota's general manager.

Stock of Japanese makes rises to seven-month peak

Continued from Page 1

Colts and Mitsubishi all experienced sales declines, but also doubled or nearly doubled their unit counts. Sales were down and inventories were up—but not quite as much—for Spectrum and both Vistas.

Merkur escaped the general malaise affecting captive imports via incentives. Its sales rose and its inventory fell. Sales and inventories remained fairly constant—although poor—for the lame-duck Renault imports.

Toyota apparently has nothing left in most dealership showrooms (importers average upwards of eight days' worth of stock in transit alone); it reported a six-day supply of cars. Not surprisingly, its sales rate fell during the month because of shortages. Its inventory fell faster.

Like the car picture, the truck makers' days-supply figures were attributable largely to big increases in shipments. Both Isuzu and Chrysler Ram 50 sales fell, but both also doubled their stockpiles of trucks. Mitsubishi—beset by shortages until the strike ended—saw its sales fall by half and its stockpile nearly triple.

Adding cars and trucks together, there were 393,016 import vehicles in stock on Sept. 1, up from a month earlier (366,591) but down from two months earlier. On Sept. 1, 1984, the count was 259,865.

The vehicle stockpile equated to a 33-day supply at the start of this month, a four-month high. On Aug. 1, there was a 26-day supply of imported vehicles; on Sept. 1, 1984, there was 25 days' worth.

The car inventory was split this way at the beginning of this month: Japan, 65.02 percent; Germany, 25.61 percent, and other countries, 9.37 percent. One month earlier, the shares were: Japan, 58.22 percent; Germany, 29.35 percent, and other countries, 12.43 percent.

Japanese cars were, on average, good for 25 selling days. The Japanese makes and their days' supplies: Chevrolet, 128 (Sprint, 165; Spectrum, 114); Chrysler Corp., 119 (Dodge Colt, 139; Plymouth Colt, 135; Dodge Conquest, 99; Plymouth Conquest, 85; Dodge Vista, 82; Plymouth Vista, 81); Isuzu, 84; Mitsubishi, 50; Nissan (imports only), 33; Mazda, 21; Subaru, 20; Honda (imports only), 11, and Toyota, 6.

German cars had an average of 55 days' supply: VW (imports only), 62; Porsche, 61; Audi, 59; Merkur, 58; BMW, 49, and Mercedes-Benz, 42.

The average for the other European countries was 48 days' worth: Renault, 321; Peugeot, 70; Volvo, 39; Alfa Romeo, 37; Saab, 35, and Jaguar, 17.

IMPORT STOCKS

	Sept. 1, 1985	Aug. 1, 1985	Sept. 1, 1984
Spectrum	114	79	0
Sprint	165	62	17
Chevrolet	128	74	17
Plymouth Colt	135	44	86
Dodge Colt	139	38	77
Plymouth Conquest	85	104	130
Dodge Conquest	99	113	150
Plymouth Vista	81	33	82
Dodge Vista	82	33	87
Chrysler Corp.	119	42	86
Honda	11	9	12
Isuzu	84	92	73
Mazda	21	23	29
Mitsubishi	50	18	63
Nissan	33	26	21
Subaru	20	22	11
Toyota	6	12	7
JAPAN	25	21	18
Audi	59	51	78
BMW	49	59	75
Mercedes-Benz	42	40	23
Merkur	58	117	0
Porsche	61	56	24
VW	62	66	54
GERMANY	55	57	53
Alfa Romeo	37	24	67
Jaguar	17	25	11
Peugeot	70	77	48
Renault	321	297	135
Saab	35	40	19
Volvo	39	41	39
OTHERS	48	49	48
Total Import Cars	31	29	24
Isuzu	71	29	81
Mazda	17	12	32
Mitsubishi	97	15	67
Nissan*	47	35	34
Toyota	20	12	11
Chrysler	114	38	83
Total Imp. Trucks	40	20	28
Total Imp. Vehicles	33	26	25

*Includes domestic trucks

Two weeks ahead of 1984 pace

Year's output passes 6 million

U.S. makers built their six-millionth car of the year last Friday (Sept. 20), two weeks ahead of 1984.

When the five-millionth car was built on July 30, the makers were also two weeks ahead of 1984.

Estimated auto production of 165,414 last week was up 5.73 percent from the previous week's 156,445.

Last week's output soared 51.11 percent over the year-ago week's 109,465. Strikes at several General Motors plants were responsible for last year's low total.

So far this year, 6,018,847 cars have been built, 4.70 percent more than the 5,748,573 that had been assembled last year at this point.

• Last week's estimated auto output was shared as follows: GM, 58.60 percent; Ford Motor Co., 18.68 percent; Chrysler Corp., 16.87 percent; American Motors Corp., 1.66 percent; Volkswagen of America, 1.29 percent; New United Motor Mfg., Inc., 1.15 percent; Honda of America Mfg. Co., 0.97 percent, and Nissan Motor Mfg. Co., U.S.A., 0.78 percent.

GM plants in Doraville, Ga., and Janesville, Wis., worked two overtime shifts on Saturday (Sept. 21.)

Ford's Lorain (O.) plant, which assembles Thunderbird and Cougar, was closed by a strike last week.

Ford has scheduled daily overtime this week at its plants in Chicago; Dearborn; Kansas City, and Wayne, Mich. Saturday (Sept. 28) overtime is scheduled at the Wayne plant.

Chrysler slated two overtime shifts Saturday (Sept. 21) at the Newark and St. Louis plants. The plants are scheduled for two nine-hour daily shifts this week. The Jefferson–(Detroit) plant is scheduled to operate two 8½-hour shifts this week.

Honda's production was lower than usual last week as the company wound up assembly of 1985 models. Full-scale production of 1986 models begins this week.

Israeli firm to build pilots of heavy-duty transmission

TEL AVIV, Israel.—A pact for production of at least eight pilot models of an energy-saving heavy-vehicle transmission has been finished between Industries Development Corp. (IDC), of Israel, and an Israeli manufacturer.

Research on the system, which incorporates a flywheel in conjunction with a continuously variable transmission, began some years ago at the Jerusalem-based Scientific Research Foundation.

The new transmission is said to save fuel by recouping much of the kinetic energy lost when brakes are applied and when the vehicle coasts downhill.

It also enables the engine to operate at its optimum speed most of the time, which the developer said enchances efficiency and reduces waste and emissions.

The new concept does not require investment in new production facilities and does not involve adoption of highly innovative and potentially costly production methods, according to the developer. It was reported that all the necessary components can be made using technologies long familiar to the automotive industry.

Tests reportedly conducted in the U.S. in cooperation with General Motors are said to have yielded fuel savings of around 30 percent. GM, which participated in development costs, has acquired a non-exclusive license to the new system.

Martinson's 25th

TIOGA, N.D.—Delford Martinson, owner of Tioga Motor Service, Inc., has received a 25-year-dealer award from Chevrolet.

Talks resume at Ford Lorain; layoffs spread

Ford Motor Co. and the UAW resumed bargaining late last week in an effort to settle the dispute that closed the Lorain (O.) assembly plant Sept. 9.

Also last week, Ford laid off about 550 UAW workers in the Detroit area, bringing to more than 7,000 the number idled by the Lorain strike.

The layoffs occurred at Ford's Chesterfield, Utica, Saline and Sheldon Road component plants. If the strike is not settled, Ford will lay off 1,100 more today (Sept. 23) at other plants.

On Sept. 9, Ford laid off 1,400 workers at its truck body plant in Avon Lake, O. At Lorain, 5,200 workers are idle.

The strike centers on health and safety issues.

Truck production holding steady at over 70,000

Domestic manufacturers estimated production of 71,884 trucks last week, about the same (up 0.05 percent) as the previous week's 71,846.

The past two weeks' production marked the first time since mid-June that output has risen over 70,000 units.

Last week's total was 36.94 percent more than the year-ago week's 52,494, when some General Motors plants were on strike.

So far this year, 2,509,313 trucks have been assembled, 10.19 percent more than the 2,277,344 built last year at this point.

Two Saturday (Sept. 21) overtime shifts were scheduled at GM plants in Janesville, Wis., and St. Louis.

Ford Motor Co. has scheduled daily overtime this week (Sept. 23) at its plants in Kansas City; Louisville; Wayne, Mich., and Norfolk. Saturday (Sept. 28) overtime is scheduled for the the Louisville plant.

At presstime, Ford's plant in Lorain, O., remained on strike over health and safety grievances. The strike began Sept. 9.

Chrysler Corp. scheduled two overtime shifts Saturday (Sept. 21) at its Warren (Mich.) plant. Two nine-hour daily shifts are scheduled this week at Warren.

Canada car output hot on the heels of '84 production

Scheduled output of 23,353 cars in Canada last week was down 5.97 percent from the previous week's 24,835 but 27.73 percent above the year-ago week's 18,283.

So far this year, 769,065 cars have been assembled, a pace that is now just 0.88 percent behind last year's 775,893 at this point.

Since mid-April, when year-to-date car production was 15.21 percent behind 1984's, the makers have been steadily catching up with last year's output.

Truck makers estimated production at 18,450 units last week, 1.22 percent more than the previous week's 18,228, and 3.47 percent better than the year-ago week's 17,831.

U.S. CAR PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
AMERICAN MOTORS	2,750	4,526	2,856	7,922	145,187	83,774
Renault Total	2,750	4,526	2,856	7,922	145,187	83,774
Alliance	2,000	2,986	1,976	5,617	81,396	53,913
Encore	750	1,540	880	2,305	63,791	29,861
CHRYSLER CORP.	27,900	25,077	27,100	75,509	889,908	951,219
Plymouth Total	8,300	8,416	7,895	22,338	266,851	276,771
Horizon	2,800	3,344	2,875	8,080	115,904	107,166
Reliant	4,100	3,686	3,525	10,732	125,399	121,469
Caravelle	1,100	1,057	964	2,665	10,059	35,385
Gran Fury	300	329	331	843	15,489	12,751
Chrysler Total	8,800	7,579	8,501	23,457	293,664	309,817
LeBaron	1,200	1,958	942	2,794	85,668	67,079
LeBaron GTS	2,500	0	2,649	7,125	0	70,539
Laser	1,300	1,280	1,177	3,286	51,631	39,540
New Yorker/E-Class	1,100	1,726	1,238	3,178	70,291	48,928
Fifth Avenue	2,700	2,635	2,555	7,573	86,074	83,731
Dodge Total	10,800	9,982	10,904	29,722	329,393	364,631
Omni	2,700	2,876	2,833	7,322	108,936	103,834
Aries	3,800	3,013	3,756	10,336	99,757	102,605
Daytona	900	1,048	901	2,519	38,535	35,410
Dodge 600	1,300	1,502	1,361	3,466	55,124	47,617
Lancer	1,500	0	1,810	4,310	0	48,913
Diplomat	600	643	573	1,769	27,041	26,252
FORD MOTOR	30,912	32,697	25,469	84,393	1,277,430	1,205,184
Ford Division	21,538	21,693	18,968	59,329	828,609	803,168
Escort	7,484	7,141	7,506	19,901	252,490	241,638
Mustang	4,753	2,903	4,087	12,682	99,339	131,397
LTD	4,459	5,677	3,773	11,873	162,354	154,780
***Taurus	0	0	0	0	0	0
Thunderbird	2,240	2,870	0	5,479	108,157	128,404
Crown Victoria	0	2,022	0	0	60,310	7,122
EXP	0	1,091	0	0	28,604	3,863
Tempo	2,992	759	3,502	9,385	117,355	135,964
L-M Division	8,974	11,004	7,501	25,073	448,821	402,016
Mercury Total	6,119	8,102	4,605	17,294	327,964	284,722
Lynx	1,376	1,610	1,250	3,559	50,803	52,699
Capri	448	250	386	1,180	11,869	13,894
Marquis	2,321	1,973	1,427	5,195	84,605	77,202
***Sable	0	0	0	0	0	0
Cougar	1,120	1,746	0	3,739	81,984	94,024
Grand Marquis	0	2,192	0	0	68,046	4,733
Topaz	854	288	1,519	3,641	30,657	42,170
Lincoln Total	2,855	2,902	2,896	7,779	120,857	117,294
Continental	399	510	492	1,079	27,386	18,970
Lincoln	2,143	2,056	2,172	5,830	73,078	85,312
Mark VI/VII	313	311	322	870	20,393	13,012
GENERAL MOTORS	36,940	43,944	91,458	254,340	3,281,466	3,544,092
Buick Total	20,367	8,489	19,839	54,891	723,225	735,879
Skylark	0	2,539	0	0	78,579	40,953
Skyhawk	1,610	1,751	1,767	4,578	104,805	77,741
Somerset Regal	2,935	495	3,068	8,518	4,917	90,113
Century	7,368	3,237	6,984	19,572	164,289	202,008
Regal	3,535	0	3,589	9,414	140,759	98,140
LeSabre/Electra(rwd)	485	467	537	1,340	153,004	89,334
LeSabre (fwd)	466	0	9	475	0	475
Riviera	115	0	47	174	37,259	45,469
Electra(fwd)	3,873	0	3,898	10,822	39,613	91,646
Cadillac Total	4,325	917	3,907	10,614	236,842	254,108
Cimarron	70	362	4	74	12,581	19,150
Seville	140	0	37	188	27,623	27,417
Eldorado	179	0	72	258	55,202	52,022
Cadillac (rwd)	582	555	229	934	90,219	30,973
DeVille (fwd)	3,254	0	3,265	9,160	51,217	124,546
Chevrolet Total	35,412	24,023	31,358	86,018	1,136,417	1,193,555
Chevette	2,470	2,730	2,433	6,806	136,957	117,722
Cavalier	10,653	9,092	9,395	27,485	308,855	360,890
Celebrity	5,762	4,757	5,341	14,362	212,947	200,135
Camaro	4,511	0	3,764	10,744	185,025	153,245
Citation	0	2,829	0	0	84,999	28,697
Malibu/El Camino	0	460	0	0	18,202	1,199
Monte Carlo	2,831	0	2,819	7,956	79,018	102,497
Chevrolet	8,195	4,132	6,923	18,837	85,597	195,183
Corvette	1,000	0	1,003	2,908	24,817	33,987
Oldsmobile Total	21,169	2,955	20,210	55,355	788,351	875,258
Omega	0	0	0	0	29,289	0
Firenza	1,145	1,302	1,048	3,170	52,641	46,768
Cutlass Supreme	4,809	0	5,573	13,837	192,424	169,020
Cutlass Ciera	7,301	227	5,502	17,006	188,389	259,481
88/98 (rwd)	1,060	800	386	1,446	230,741	160,691
***88 (fwd)	0	0	0	0	0	0
Olds 98	3,854	0	3,833	10,663	49,043	103,470
Calais	2,915	626	3,846	9,086	5,679	109,085
Toronado	85	0	22	145	32,145	27,283
Pontiac Total	15,656	7,560	16,444	44,462	396,631	485,292
Acadian**	0	0	607	1,001	11,435	10,280
2000 Sunbird	2,689	2,789	2,651	7,622	107,987	102,624
1000	1,190	898	1,247	3,357	29,765	20,009
Firebird	2,387	49	2,026	5,730	86,122	81,870
Phoenix	0	0	0	0	14,116	0
6000	715	0	717	1,974	0	38,211
Grd. Prix/Bon Vlv.	0	0	0	0	29,733	0
Parisienne	2,545	2,771	2,559	6,851	24,674	56,569
Fiero	2,400	751	2,497	6,721	89,550	81,623
Grand Am	3,750	302	4,231	11,206	3,249	94,106
HONDA	1,596	2,798	3,225	7,883	97,870	110,517
NISSAN	1,289	0	1,244	3,548	0	23,122
NUMMI (Nova)*	1,900	0	1,875	5,175	0	32,849
VOLKSWAGEN	2,127	423	2,127	4,254	56,712	68,090
Total Cars - U.S.	185,414	109,465	156,445	442,832	5,748,573	6,018,847
Total Cars - Canada	23,353	18,283	24,835	68,284	775,893	769,065
N. American Cars	188,767	127,748	181,280	511,116	6,524,466	6,787,912
N. American Trucks	90,334	70,325	90,074	256,497	2,865,406	3,131,391
North American Cars and Trucks	279,101	198,073	271,354	767,613	9,389,872	9,919,303

*Revised estimate.
**All Acadians are built for sale in Canada.
***No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

CANADIAN PRODUCTION - CARS

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
AMERICAN MOTORS	410	609	410	1,148	18,363	7,869
FORD MOTOR	8,580	6,327	10,028	27,618	312,099	359,678
GENERAL MOTORS	14,138	11,122	14,172	38,888	439,870	394,207
VOLVO	225	225	225	630	7,561	7,311
Total Cars - Canada	23,353	18,283	24,835	68,284	775,893	769,065

U.S. TRUCK PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
CHEVROLET	23,193	10,791	26,849	68,916	731,572	862,533
DODGE	5,400	4,194	4,564	14,538	150,050	158,036
FORD	24,285	25,940	21,383	67,342	858,361	859,176
GMC	6,963	2,903	6,978	19,878	236,206	269,400
INTERNATIONAL	1,553	1,672	1,504	4,382	55,270	55,594
JEEP	6,000	4,023	5,954	16,954	139,730	156,087
NISSAN	2,540	1,921	2,564	7,135	69,202	78,104
AM GENERAL	50	50	50	140	1,910	1,830
MISCELLANEOUS	2,000	1,000	2,000	5,750	38,000	68,553
TOTAL TRUCKS, U.S.	71,884	52,494	71,846	205,035	2,277,344	2,509,313

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 21, 1985	Week Ended Sept. 22, 1984	Week Ended Sept. 14, 1985	September To Date	Jan. 1 to Sept. 22, 1984	Jan. 1 to Sept. 21, 1985
CHRYSLER	8,796	8,512	8,903	25,082	260,391	290,193
FORD	3,648	3,350	3,548	9,986	110,881	118,129
GENERAL MOTORS	5,776	5,746	5,777	15,980	210,840	206,220
INTERNATIONAL	230	223	0	414	5,944	7,536
Total Trucks, Canada	18,450	17,831	18,228	51,462	588,062	622,078
N. American Trucks	90,334	70,325	90,074	256,497	2,865,406	3,131,391

Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

The increase was due in part to resumption of production at International Harvester's truck plant in Chatham, Ont. The plant was closed the previous week for inventory adjustment.

Year-to-date, 622,078 trucks have been assembled, 5.78 percent more than the 588,062 completed last year at this time.

C2700-1

Automotive News

September 30, 1985

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Ford's finest

Taurus in the wings

Five years in the development, the all-new, mid-sized, front-wheel-drive Ford Taurus debuts Dec. 26. Styling highlights include flush headlights, flush glass all around and wrap-around taillights. Story, other pictures are on Page 34.

Sleek Sable for Mercury

The all-new, mid-sized aerodynamically shaped Mercury Sable sedans and wagons will arrive in dealer showrooms Dec. 26. The car will have a 3.0-liter V-6 engine with multi-port fuel injection coupled to a wide-ratio four-speed automatic overdrive transaxle. Story, other pictures are on Page 36.

Popular package made standard

Standard on the 1986 Lincoln Mark VII is the comfort and convenience package, which was selected as an option by two out of three buyers last year. It includes power and instrumentation features, electronic AM/FM radio with cassette tape player and premium sound, keyless and illuminated entry system and interior amenities. The anti-lock brake system also is standard for 1986. Story, other pictures are on Page 31.

breaking news

Taurus-Sable intro now Dec. 26

DETROIT.—Ford Motor Co. has once again moved back the introduction date of its all-new Ford Taurus and Mercury Sable models. The new date is Dec. 26. The intro most recently was set for Nov. 14, the day General Motors is slated to introduce its new full-size and luxury cars. "They're not late, we promised to have them in the fourth quarter," said a Ford official. "We want to make sure we have the quality perfect."

Gloria shuts Ford Norfolk plant

NORFOLK.—Ford Motor Co. closed its light-truck assembly plant here Friday because of Hurricane Gloria, which struck the East Coast late last week. A Ford spokesman said the

See BREAKING NEWS, Page 8, Col. 1

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Prices $350-$400 higher; no 7.7-pct. financing

Moving uphill into '86

By John K. Teahen Jr.
Managing Editor

The 1986 model year begins this week in the domestic auto industry, and there are some unpleasant surprises in store for showroom visitors.

No 7.7-percent financing. And higher prices.

General Motors and Ford Motor Co. have already announced percentage figures for their 1986 price hikes—3 percent for GM and 2.9 percent for Ford.

Both companies refused to divulge the dollar amount of inreases, but mathematics is a wonderful science. It enabled Automotive News to determine that GM's hike is about $400 and Ford's is about $350.

That's for comparably equipped models. On a straight sticker-to-sticker, before adjusting for equipment jockeying, the boosts are probably closer to 5 percent—about $650 for GM and $600 for Ford.

Chrysler Corp. hadn't priced its 1986 cars at presstime, but the company earlier announced a tentative increase averaging 2 to 3 percent. If Chrysler sticks to that plan, its bump will be $240 to $350, again on a comparably equipped basis.

No, Virginia, sticker shock is not dead.

While the low interest rates end on introduction day, there's a good chance that the domestic makers will have to sweeten the pot with new incentives early in the model year to move their higher-priced and virtually unchanged 1986 cars.

And the average hikes for GM and Ford are bound to climb even more. GM did not figure its newest models into its 3 percent boost. They are Buick LeSabre and Oldsmobile Delta 88 and four luxury lines: Buick Riviera and Oldsmobile Toronado and Cadillac Eldorado and Seville. They will be introduced in November.

Also still to be priced are the new Ford Taurus and Mercury Sable. They can be expected to raise Ford Motor's overall price level.

There are better tidings for imported-car shoppers. Except at Honda.

Honda has announced a price hike averaging $387, or 4.3 percent. Honda has an all-new Accord line for 1986 and has made other product changes (Automotive News, Sept. 23), and that figures into the boost.

Another reason, bordering on the irreverent, was suggested by a price analyst last week: Honda makes a lot of cars in the U.S., and perhaps it has become infected by the pricing policies of the domestic companies.

• Elsewhere among the top-selling imports, the hikes were less hurtful. On a comparably equipped basis, of course.

Toyota said its cars rose an average of $170, or 1.8 percent, and Nissan posted an average boost of $91, or one percent, on its Sentra, Pulsar, Stanza and Maxima lines. The range was $50 to $200. Nissan's average hike will be higher when the 200-SX and 300-ZX are tagged.

Volkswagen checked in with an average hike of $107, or one percent, on its U.S.-built and imported models. Base stickers climbed $175 to $300. Audi reported an average increase of $45, or 0.3 percent, after equipment alterations. Its cars went up $220 to $355 on a straight sticker comparison.

Also in the import field, Saabs rose $435 to $855 with equipment playing a part. Individual models jumped 3 percent to 5.7 percent.

At Mitsubishi, the bump was $70 to $330 on most cars. The Galant luxury sedan went up $470, and the Starion sports cars were reduced $30-$40.

Porsche reported no change for 1986 from its final 1985 prices, but Porsche boosted its 944 coupe $1,510 in March because of engine and suspension changes.

Auto industry unhurt by Mexican quakes

By Richard Johnson
and Dan McCosh
Automotive News Staff

Auto makers with manufacturing installations in Mexico reported last week that there was minimal damage to their facilities, little disruption of operations and no serious injuries to their personnel in the earthquakes which struck Mexico City.

"I can't foresee any severe economic impact on the industry as a result of these earthquakes," said a Ford spokesman in Dearborn.

William Pelfrey, an American Motors public relations official who flew to Mexico to learn the condition of relatives living near the destruction area, said none of the city's industrial zones was badly damaged.

"There was no disruption of production at any of the U.S. companies that I know of," he said. "The big question is the economy."

The Ford spokesman in Dearborn said Ford of Mexico plants are operating, and he reported no fatalities or serious injuries suffered by company workers as a result of the earthquakes.

Ford's six-story glass-and-concrete executive headquarters located in downtown Mexico City was in the vicinity of heavily damaged structures, but apparently was not damaged by the quakes. The headquarters building employs 500 persons, most of whom are Mexican nationals.

At the time of the disaster, about 30 Ford manufacturing executives from the U.S. were in Mexico City for meetings with suppliers concerning an assembly plant under construction in the northern city of Hermosillo. All were reported safe.

Ford employs about 3,000 hourly and salaried workers at a plant in Cuautitlan near Mexico City, where the company builds Mercury Topaz and Cougar, Ford Thunderbird and pickup trucks.

Elsewhere in the Mexico City area, Ford has a trim plant and a parts and accessories distribution

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In negotiations at Chrysler

UAW zeroes in on outsourcing

By Mary Connelly
Detroit Reporter

The UAW last week demanded that Chrysler Corp. curtail the practice of using outside suppliers and halt the loss of "thousands" of jobs.

The UAW asked for a ban on outsourcing when Chrysler workers can demonstrate the job can be done within the corporation as efficiently and economically, said UAW Vice President Marc Stepp.

Calling the issue "one of the most important" in the current contract talks between Chrysler and the UAW, Stepp said that without a "fair conclusion on this subject, there probably will be some kind of confrontation."

"What good does it do to get a high pay raise if you lose your job," Stepp said at a press conference following resumption of bargaining last week.

• The Chrysler-UAW pact, covering approximately 70,000 hourly and salaried employes in the U.S., expires Oct. 15.

In seeking the limit on use of outside suppliers, Stepp said he wanted to return to the payroll Chrysler workers who granted economic concessions to the company. He estimated that some 3,300 Chrysler workers are laid off in Michigan.

The UAW also called for a moratorium on plant closings during the contract period which is expected to extend to 1987.

Chrysler Corp. had no comment on any of the UAW demands.

In an unusual move, Stepp, who is director of the UAW's Chrysler department and the union's chief negotiator, said he and Chrysler chief negotiator Thomas Miner will serve on the bargaining subcommittee dealing with outsourcing and subcontracting. Miner is vice president of industrial rela-

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But some observers see a grim October

Sales set record 3rd time in row

By Jenny L. King
Detroit Reporter

Sept. 11-20 made it three in a row: Three consecutive record sales periods for the U.S. auto makers. The numbers were the result of record-low interest rates on new-car loans offered by most of the companies.

The message seems clear enough: U.S. consumers don't have anything against American-made autos . . . they're still suffering from a bad case of sticker shock.

Many industry observers are predicting a rather unpleasant payback period come October when the interest rates return to pre-sale levels and the new 1986 models appear in dealer showrooms with the traditional higher-than-last-year price tags.

This year's mid-September record sales of 289,582 included individual corporate records for General Motors and Ford Motor Co. The industry figure surpassed the previous record of 244,483, set in 1969, by 45,000 units.

The most recent total was up 32.32 percent from 218,847 reported a year ago. With nine selling days in the period both years, the daily rate of 32,176 was up the same 32.32 percent from the 24,316 average of Sept. 11-20, 1984.

Year-to-date sales were up 5.34 percent, to 6,218,218 from 5,903,005. They had been only slightly ahead of 1984 most of the year before dipping below the 1984 level during the first August period.

For Sept. 11-20, GM reported record sales of 157,219 new cars, up 32.11 percent from 119,008 the preceding year. Ford's record total of 83,451 was up 37.65 percent from 60,625. Chrysler Corp. made a 30.51-percent advance, to 36,874 from 28,253.

American Motors sales of 3,625 were down 15.50 percent from 4,290 last year, while Volkswagen handed in a report of 2,567 sales, up 36.47 percent. Honda slipped 27.58 percent, to 3,469 from 4,790. Nissan sales numbered 2,377.

Market-share shifts ranged from a fraction to more than a full point in the mid-September period. GM dipped to 54.29 percent from 54.38 percent last year. Ford climbed to 28.82 percent from 27.70 percent. Chrysler had 12.73 percent, down from 12.91 percent.

AMC slipped to 1.25 percent from 1.96 percent. VW edged up to 0.89 percent from 0.86 percent. Honda had 1.20 percent, down from 2.19 percent, and Nissan picked up the remaining 0.82 percent of the recent 10-day domestic market.

Cadillac and Pontiac notched sales records, with Pontiac up a whopping 70.31 percent and Cadillac up 8.27 percent. Chevrolet was up 14.92 percent, Oldsmobile was up 56.50 percent and Buick was up 19.76 percent.

At Chrysler Corp., Plymouth sales were up 29.53 percent, Dodge was up 29.51 percent and Chrysler was up 32.23 percent. Ford Division reported a 38.91-percent increase, Mercury was up 25.25 percent and Lincoln sales surged ahead 82.58 percent.

AMC Eagle sales, estimated at 400, were unchanged from 1984; Renault was down 17.10 percent; VW was up 36.47 percent; Honda was down 27.58 percent, and Nissan had no year-ago sales for sake of comparison.

Ford's Escort was the hottest selling nameplate in the mid-September period with 17,683 units to its credit. Oldsmobile Cutlass Ciera was second at 12,680, followed by Chevrolet Cavalier at 12,527, Ford Tempo at 12,253 and Chevrolet Celebrity at 12,038.

DOMESTIC SALES

	Sept. 11-20, 1985	Sept. 11-20, 1984
Renault Alliance-Encore	3,225†	3,890†
AMC	400†	400†
AMERICAN MOTORS	3,625†	4,290†
Chrysler	13,686	10,350
Plymouth	9,725	7,508
Dodge	13,463	10,395
CHRYSLER CORP.	36,874	28,253
Ford	55,400	39,882
Mercury	21,458	17,132
Lincoln	6,593	3,611
FORD MOTOR CO.	83,451	60,625
Buick	30,067	25,105
Cadillac	10,103	9,331
Chevrolet	49,196	42,810
Oldsmobile	37,084	23,696
Pontiac	30,769	18,066
GENERAL MOTORS	157,219	119,008
VOLKSWAGEN	2,567	1,881
HONDA	3,469	4,790
NISSAN	2,377	0
U.S. INDUSTRY TOTAL	289,582	218,847

†—Estimate

Buick City Job One

Buick City management and UAW officials celebrate completion of the first car at the new assembly complex in Flint. From left, they are: Herb Stone, vehicle program manager; Jim Hall, production manager of trim, chassis and final assembly; Phil Bigelow, Buick City employe; Don Spillman, chairman of UAW Local 599's shop committee; Bill Hutchinson, UAW shop committee member; Jack Wagner, UAW regional representative; Jack Robbins, Buick assistant general sales manager, and Leland E. Furse Jr., plant manager of Buick City.

Saturn location seen as helpful to UAW

By Mary Connelly
Detroit Reporter

The placement of General Motors' Saturn plant in Tennessee may speed UAW organizing efforts at Nissan's production plant in that state, UAW Vice President Donald Ephlin said last week.

Ephlin, head of the UAW's GM department, was the chief UAW negotiator for the innovative Saturn agreement with GM.

Nissan Motor Mfg. Corp., U.S.A., employs 3,000 workers at its Smyrna (Tenn.) plant. It began producing light trucks in June, 1983, and started assembling cars last April. GM announced in August that it would build Saturn in Spring Hill, Tenn.

"I think the fact that Saturn is in Tennessee will in some ways help speed up the organization (of Nissan)," Ephlin said during an informal and wide-ranging question-and-answer session with members of the Detroit Auto Writers Group last week.

Marvin T. Runyon, Nissan Motor Mfg. president, "had nobody to compete with down there," Ephlin said. "He screened employes very carefully and so he had a free ride for a while. But now he has to treat employes as well as GM will under Saturn, and I don't think he will."

"I think the thing which will work more than anything else, and which organized most auto workers, is speedup, pace and so forth," Ephlin said.

Nissan began producing Sentra passenger cars last April at Smyrna. Plans to accelerate annual output to 240,000 cars and trucks by the spring of 1987 required the start of a two-shift operation this year.

Ephlin also said that spillover effects from the GM-Toyota joint venture, New United Motor Mfg., Inc. (NUMMI), will aid future organizing efforts at non-union Japanese plants.

"When the other companies like Toyota demonstrate that they can live with the union and build high quality cars and get along with us and brag about it, I think that will have an impact," Ephlin said.

"I think we can demonstrate in the Saturn operation the positive role the union can play, which is important to future organizing.

"We've got to show they can have everything they've got at Nissan plus the advantages of a negotiated agreement that they decided on, that they can have some meaningful, real democracy at the plant," he said.

The Saturn memorandum of understanding, reached in July, 1985, made UAW workers salaried personnel for the first time in union history. It calls for one job classification for production workers and three to five for skilled trades workers, Ephlin said.

In addition, workers will receive quarterly payments which reflect the increases of other GM workers. They will also receive COLA increases, performance and attendance bonuses, profit sharing and

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LeSabre production begins at Buick City

FLINT.—A dark blue 1986 front-wheel-drive Buick LeSabre was Job One at the Buick-Oldsmobile-Cadillac Group's Buick City plant here.

The assembly facility, reconstructed from what was formerly two Buick car assembly plants and a metal fabricating facility, will be accelerating production for up to one year. Full production is expected to be 75 units per hour, going from steel blanks to finished cars.

In the previous Buick assembly operation, bodies were made at the Fisher Body plant across town and trucked to Buick.

More than 4,500 employes are working the two shifts at the plant.

The assembly complex encompasses 1.6 million square feet of floor space. The facility has 22 dock locations for its just-in-time delivery system.

Robert C. Stempel, General Motors vice president and executive in charge of the BOC Group, said, "Buick City has been running pilot models for a couple of months and the quality level of these pre-production models has assured us that we can expect new quality standards as the cars are produced.

"This total operation represents a complete departure from traditional car assembly methods," Stempel said.

One of the most noticeable departures from traditional car assembly is a system called "synchronized production." With that procedure, Stempel said, if the schedule calls for 600 vehicles to be built on a shift, the required number of component parts will be built on that shift, thus eliminating storage of parts.

Stempel noted the importance of cooperation between UAW Local 599 and management at the plant. Citing an example of such cooperation, he said traditional methods of quality inspection have been eliminated. Instead of separate quality and reliability departments, each area will be responsible for its own quality.

Ford resolves recall of 516,000 Escorts, Lynxes

DEARBORN.—Ford Motor Co. has resolved a recall situation involving about 516,000 1982 and 1983 Escort and Lynx vehicles and has announced a recall involving 116 1985 stripped chassis vehicles.

Ford is sending owners of the Escorts and Lynxes two small clips designed to prevent twisting and binding of seat belts in the two rear seat-belt retractors.

The clips can be installed by owners, or can be taken to a Ford or Lincoln-Mercury dealership for installation. Ford had announced plans for this action earlier this year.

Separately, Ford is recalling 116 1985 stripped chassis vehicles equipped with certain 4.9-liter and 5.8-liter heavy-duty gasoline engines for installation of an emission maintenance warning light.

The light reminds owners to perform scheduled emission control equipment maintenance after 2,000 hours of operation (about 60,000 miles). Ford said without proper maintenance the EGR valve could become inoperative, resulting in unacceptable emission levels.

Federal regulations require that all 1985-model light-duty trucks and vehicles equipped with heavy-duty engines, which have a scheduled maintenance for the EGR system, be equipped with a system to alert the vehicle operator at the maintenance interval.

In virtually all areas of advanced technology

Europe, U.S. lag behind Japanese, study says

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—A study being conducted for the Federation of American Scientists shows the U.S. and European auto industries are lagging well behind the Japanese in virtually all areas of advanced innovative technology.

Charts giving company and country progress in such areas as engines, transmissions, accessories, energy storage, etc., were submitted to the House Energy Conservation and Power Subcommittee during hearings on CAFE adjustments requested by General Motors, Ford Motor Co. and importers of most European luxury cars sold in the U.S.

Deborah Lynn Bleviss, the Bernard L. Schwartz Fellow in Energy and Environment at the federation, has spent eight months assessing the future for auto fuel economy here and abroad.

In short, said the Federation of American Scientists, higher fuel-economy standards may be the saving of the domestic auto industry however much it may oppose such action.

Bleviss' thesis is that the 1975 CAFE law pushed the domestic auto companies to develop fuel-efficient cars and have them available by the time consumers wanted to buy them, thus making the U.S. firms somewhat competitive with the Japanese.

She also asserted that the standards "took some of the uncertainty out of corporate planning that might otherwise have paralyzed the industry as it sought to anticipate the see-sawing oil market."

Further, she noted, CAFE provided a technology push that allowed the domestic firms to maintain a "state of the art" image when the Japanese auto makers were getting ahead in technology development.

But, she added, no matter what decision NHTSA makes on 1986 standards, the industry no longer enjoys certainty; the standards have reached a level of 27.5 or perhaps 26 MPG, and the industry is scrambling to assess "consumer demand" and to cover all bases—a costly guessing game that ties up resources that could be better used to develop new products.

That could mean that American

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Alternatives sought to protectionist legislation

Trade debate grows more partisan

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—The debate over the nation's trade policy became more partisan last week as President Reagan delivered a major trade speech and House Republicans began working on alternatives to more protectionist legislation being considered in both the House and Senate.

The Republican effort to put forth a trade initiative in line with proposals contained in the President's speech may diminish support for a Democrat-sponsored measure that threatens a 25 percent tariff on all goods imported from Japan, as well as other high-trade-surplus nations.

The President's speech outlining a new trade program was delivered a day after the U.S. and four other nations pledged to seek conditions that would lower the dollar against foreign currencies.

At week's end, the announcement, which included a pledge by the U.S. to intervene in financial markets, seemed to be moving the dollar lower. The willingness of the U.S. to intervene on behalf of the dollar represents a major switch in Administration policy. Up to now, the White House has called the strong dollar a sign of U.S. economic strength.

In his speech, the President said he would ask Congress for a $300 million "war chest" which could be used to provide up to $1 billion in mixed-credit loans to U.S. exporters.

Also, a federal "strike force" will be formed to uncover practices by foreign governments, the President said, and new ways to counter those practices will be formulated.

The President called on Labor Secretary William Brock to provide additional aid to workers laid off because of imports, and he said the Administration will seek to strengthen the General Agreement on Tariffs and Trade as well as the international monetary system.

Mr. Reagan's directions to Brock seem to signal the Administration's willingness to consider an extension of the trade adjustment assistance program. The program expires the end of this month.

"I will not stand by and watch American businesses fail because of unfair trading practices abroad," Mr. Reagan said in the speech. "I will not stand by and watch American workers lose their jobs because other nations do not play by the rules."

Nevertheless, the President said he would "strongly oppose and veto" protectionist bills that in his view would "cause loss of jobs and diminish international trade."

The White House also announced formation of a special President's Export Council to advise the President on international trade matters. Retired Ford Motor Co. Chairman Philip Caldwell was named to the body along with 11 others.

The Administration's moves were greeted favorably by House and Senate Republicans, but were largely dismissed by Democrats.

Senator John Danforth, Missouri Republican and a critic of the Administration's trade policy, called the speech "terrific." House Speaker Thomas P. O'Neill, Massachusetts Democrat, accused the President of "sounding an uncertain trumpet on trade." Mr. Reagan's words, he added, were "not the words of a man taking action, but of someone trying to stall for time."

Senate Majority Leader Robert Dole, Kansas Republican, said the President's speech was "a good signal" that he would work with Congress on an omnibus trade bill, but added that the President's remarks came too late to stop the progress of a highly protectionist trade bill for the textile industry.

Reaction on the part of the Big Three was muted. Ford Motor Co.

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Heading for the U.S.

Nissan Motor Co.'s new Sunny will be exported to the U.S. for sale under the Sentra nameplate next spring and will be produced at the Smyrna (Tenn.) plant beginning in the summer of 1986. The Sunny, available in three models, features new styling, an upgraded interior and revised mechanicals, including a new part-time four-wheel-drive option controlled by a switch mounted on top of the gear lever.

Nissan plans to double Tennessee car output

By Francis J. Gawronski
Tokyo Bureau Chief

TOKYO.— Nissan Motor Co. plans to double its annual production of automobiles at its Smyrna (Tenn.) plant from 60,000 units to 120,000. The increase, which will be gradual, will begin next year.

Production plans call for Nissan to build a remodeled Sentra 1,600-cc front-wheel-drive sedan. The new car, called Sunny here, was recently introduced in the Japanese market.

A Nissan spokesman said the company will ship 24,000 of the new cars a month to North America—23,200 to the U.S. and 800 to Canada. Shipments will begin next spring. Another 3,000 units a month will be exported to Europe beginning in the fall of 1986.

Nissan will add new production plant facilities at the Smyrna plant at a cost of $34 million.

With the increase, the production of cars will equal that of light trucks and raise the total annual output at the plant to 240,000 units by the spring of 1987.

However, Nissan noted that because of the flexible manufacturing features of the Smyrna plant, the company can easily adjust the truck-car output ratio to produce 240,000 cars alone to meet market demands.

When the expansion is completed, Nissan's U.S. production will trail that of Honda Motor Co., Ltd., with its 330,000 units annually at its Marysville (0.) plant, but will equal the output planned for the new Mazda Motor Corp. plant in Flat Rock, Mich.

AMC, Chinese begin Jeep Cherokee output

By Richard Johnson
Detroit Reporter

American Motors and its Chinese affiliate launched production in Beijing last week of a Jeep Cherokee model that may soon replace the aging CJ derivative the partners have been building.

Beijing Jeep Corp., a joint venture of AMC and China's Beijing Automotive Works, has been assembling an upgraded version of the four-wheel-drive BJ212, a 30-year-old, five-passenger CJ-offshoot of Russian design. But plans call for the partners to eventually turn out nothing but vehicles based on Jeep platforms and engineering.

At ceremonies in China last week, AMC Executive Vice President Joseph Cappy said Cherokee production "marks the first time a U.S.-designed, state-of-the-art, world-class vehicle has ever been built in China."

Beijing Jeep, which currently employs around 4,000 people, will build 750 Cherokees at the Beijing plant during the remainder of 1985 and produce 4,500 units next year. The vehicles will be distributed domestically, but in future years Cherokees may be exported to other Far Eastern markets.

AMC has a 31.4 percent interest in Beijing Jeep, which was established in May, 1983, as the first automotive venture between China and a foreign partner. By reinvesting profits, AMC is expected to eventually hold 49 percent ownership.

Cappy said the decision to assemble Cherokee kits in China is a testament to "the ability of our Chinese workforce and the confidence the joint venture has generated on both sides of the Pacific."

Earlier plans called for production of a new-generation BJ213, built around a CJ platform. But AMC President Jose Dedeurwaerder told Automotive News several weeks ago that the effort to design a new CJ-like vehicle to Chinese specifications led to what was fundamentally a four-door CJ. Instead of building an all-new vehicle, AMC suggested assembling the XJ (Cherokee) in China.

Dedeurwaerder predicted that if

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His critics aren't happy, either

DeLorean slaps federal charges

By Edward Lapham
Marketing Editor

"Of course."

That's what former auto maker John Z. DeLorean said when Today Show host Bryant Gumbel asked him if he would plead innocent to federal racketeering, tax evasion and fraud charges. He will be arraigned on the charges in Federal District Court in Detroit.

DeLorean, who was on Today three days last week to launch a national book tour for his autobiography, DeLorean, blasted the Federal Government.

The former auto maker criticized everything from the timing of the Detroit indictment to the racial composition of the grand jury, which included only one black citizen.

He claimed the indictments were timed to adversely affect sales of his book and that the entire Detroit-based federal probe was a result of the government's humiliation when he was acquitted of all federal drug-trafficking charges in Los Angeles in August, 1984.

This time, DeLorean said, the government has called on a score of accounts and again is spending "millions and millions of dollars" in an attempt to wrongly convict him.

• Maintaining his complete innocence, he said that in his 60 years he has never been charged with so much as "spitting on the sidewalk."

DeLorean also said the grand jury probe "in its third year," didn't come up with anything "they didn't know three years ago."

On that point, at least, many of DeLorean's critics seemed to agree with him. In fact, there was some fairly harsh criticism of the government last week by those who for some time have closely followed the matter of the $17.65 million which disappeared from the sports-car project.

DeLorean was charged with converting about $8.5 million for his own use by pulling the money through a maze of European banks and offshore shell corporations. That leaves about $8.9 million still missing and unaccounted for.

The criticisms were twofold. There was disbelief that no other individuals were named in the indictments, and there was dismay that no mention was made of the whereabouts of the missing $8.9 million.

"I can't believe that John pulled this off by himself," said one critic familiar with the case.

"I am outraged by the fact that the grand jury didn't indict more than just John DeLorean.

"I also think that it leaves everybody with a bitter taste that the government walked away satified when they found less than half the money," he said.

"I just can't believe that they're

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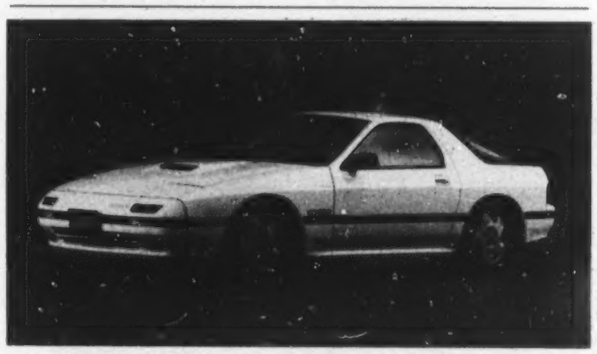

Mazda's new RX-7

Mazda Motor Corp.'s redesigned Savanna RX-7 features a refined rotary engine with an advanced turbocharger complemented by an intercooler. The car, which goes on sale in Japan Oct. 8, also has a new rear independent suspension system. It is equipped with four-wheel ventilated disk brakes and rack and pinion steering. Automatic adjustable shocks, a new type of power steering and an anti-lock braking system are available on some models.

50 states proclaim Oct. Car Care Month

DETROIT.—For the first time, governors of all 50 states have proclaimed October as Car Care Month, expressing their "strong desire for safer cars, cleaner and healthier environment and the conservation of energy resources."

"When this program began in 1981, there were only nine gubernatorial proclamations," said Jim Fournier, chairman of Car Care Council, which coordinates the annual campaign. "Having the support of all 50 governors is evidence of the growing concern for auto neglect, and can have a great impact on inducing motorists to respond to our message."

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60th year—No. 5094

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Dana aiming to be biggest axle supplier

By Joseph Bohn
Truck Editor

ANAHEIM, Calif.—Dana Corp. is taking a hard run at being the largest heavy-truck axle producer, and officials announced additional plans to achieve that goal at the International Trucking Show.

Dana entered the heavy-truck axle business in 1979, shipping 500 units that year worth $3 million in sales.

Gus Franklin, vice president and general manager of the Spicer Heavy Axle Division, is forecasting shipment of 200,000 heavy front and rear axles in 1986 which, he said, would have a value of more than $300 million.

The division's rapid growth to the second-largest Class 6, 7 and 8 axle supplier was achieved largely through "market acquisitions and absorbing of those acquisitions," Franklin said.

(Rockwell is the largest supplier of heavy-truck axles.)

Dana has launched a Project 90 series of automation and other efficiency/quality improvements, of which the axle division is a part, to become a global low-cost producer by 1990.

Officials say it is the biggest capital investment program ever undertaken by the company.

A recently completed 230,000-square-foot axle plant in Lancaster, Pa., is part of its updated assembly and automation efforts.

At the truck show, Spicer Heavy Axle also introduced new 38,000-pound and 44,000-pound tandem models for the Class 8 market and a new 21,000-pound axle for the Class 6 and 7 market.

According to Ken Carter, marketing-sales manager, the new 21,000-pound axle is available in single and two-speed designs and is geared to giving fleets and dealers in the trucking industry more flexibility in specing.

Another advantage of the axle is a lower federal excise tax on trucks by keeping GVW ratings at or below the 33,000-pound limit.

Spicer also announced that precision-forged differential gears have been incorporated into all Spicer heavy-truck rear-axle models, ranging from 13,500 to 46,000-pound ratings.

The forged gears were described as more durable and cost effective than conventional cut gears, which are more commonly used in the industry.

Technically, precision forged gears are 30 percent stronger than conventional cut gears, Spicer said. This results in a differential better able to withstand the shock loads generated by modern trucks, the company said.

Power to please

On its 1986 4WD line, Toyota has added an independent front suspension to all models and has made a gasoline turbo engine available on its base 4x4 model and the 4Runner sport/utility vehicle.

Registrations chalk up record for 7 months

Truck registrations maintained their record stride during the first seven months of 1985, topping last year's previous high by 16.7 percent.

Regstrations were up in all light, medium and heavy-duty segments. Heavy truck registrations were up 19.7 percent, according to R.L. Polk & Co.

The industry registered 2,693,960 trucks, up from 2,307,582 in the seven-month year-earlier period.

Light-truck, Class 1-3, registrations of 2,531,748 were up from 2,174,290 for seven months last year.

Within the light segment, Class 1 registrations of 1,741,690 were up from 1,236,353 in 1984.

Class 2 registrations of 768,461 were off from 915,242 a year ago, and Class 3 registrations of 21,597 also were off from 22,695 a year earlier.

Generally, the declines within particular segments reflect market shifts.

The increasing availability of new Japanese and European products has given buyers a wider choice within individual segments, causing them to change their traditional buying habits in many cases.

This is as true of the medium and heavy-truck segments as it is of the light-duty segment.

The medium Class 4-6 group registered 35,084 trucks, up from 27,126 a year ago.

There were 543 trucks registered in Class 4, up from 404 a year earlier.

Class 5 registrations totaled 4,023, up from 1,268 a year ago, and Class 6 registered 30,518, up from 25,454 last year.

In the heavy Class 7-8 segment, International displaced Ford as the industry leader, regaining the position it held last year.

IH's market share, along with GMC's, Kenworth's and Peterbilt's, is still off from a year earlier, while Ford and Mack continue to hold onto gains in the segment.

Analysts feel that Kenworth particularly has suffered from a

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Roomier Mazda

The 1986 Mazda B2000 Cab Plus pickup is available in SE-5 and LX trim levels (shown above). The added room allows two jump seats or extra storage behind the front seats.

Mazda '86 line offers new Cab Plus model

LOS ANGELES.—Mazda has broadened its compact pickup line with a new B2000 Cab Plus model for 1986.

It has the same overall exterior dimensions as the 1986 long-bed model but has a larger passenger-car-like interior. With a cabin 17.7 inches longer than that of the standard model, the Cab Plus offers space behind the seat for two jump seats or extra storage.

Accented by an integrated front bumper/front skirt design, quarter side windows and slanted nose and hood surfaces that merge into a 53-degree windshield rake, the new model offers sporty styling.

The B2000 Cab Plus is powered by a 2.0-liter single overhead camshaft gasoline engine derived from the Mazda 626 power plant. The engine produces 80 HP at 4,500 RPM and 110 pounds-feet of torque at 2,500 RPM.

The independent front suspension is a double wishbone type that incorporates an I-shaped lower arm with tension rod and torsion bar. Special suspension bushings increase longitudinal compliance to improve ride comfort while still maintaining good handling.

Mazda said shear-type cab mounts have twice the vertical compliance and lateral rigidity of conventional compression-type mounts, providing good riding comfort and quietness.

At the rear, trapezoidal spring shackles provide lateral control compliance. The bias-mounted rear shock absorbers act to prevent axle windup under hard acceleration.

The Cab Plus is available in four trim levels—standard, SE-5, LX and LX with Convenience Package.

The standard Cab Plus is priced at $6,895, the SE-5 at $7,295. The LX, with its higher level of comfort and trim features, is priced at $7,895, and the fully loaded LX with Convenience Package is priced at $8,545.

Standard features on all trucks include full carpeting, tinted glass, intermittent windshield wipers, radial tires, locking fuel-filler door and bright windshield and drip rail moldings.

The SE-5 package includes black-painted rear step bumper, body stripes, cut-pile carpeting and dual sport door mirrors.

The LX offers chrome-plated spoker wheels, front bumper with chrome molding, pin stripes, tachometer, AM/FM/stereo radio, reclining bucket seats with lumbar support for the driver, digital quartz clock and center console box.

The Convenience Package adds halogen headlamps, rear sliding window, AM/FM/stereo with cassette and four speakers, cruise control and tilt steering wheel.

truck industry news

Chrysler planning to fill truck niches with '87 products

By Joseph Bohn
Truck Editor

CHELSEA, Mich.—Chrysler Corp. is trying to expand its coverage of the truck market, and some of the things it is working on for 1987 or later include:

1. New stretched versions of Caravan/Voyager, with higher-displacement engines as options.
2. The new line of Dakota pickups which will give Dodge three sizes of trucks.
3. An engine with higher displacement than the 360-CID V-8, which will expand applications in the commercial segment.
4. 4WD vans and wagons.

At a press briefing at its proving grounds here, Pat Keegan, general manager, Chrysler Truck Operations, said the company is looking seriously at stretched versions of its Caravan/Voyager and Mini Ram Van.

Company sources subsequently confirmed the approximately one-foot-longer versions would be offered as 1987½ models, together with the new V-6 engine Chrysler will import from Mitsubishi.

The stretched compacts will increase cargo-carrying capacity of seven-passenger models, which has been a problem, and also will increase interior legroom.

"It's enough to give you a nice cargo version with more cube (cubic feet)," Keegan added.

Commercial applications of the T-115 have been "virtually untapped" so far, Keegan said. "Frankly, people have been buying them so quickly with seats and windows, we haven't done a lot of concentration on the cargo van," he said.

It is a possible additional outlet, though, should van competition heat up and sales become more difficult to come by. It is also a market Chrysler will have to pursue if it adds a second assembly plant for compact vans.

Company insiders say the second-plant decision will have to be made within about six months.

Chrysler plans to drop its rear-drive Diplomat/Gran Fury/Fifth Avenue in the 1988 model year, replacing them with a new C-body line. The idea, if approved, would be to source the new C-body at another plant, and move second-sourcing for vans into the St. Louis plant where the full-sized rear-drive cars now are built.

Chrysler is expected to import about 450,000-500,000 Mitsubishi V-6s by 1988 for both its compact vans and the new C-bodies.

Keegan said the T-115 is drawing a heavier mix of trade-ins of two-door and four-door cars, but fewer trade-ins of station wagons

Please turn to Page 29, Col. 1

IH, Nissan ink deal for medium cabovers

CHICAGO.—International Harvester finally signed its agreement with Nissan Diesel Motor Co., Ltd., Tokyo, for a new generation of Nissan-built cabover medium trucks to be marketed by IH.

Automotive News previously reported negotiations between the two companies and that a deal was imminent (Sept. 16).

All of IH's approximately 850 dealers in North America are franchised to market the new Class 6-7 models which will display the International nameplate. Deliveries to customers will begin in early 1986.

IH dealers will be responsible for parts and service for the new cabover models, and IH's parts distribution system will be the source for all parts requirements.

Nissan Diesel will initially supply IH with two models of cabover medium trucks.

Those competitively priced models will provide maneuverability and visibility for many city applications like beverage distribution, refuse collection and pick-up and delivery.

As previously reported, Nissan plans to eventually export up to 3,000 units yearly to IH, equal to 15 percent of Nissan Diesel's entire 1984 truck output.

Neil A. Springer, president and chief operating officer of IH, said the new models will enable IH to maintain its full medium and heavy-duty truck product line with competitive technology and low cost of ownership.

• Because cabover models account for only about 12 percent of industry demand for medium trucks, it was not economically prudent for IH to design, engineer and tool up for this limited-potential segment, Springer said.

The IH president added that the new models will not affect the manufacturing or marketing of

Please turn to Page 37, Col. 1

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NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

JULY 1985 VS. 1984•

		Group 1 6,000 lbs. and less	Group 2 6,001 - 10,000	Group 3 10,001 - 14,000	Group 4 14,001 - 16,000	Group 5 16,001 - 19,500	Group 6 19,501 - 26,000	Group 7 26,001 - 33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	July '85	.....	.....	.....	.....	.....	.....	.....	212	212
	July '84	.....	.....	.....	.....	.....	.....	.....	119	119
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	1,000	1,000
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	700	700
CHEVROLET	July '85	65,327	52,822	2,879	.....	38	620	931	70	122,687
	July '84	47,511	42,383	2,503	.....	18	588	906	40	93,929
	Year to Date '85	392,724	291,632	16,865	.....	146	3,048	5,823	312	710,550
	Year to Date '84	323,208	285,353	21,837	.....	129	3,137	4,793	315	638,772
(Memo Units)#	July '85	45,384	19,393	.....	.....	.....	.....	.....	.....	64,777
	July '84	32,817	18,443	.....	.....	.....	.....	.....	.....	51,260
	Year to Date '85	291,929	110,061	.....	.....	.....	.....	.....	.....	401,990
	Year to Date '84	221,564	117,022	.....	.....	.....	.....	.....	.....	338,586
DODGE	July '85	32,068	13,957	.....	.....	.....	.....	.....	.....	46,025
	July '84	24,716	11,886	.....	.....	.....	.....	.....	.....	36,602
	Year to Date '85	212,713	95,330	.....	.....	.....	.....	.....	.....	308,043
	Year to Date '84	180,522	60,810	.....	.....	.....	.....	.....	.....	241,332
(Memo Units)#	July '85	23,548	8,164	.....	.....	.....	.....	.....	.....	31,712
	July '84	18,645	7,714	.....	.....	.....	.....	.....	.....	26,359
	Year to Date '85	157,923	51,991	.....	.....	.....	.....	.....	.....	209,914
	Year to Date '84	115,426	50,865	.....	.....	.....	.....	.....	.....	166,291
FORD	July '85	63,689	45,498	.....	.....	.....	871	2,380	1,236	113,674
	July '84	27,885	65,282	.....	.....	.....	1,043	2,482	1,324	97,936
	Year to Date '85	409,156	286,960	.....	.....	.....	6,813	18,245	8,851	729,755
	Year to Date '84	186,218	454,323	.....	.....	.....	7,032	14,483	6,725	668,781
(Memo Units)#	July '85	35,237	14,180	.....	.....	.....	.....	.....	.....	49,417
	July '84	27,724	20,972	.....	.....	.....	.....	.....	.....	48,696
	Year to Date '85	268,869	93,844	.....	.....	.....	.....	.....	.....	362,713
	Year to Date '84	182,536	148,867	.....	.....	.....	.....	.....	.....	331,403
FREIGHTLINER	July '85	.....	.....	.....	.....	.....	.....	.....	1,493	1,493
	July '84	.....	.....	.....	.....	.....	.....	.....	1,227	1,227
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	10,793	10,793
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	8,485	8,485
GMC	July '85	15,578	13,833	238	.....	562	825	1,222	904	32,962
	July '84	11,410	11,774	109	.....	153	496	1,206	1,305	26,453
	Year to Date '85	92,231	78,645	2,861	.....	3,690	3,153	8,882	6,921	196,383
	Year to Date '84	75,488	78,292	739	.....	1,139	3,022	7,395	6,937	
(Memo Units)#	July '85	10,037	4,314	.....	.....	.....	.....	.....	.....	173,006
	July '84	7,215	4,483	.....	.....	.....	.....	.....	.....	14,351
	Year to Date '85	65,023	26,888	.....	.....	.....	.....	.....	.....	11,698
	Year to Date '84	46,631	28,650	.....	.....	.....	.....	.....	.....	91,911
										75,281
INTERNATIONAL	July '85	.....	.....	.....	.....	.....	1,724	1,631	2,455	5,810
	July '84	.....	.....	.....	.....	.....	1,872	1,244	2,627	5,743
	Year to Date '85	.....	.....	.....	.....	.....	13,510	9,451	17,502	40,463
	Year to Date '84	.....	.....	.....	.....	.....	9,564	8,153	15,950	33,667
JEEP	July '85	13,058	1,357	.....	.....	.....	.....	.....	.....	14,415
	July '84	10,482	1,427	.....	.....	.....	.....	.....	.....	11,909
	Year to Date '85	84,784	9,766	.....	.....	.....	.....	.....	.....	94,550
	Year to Date '84	68,468	11,953	.....	.....	.....	.....	.....	.....	80,421
(Memo Units)#	July '85	13,058	1,214	.....	.....	.....	.....	.....	.....	14,272
	July '84	10,482	1,214	.....	.....	.....	.....	.....	.....	11,696
	Year to Date '85	84,784	8,611	.....	.....	.....	.....	.....	.....	93,395
	Year to Date '84	68,468	9,882	.....	.....	.....	.....	.....	.....	78,350
KENWORTH	July '85	.....	.....	.....	.....	.....	.....	.....	764	764
	July '84	.....	.....	.....	.....	.....	.....	.....	1,035	1,035
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	6,414	6,414
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,568	7,568
MACK	July '85	.....	.....	.....	.....	.....	360	74	2,229	2,663
	July '84	.....	.....	.....	.....	.....	346	67	1,947	2,360
	Year to Date '85	.....	.....	.....	.....	.....	2,425	605	15,532	18,562
	Year to Date '84	.....	.....	.....	.....	.....	1,927	328	10,973	13,228
MERCEDES-BENZ	July '85	.....	.....	.....	.....	.....	198	150	.....	348
	July '84	.....	.....	.....	.....	.....	130	130	.....	260
	Year to Date '85	.....	.....	.....	.....	.....	1,490	1,083	.....	2,573
	Year to Date '84	.....	.....	.....	.....	.....	735	442	.....	1,177
PETERBILT	July '85	.....	.....	.....	.....	.....	.....	.....	1,099	1,099
	July '84	.....	.....	.....	.....	.....	.....	.....	1,136	1,136
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	7,372	7,372
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	7,011	7,011
PLYMOUTH	July '85	10,764	.....	.....	.....	.....	.....	.....	.....	10,764
	July '84	7,300	5	.....	.....	.....	.....	.....	.....	7,305
	Year to Date '85	64,733	.....	.....	.....	.....	.....	.....	.....	64,733
	Year to Date '84	46,595	101	.....	.....	.....	.....	.....	.....	46,696
VOLVO	July '85	.....	.....	.....	.....	.....	.....	150	69	219
	July '84	.....	.....	.....	.....	.....	.....	131	58	189
	Year to Date '85	.....	.....	.....	.....	.....	.....	851	495	1,346
	Year to Date '84	.....	.....	.....	.....	.....	.....	732	338	1,070
WESTERN STAR	July '85	.....	.....	.....	.....	.....	.....	.....	112	112
	July '84	.....	.....	.....	.....	.....	.....	.....	52	52
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	693	693
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	308	308
WHITE	July '85	.....	.....	.....	.....	.....	.....	.....	767	767
	July '84	.....	.....	.....	.....	.....	.....	.....	465	465
	Year to Date '85	.....	.....	.....	.....	.....	.....	.....	5,123	5,123
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	3,865	3,865
MISCELLANEOUS>	July '85	80,738	1,051	309	75	39	19	28	192	82,451
	June '84	59,308	791	24	75	.....	8	24	75	60,305
	Year to Date '85	485,349	8,128	1,871	543	187	79	224	1,226	495,607
	Year to Date '84	375,854	4,406	119	404	.....	37	70	605	381,495
TOTALS	July '85	281,222	128,518	3,426	75	639	4,417	6,566	11,602	436,465
	July '84	188,532	133,529	2,636	75	171	4,483	6,190	11,410	347,025
	Year to Date '85	1,741,690	768,461	21,597	543	4,023	30,518	45,184	81,964	2,693,960
	Year to Date '84	1,236,353	915,242	22,685	404	1,268	25,454	36,386	69,780	2,307,582

•—Manufacturers' sales records used for compiling Oklahoma and New York in 1984.

#—Memo units are trucks which are part of the total listed above each entry. Memo units are Chevrolet Jan, El Camino, Blazer and S-10; Dodge compact trucks; Ford Econoline and Bronco; GMC Vandura, Jimmy, Caballero and S-15. >—Miscellaneous includes imports, FWD, Hendrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data

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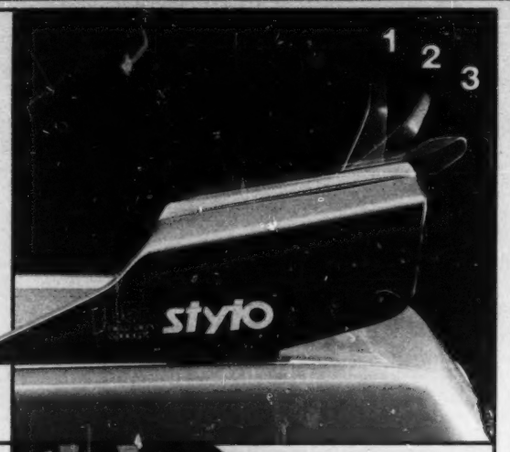

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VISA

Chrysler establishes service liaison group

Continued from Page 16

optional on all other front-wheel-drive passenger cars except the Omni and Horizon.

He said the 2.5L is a derivative of the 2.2L, but has received added features that also have been given to the 2.2L. For example, the air cleaner is easier to get to and has a more attractive appearance. It helps reduce induction noise and the top comes off by hand for checking and cleaning.

All the 2.2L engines, except those in Omni/Horizon, have a new cylinder cover which makes the positive crankcase ventilation system more efficient and gets rid of an ugly little box the PVC hung in behind the engine, he said.

"It makes the whole system significantly quieter," Bollman said.

There also is a new timing-belt cover. Its top portion can come off for service or repair without disturbing any of the alternator or air-conditioning bracketry, Bollman said.

"Just three screws hold it on and it slides off," Bollman said. "There also have been improvements made to the top cover itself to help keep out sand, gravel and snow."

The company has added two new on-board diagnostic codes for its electronic fuel-injection and turbo engines for 1986.

The first indicates an engine running too cool, a condition that might be caused by something like a thermostat stuck in the open position. Too cool an engine sets a flag inside the on-board diagnostics of the logic module, he said.

The second is a throttle-body temperature sensor. It senses a hot inlet and will adjust the duty cycle of the injector to clear the engine when it's hot and bring better driveability, Bollman said.

Both conditions now have trouble codes that go into the logic module. Neither one causes a default or limp-home mode or turns on an instrument panel warning light, he said.

"That allows the mechanic to reach into the box where that number is stored in memory and trigger it and read it out," he said.

Bollman said his company is paying a great deal of attention to under-hood appearance.

"Park a 1980 K-car with its carburetor next to a 1986 with direct-fuel injection and compare the two in cosmetics. We've come far.

"When Omni/Horizon bowed in 1978, one of our designers said, 'My God, what have we done? With all of those wires, cables, hoses, tubes and everything under the hood—some of them unretained and not clipped at all—it looks like an explosion in a spaghetti factory.'

"From that point on we were driven by under-hood cosmetics," Bollman said.

"We use cosmetics because an uncluttered under-the-hood invites repair, invites someone to take a look and looks less confusing," he said.

Trucks chalk up 7-month record for registrations

Continued from Page 14

general falloff in the owner-operator buying segment of the market.

Fleet sales have softened in the past couple of months, but they have not dropped as much as sales to individual purchasers.

Overall, heavy-duty manufacturers registered 127,128 Class 7-8 trucks, up from 106,166 a year earlier, Polk figures show.

There were 45,164 trucks registered in Class 7, up from 36,386, while Class 8 registrations numbered 81,964, up from 69,780 in the year-earlier period.

U.S. TRUCK REGISTRATIONS

SEVEN MONTHS, 1985 VS. 1984★

Make	7 mos., 1985	Percent Share of '85 market	7 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
Ford	729,755	27.09	668,781	28.98	−1.89
Chevrolet	710,550	26.38	638,772	27.68	−1.30
Dodge	308,043	11.43	241,332	10.46	+0.97
GMC	196,383	7.29	173,006	7.50	−0.21
Jeep	94,550	3.51	80,421	3.49	+0.02
Plymouth	64,733	2.40	46,696	2.02	+0.38
International	40,463	1.50	33,667	1.46	+0.04
Mack	18,562	0.69	13,228	0.57	+0.12
Freightliner	10,793	0.40	8,485	0.37	+0.03
Peterbilt	7,372	0.27	7,011	0.30	−0.03
Kenworth	6,414	0.24	7,568	0.33	−0.09
White	5,123	0.19	3,865	0.17	+0.02
Mercedes	2,573	0.09	1,177	0.05	+0.04
Volvo	1,346	0.05	1,070	0.05	——
Autocar	1,000	0.04	700	0.03	+0.01
Western Star	693	0.03	308	0.01	+0.02
Miscellaneous★	495,607	18.40	381,495	16.53	+1.87
TOTALS	2,693,960	100.00	2,307,582	100.00	——

★—All truck registrations in Oklahoma, and in 1984, New York, compiled from manufacturers' sales records.
★—Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U.S. HEAVY-DUTY REGISTRATIONS

SEVEN MONTHS, 1985 VS. 1984★

Make	7 mos., 1985	Percent Share of '85 market	7 mos., 1984	Percent Share of '84 market	Pct. pt. Change, '85-'84
International	26,953	21.20	24,103	22.70	−1.50
Ford	26,826	21.10	21,208	19.98	+1.12
Mack	16,137	12.69	11,301	10.64	+2.05
GMC	15,803	12.43	14,322	13.49	−1.06
Freightliner	10,793	8.49	8,485	7.99	+0.50
Peterbilt	7,372	5.80	7,011	6.60	−0.80
Kenworth	6,414	5.05	7,568	7.13	−2.08
Chevrolet	6,135	4.83	5,108	4.81	+0.02
White	5,123	4.03	3,865	3.64	+0.39
Volvo	1,346	1.06	1,070	1.01	+0.05
Mercedes-Benz	1,083	0.85	442	0.42	+0.43
Autocar	1,000	0.79	700	0.66	+0.13
Western Star	693	0.55	308	0.29	+0.26
Miscellaneous	1,450	1.13	675	0.64	+0.49
TOTALS	127,128	100.00	106,166	100.00	——

★—Group 7 and 8 trucks only.

CONGRATULATIONS

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290,738 for July; 30.63 pct. of U.S. market

Import registrations highest ever

By Jenny L. King
Detroit Reporter

With the domestic sales pace slowing in July and imports continuing to grow, the registration book showed a dramatic gain in market share for imports.

Imports not only notched an any-month numbers record in July, they passed the 30-percent mark for the first time in almost two years. According to figures reported by R.L. Polk & Co., new import registrations of 290,738 in July accounted for 30.63 percent of the market.

The total was up 29.73 percent from 224,103 a year earlier. At that time, the domestic market was considerably stronger, keeping imported cars to only 24.81 percent of the market.

July saw Nissan, Toyota and Honda locked in the usual struggle for first place among the imports. This time, Nissan captured the crown with registrations of 60,707 new passenger cars and 20.88 percent of the import total. Nissan gained 1.25 percentage points year to year, rising from 19.68 percent based on 43,996 registrations a year earlier.

Second-place Toyota had 20.28 percent of the total, down 1.61 percentage points from 21.89 percent in July, 1984. Honda, which includes both imported and U.S.-built cars, was third with 17.68 percent, down 0.66 percentage points from 18.34 percent.

Volkswagen was fourth, considerably behind the three leaders. VW registrations rose 28 percent, but its market share dipped slightly. Like Honda, VW numbers include U.S.-built cars. The other German imports, BMW, Mercedes-Benz and Audi, all improved their lots July to July.

Ten imports captured 88.17 percent of the market; a year ago they held 89.75 percent.

At the end of seven months, it was Honda in first place among imports with 313,088 registrations and 19.56 percent of the import market. Toyota, with 19.12 percent, was nudged into second place, followed closely by Nissan.

While each of the top 10 imports was up in numbers from 1984, only Mercedes-Benz and BMW increased their shares of the market, 0.07 percentage points and 0.23 percentage points, respectively.

Seven-month import registrations of 1,600,549 were up 12.51 percent from 1,422,531 in 1984. Their share of the total market grew to 25.78 percent from 24.03 percent.

Japanese imported cars accounted for 72.08 percent of the July, 1985, import market, down a percentage point from 73.08 percent in 1984. West German products were up to 13.63 percent from 11.29 percent, while the U.S. segment eased off to 7.87 percent from 8.01 percent. Numbers of cars by countries of origin were:

	July, 1985	July, 1984
Japan	209,557	163,779
W. Germany	39,632	25,312
United States	22,870	17,944
Sweden	14,371	12,431
France	1,846	2,588
Great Britain	1,823	1,399
Italy	639	628
Ireland	0	22
TOTAL	290,738	224,103

Year-to-date import registrations were 70.28 percent Japanese, 14.08 percent German, 8.57 percent U.S. and 5.21 percent Swedish, with the remaining 1.86 percent belonging to British, French and Italian products. A year earlier, the Japanese portion was 70.64 percent, the German share of 13.38 percent, U.S. cars represented 8.10 percent and Swedish Volvos and Saabs had 5.62 percent.

The country-by-country breakout was as follows:

	7 Mos., 1985	7Mos. 1984
Japan	1,124,861	1,004,930
W. Germany	225,282	190,291
United States	137,224	115,224
Sweden	83,354	79,879
France	14,277	18,155
Great Britain	11,368	10,310
Italy	4,183	3,499
Ireland	0	243
TOTAL	1,600,549	1,422,531

Imported truck registrations in July were up 35.12 percent from the preceding year, to 88,048 from 65,165. Top-selling Toyota easily outdistanced second-place Nissan, with Mazda third and Isuzu fourth, replacing Dodge Ram 50. Their numbers were:

	July, 1985	July, 1984
Toyota	36,318	25,394
Nissan	22,821	17,339
Mazda	11,020	8,994
Isuzu	6,730	3,380
Dodge Ram 50	—	4,327
Others	11,159	5,731
TOTAL	88,048	65,165

Year-to-date truck registrations, through July, were up 32.38 percent from 1984, to 540,337 from 408,156. Again, it was Toyota on top, followed by Nissan and Mazda. Isuzu took fourth place from Dodge. The totals were as follows:

	7 Mos., 1985	7 Mos., 1984
Toyota	206,810	151,395
Nissan	151,102	115,841
Mazda	62,278	65,186
Isuzu	41,225	22,880
Dodge Ram 50	—	24,455
Others	78,922	28,399
TOTAL	540,337	408,156

Sander succeeds father as head of Illinois dealers

SPRINGFIELD, Ill.—Peter J. Sander has been named president of the 1,300-member Illinois New Car/Truck Dealers Assn.

Sander succeeds his father, Les Sander, who is retiring after 32 years as president.

TOP CARS

U.S. registrations for Seven Months, 1985 vs. 1984 Oklahoma and New York, 1984, and Oklahoma, 1985, from manufacturers' sales records.

1985 Position		Make	1984 Position	
1—	909,771	Chevrolet	943,542	— 1
2—	813,907	Ford	739,205	— 2
3—	623,842	Oldsmobile	653,257	— 3
4—	502,714	Buick	533,563	— 4
5—	439,560	Pontiac	408,046	— 5
6—	313,088	Honda	276,761	— 8
7—	306,063	Toyota	276,827	— 7
8—	305,358	Mercury	296,776	— 6
9—	297,455	Nissan	268,307	— 9
10—	260,822	Dodge	210,036	—10
11—	211,851	Chrysler	178,079	—11
12—	202,238	Plymouth	167,980	—13
13—	169,440	Cadillac	176,656	—12
14—	105,903	VW	97,643	—15
15—	100,296	Mazda	89,802	—16
16—	91,186	Lincoln	80,260	—18
17—	85,253	Subaru	81,947	—17
18—	76,739	AMC	108,708	—14
19—	60,294	Volvo	59,890	—19
20—	51,740	Mercedes	44,965	—20
21—	49,710	BMW	40,836	—22
22—	43,970	Audi	41,151	—21
	186,777	Other Imports	144,402	
	131	Misc. Dom.	160	
	6,208,100	TOTAL	5,918,799	

Automotive News analysis of new-car registrations based on R. L. Polk & Co. statistical report.

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MARKET SHARES

7 MONTHS
1985 VS. 1984

Make	1985 Market Share	1984 Market Share	Pct. Pt. Change '85 vs. '84
Chevrolet	14.65	15.94	−1.29
Ford	13.11	12.49	+0.62
Oldsmobile	10.05	11.04	−0.99
Buick	8.10	9.02	−0.92
Pontiac	7.08	6.89	+0.19
Honda	5.04	4.67	+0.37
Toyota	4.93	4.67	+0.25
Mercury	4.92	5.01	−0.09
Nissan	4.79	4.53	+0.26
Dodge	4.20	3.55	+0.65
Chrysler	3.41	3.01	+0.40
Plymouth	3.26	2.84	+0.42
Cadillac	2.73	2.98	−0.25
VW	1.71	1.65	+0.06
Mazda	1.62	1.52	+0.10
Lincoln	1.47	1.36	+0.11
Subaru	1.37	1.38	−0.01
AMC	1.24	1.80	−0.56
Volvo	0.97	1.01	−0.04
Mercedes	0.83	0.76	+0.07
BMW	0.80	0.69	+0.11
Audi	0.71	0.70	+0.01
Other Imports	3.01	2.44	+0.57
Misc. Dom.	0.00	0.00	−0.00
TOTAL	6,208,100	5,918,799	

Based on new-car registrations from R. L. Polk & Co. Oklahoma and New York, 1984, and Oklahoma, 1985, numbers from manufacturers' sales records.

Ford sponsors exhibition of 500 years of British art

WASHINGTON.—Ford Motor Co. will join the National Gallery of Art in bringing to Washington The Treasure Houses of Britain: Five Hundred Years of Private Patronage and Art Collecting. The exhibit is slated for Nov. 3-March 16.

More than 700 historic works of art, many of them never before seen in public, will make this the greatest single exhibition of British treasures ever displayed outside the U.K., according to the National Gallery.

The exhibition will be presented in chronological order, commencing with a Tudor/Elizabethan room; moving through the Jacobean era; reviewing the Palladian style; presenting rare collections of paintings and porcelain, and reflecting the monumental scale and sense of balance which characterize the English country house.

"One cannot help but be impressed by the perseverance and dedication of the generations of owners of the British country houses who built their art collections so painstakingly over a 500-year period," said Ford Chairman Donald Petersen.

Northwood auto show scheduled Oct. 11-13

MIDLAND, Mich.—The 22nd annual Northwood Students' Automotive Industry Show will be held Oct. 11-13 on the campus of Northwood Institute.

The show is unique in that it takes place outdoors in a flamboyant autumn setting.

IMPORT REGISTRATION SHARES IN U.S.

	JULY Regis., July, 1985	Percent Share of Market	Regis., July, 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84		SEVEN MONTHS Regis., 7 mos., 1985	Percent Share of Market	Regis., 7 mos., 1984	Percent Share of Market	Pct. Pt. Change '85 vs. '84
Nissan	60,707	20.88	43,996	19.63	+1.25	Honda	313,088	19.56	276,761	19.76	−0.20
Toyota	58,980	20.28	49,052	21.89	−1.61	Toyota	306,063	19.12	276,827	19.46	−0.34
Honda	51,399	17.68	41,101	18.34	−0.66	Nissan	297,455	18.58	268,307	18.86	−0.28
VW	18,201	6.26	14,192	6.33	−0.07	VW	105,903	6.62	97,643	6.87	−0.25
Mazda	17,594	6.05	13,765	6.14	−0.09	Mazda	100,296	6.27	89,802	6.31	−0.04
Subaru	13,983	4.81	12,682	5.66	−0.85	Subaru	85,253	5.33	81,947	5.76	−0.43
Volvo	10,467	3.60	9,439	4.21	−0.61	Volvo	60,294	3.77	59,890	4.21	−0.44
BMW	8,781	3.02	5,639	2.52	+0.50	Mercedes	51,740	3.23	44,965	3.16	+0.07
Mercedes	8,521	2.93	5,393	2.41	+0.52	BMW	49,710	3.10	40,836	2.87	+0.23
Audi	7,723	2.66	5,871	2.62	+0.04	Audi	43,970	2.75	41,151	2.89	−0.14
Others	34,382	11.83	22,973	10.25	+1.58	Others	186,777	11.67	144,402	10.15	+1.52
TOTAL	290,738		224,103			TOTAL	1,600,549		1,422,531		
Share of U.S. Total		30.63		24.81	+5.82	Share of U.S. Total		25.78		24.03	+1.75

1984 numbers for New York State and Oklahoma, and Oklahoma, 1985, from manufacturers' sales records.

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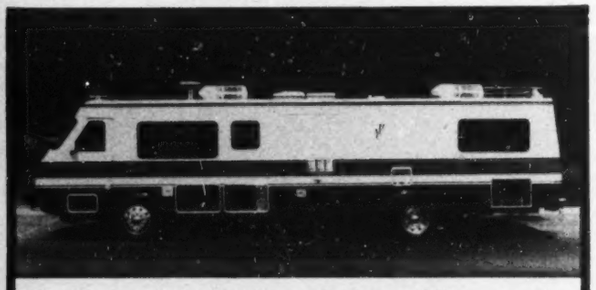


The Hawkins Motor Coach is available on a Gillig rear-engine chassis or the front engine 454 GMC chassis in various FULL-TIME Floorplans in lengths from 28' to 37'. Design features include: driver and passenger doors with roll-up windows; smooth one piece automotive style all fiberglass exterior over a welded aluminum framework; instruments on dash for all engine functions including rear visionTV camera; brand name appliances, moderately priced . . . for more information contact:

Hawkins Motor Coach, Inc.
1610 S. Cucamonga, Ontario, CA 91761
(714) 947-2512

Marketing & Media

Continued from Page 22

and Connecticut, won the 1985 Cadillac Laurel Award in the television category for a commercial budgeted at more than $1 million.

The commercial was created and produced by ad agency Avrett, Free & Ginsberg, which won the account a year ago.

The winning campaign featured spokesman Tim McCarver, a former baseball star and currently color announcer for New York Mets telecasts. It had a media budget in excess of $2 million and was timed for the 1985-model launch of the new C-cars.

H&M selected

General Tire has chosen Ohio-based ad agency Hesselbart & Mitten as its new agency of record.

H&M replaces D'Arcy Masius Benton & Bowles.

Hesselbart & Mitten will handle electronic and print media as well as collateral support and sales promotional activies, General Tire said.

Contests

The ninth annual NADA/Radio Advertising Bureau awards competition is open for entries.

There are three market categories—population less than 100,000, 100,000 to 500,000 and over 500,000. Individual dealers, their ad agencies or local radio stations are eligible to submit one entry per dealer. The entry deadline is Nov. 29. The spots must have aired between Oct. 1, 1984, and Oct. 1, 1985.

For the first time, dealer association commercials will be eligible to compete. They will compete against each other in a separate judging category.

A call for entries also has been issued for the 15th annual NoRMA Awards, sponsored by the Newspaper Advertising Bureau and the National Retail Merchants Assn.

Any merchandise or institutional ad carried in a daily newspaper between Nov. 1, 1984, and Oct. 31, 1985, is eligible. Nov. 4 is the entry deadline.

AMC assigns Renault account to Jeep agency

DETROIT.—American Motors has ended weeks of speculation and rumor by selecting ad agency Saatchi & Saatchi, Compton to handle its Renault account in addition to the Jeep account. The AMC Eagle car is part of the Jeep account.

In addition to preparing advertising, the agency will also have an expanded role in certain marketing, merchandising and sales promotion programs.

Grey Advertising, which had handled AMC's car account since replacing Cunningham & Walsh in 1978, lost the Renault account in favor of Compton. Saatchi & Saatchi, Compton has handled the Jeep account since 1964.

AMC said the account consolidation was made to "maximize the efficiency" of its marketing dollars.

"This consolidation makes possible a new kind of relationship in which the agency will become much more deeply involved in American Motors operations," said Joseph E. Cappy, executive vice president—operations.

"Saatchi & Saatchi, Compton will become our full marketing partner and assume an active role in all marketing and planning areas," he said.

Grey will remain agency of record for the car account until Dec. 31, although the "transitional" period already has started, AMC said.

120-second spot airs

Tom Williams Buick, Birmingham, Ala., is bucking the trend. While TV commercials get shorter and shorter, including a fairly good sampling of 15-second spots, Williams has aired 120-second commercials.

The spots, prepared by The Wright Edge, began airing in mid-September on local network affiliates and several cable networks through the local cable service to announce the arrival of the first of the 1986 Buicks.

"We see the need to take more time to present the facts necesary to help viewers make the decision to buy," said H. Wright Chapman, president of the ad agency.

New businesses

Detroit Tigers pitcher Milt Wilcox has opened a Detroit-based PR agency, **Milt Wilcox & Associates**, "to supply professional athletes for autograph sessions, personal appearances, banquets, grand openings and other endeavors." The new agency also hopes to place athletes in print ads plus radio and TV commericals.

James M. Kendrick, former communications vice president at Tenneco Automotive, has opened **Kendrick Communications Services** in Chicago. His first two clients are Tenneco and Exide Corp.

In Philadelphia, **LindaStrauss Enterprises** has been formed as a "full-scale marketing consulting agency." Linda Strauss has spent 10 years in automobile advertising.

Former Campbell-Ewald PR specialist Bob Norwood has hung out his shingle as **Robert L. Norwood & Associates** in Detroit. Norwood has extensive experience in broadcast and print media as well as public relations.

Personnel

Toyota Motor Sales U.S.A. has named **George Borst** corporate marketing manager with responsibility for marketing merchandising and advertising.

Toyota also named **Charles Valentine** national ad manager. Borst joined Toyota from Chevrolet, and Valentine formerly was with McCann-Erickson.

Dancer Fitzgerald Sample has assigned senior vice president **John Hirschboeck** to DFS/Australia as managing director of the Toyota accounts there.

DFS senior vice president **Joe Cronin** has replaced Hirschboeck as management supervisor on the national Toyota Motor Sales account.

Duane E. Poole has been named PR director for General Motors' Warehousing and Distribution Division. He had been assistant director of civic affairs for the Chevrolet-Pontiac-Canada Group.

Andrew L. Schupack has been named a senior account executive for PR firm Creamer Dickson Basford. He had been a senior account executive at PR agency Hill & Knowlton's Los Angeles office.

Marcie Hill, K&E/Detroit, has been named a senior vice president. Hill, associate media director, is responsible for Chrysler-Plymouth and corporate network and cable TV buys.

Setting it straight

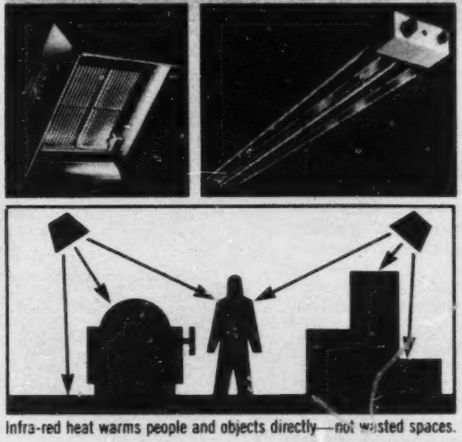
Captions on these two pictures were inadvertently swapped in last week's Recreation on Wheels page. Correct identification is as follows: Above is Toyota's LE Pasenger Van for 1986, featuring a new 2.2-liter, 105-HP engine. Below is a Jayco Van Conversions unit. Jayco offers a choice of six window arrangements and five floorplans in Series 5000 and 7000 models.

DOMESTIC SALES

	Sept. 1-10, 1985	Sept. 1-10, 1984
Renault		
Alliance-Encore	3,000†	3,950†
AMC	300†	300†
AMERICAN MOTORS	3,300†	4,250†
Chrysler	10,702	6,588
Plymouth	7,812	5,056
Dodge	11,108	6,547
CHRYSLER CORP.	29,622	18,191
Ford	42,738	25,959
Mercury	16,050	10,808
Lincoln	4,886	2,561
FORD MOTOR CO.	63,674	39,328
Buick	24,144	17,875
Cadillac	8,192	5,561
Chevrolet	46,471	27,964
Oldsmobile	31,540	18,726
Pontiac	22,167	13,299
GENERAL MOTORS	132,514	83,425
VOLKSWAGEN	1,057	812
HONDA	3,831	4,234
NISSAN	1,682	0
U.S. INDUSTRY TOTAL	235,680	150,240

†—Estimate

For warm bodies and cool savings, install Re-Verber-Ray™ gas infra-red heaters.



Infra-red heat warms people and objects directly—not wasted spaces.

For 29 years, we've been proving how efficient our gas infra-red heaters are. Cutting fuel consumption 20% to 50% over older, conventional systems.

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Gas. America's best energy value.

When you compare the costs and benefits of all energies, natural gas continues to be your best value.

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factories list auction dates

Chrysler Corp.

Oct. 1—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 2—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala.; Dallas Auto Auction, Grand Prairie, Tex., and Minneapolis Auto Auction, Plymouth, Minn.

Oct. 3—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 4—Concord Auto Auction, Acton, Mass., and Floyd Hauge Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 2—Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Brasher's Southern California Auto Auction, Fontana, Calif.

Oct. 3—Skyline Auto Exhcnage, Fairfield, N.J.

Oct. 8—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

Oct. 10—Dallas Auto Auction, Dallas.

General Motors

Sept. 25—Brasher's Salt Lake Auto Auction. Salt Lake City, and Metro Auto Auction, Kansas City, Mo.

Sept. 26—Butler Auto Auction, Gibsonia, Pa.; Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 1—Dallas Auto Auction, Dallas.

Oct. 2—Golden Gate Aut Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Oct. 3—Aptco Auto Auction, Taylor, Mich., Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 8—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Oct. 9—Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 10—Nashville Auto Auction, Nashville.

Oct. 15—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Oct. 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Used Car Sales
Auction Averages

Sept. 1985	$4,883
Month ago	$5,172
Year ago	$4,894

Model Breakdown
Auction Averages

	SEPT., 1985	AUGUST, 1985	JULY, 1985
1985	$10,176	$11,068	$10,804
1984	$7,430	$7,762	$7,727
1983	$6,177	$5,923	$5,971
1982	$4,860	$5,094	$5,326
1981	$3,991	$4,228	$4,141
1980	$3,008	$3,165	$3,245
1979	$2,519	$2,585	$2,590
1978	$1,848	$2,099	$2,139
Overall Average	$4,883	$5,172	$4,315

Evansville auction offers odometer guarantee

EVANSVILLE, Ind.—Evansville Auto Auction, Inc., is providing dealers with an odometer guarantee.

Evansville said its odometer policy "is needed to give our buying dealers the confidence that the vehicles they are buying are showing the honest mileage."

For visiting VIPs

American Custom Coachworks, Ltd., Beverly Hills, Calif., custom-built this limousine for the Frontier Hotel and Casino in Las Vegas. The limo, to be used to shuttle VIPs, is a Lincoln Town Car stretched 56 inches. It features a bar, TV, VHS, telephone, dual air conditioning and heating systems, dark windows and hors d'oeuvre compartment, the company said.

Five dealers break ground for Stockton Auto Center

STOCKTON, Calif.—Ground has been broken for Stockton Auto Center, a 75-acre planned real estate development designed for automotive sales.

The five first auto dealers for the center are: E.J. (Woody) Woods, Stockton Datsun; Paul Umdenstock, Big Valley Ford; Jay Friedman, Valley Volkswagen; John Schiavo, Pacific Valley Motors, and Bob Byington, Stockton Dodge.

The center is scheduled to be completed in January, 1986. Plans call for other dealers to join the five original dealerships.

The center will have large, landscaped common areas, test tracks, a financing center, a children's play area and a recreation hall.

The center will also include support businesses such as auto parts stores, muffler shops and insurance agencies.

The auto center project came into being last November, when the five dealers, through a citywide election, altered a growth-limitation law to include the 75-acre complex.

used-car auction directory

Display Rates: $82.00 per column inch (minimum space 1 inch on 1 column). Listing Rates: (Maximum: Four lines of type—1 time, $26.00; 13 times, $24.00; 26 times, $22.00; 52 times, $19.00. For Frequency Display Rates contact Classifieds, Automotive News, 1400 Woodbridge, Detroit 48207. Phone (313) 446-6065. Closing: 12 days in advance.

FLORIDA

THE FLORIDA AUTO AUCTION OF ORLANDO INVITES YOU TO BE OUR GUEST

TUESDAY, OCTOBER 8TH., 1985

GM

275 UNITS

GENERAL MOTORS OFFICIAL "BRASS HAT" AUCTION SALE

FOR GENERAL MOTORS DEALERS ONLY

10:00 A.M. START

175 — mostly '85's "BRASS HATS"
70 — 1984 model, OFF-LEASE UNITS
25 — RETAIL OFF-LEASE UNITS
Very low mileage, loaded w/options, G.M. owned vehicles

300 UNITS

CHRYSLER FACTORY SALE

FOR CHRYSLER DEALERS ONLY

10:00 A.M. START

Mostly 1985 model Chrysler Corporation and Florida Daily Rental Units

CHRYSLER PAID "TRANSPORTATION ASSISTANCE"

on every purchase (up to $250.00 @) except for a few non-program Fifth Avenues

PLEASE JOIN US FOR BREAKFAST AND VEHICLE INSPECTION AT 8:00 A.M.

— ALSO —

TUESDAY'S SEVEN LANE SELLING — OVER 2,000 VEHICLES

A SPECIAL CONSIGNMENT OF FLORIDA DAILY RENTALS

800 PLUS UNITS

ALL DEALERS WELCOME

W/"TRANSPORTATION BONU$ PAYMENTS"

800 PLUS UNITS

A BONU$ CHECK from $50.00 to $250.00 will be paid on EVERY UNIT PURCHASED, based on the distance between your dealership and the auction. Only purchases from this special group will receive the TRANSPORTATION BONU$ PAYMENTS. Examples are:

Orlando $ 50	Miami $100	Columbia $150	New Orleans $150	Evansville $200	Chicago $250
Tampa $ 50	Tallahassee $100	Atlanta $150	Roanoke $150	Little Rock $200	Cleveland $250
West Palm $100	Savannah $100	Charlotte $150	Lexington $200	New York City $250	Detroit $250

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a manheim auction
COX Communications, Inc.

For first time in 13 weeks

Car output climbs above 170,000

Since the end of June, auto production has been below the 170,000 mark, due mainly to model changeover and vacations. But last week's estimated output climbed to normal levels.

Last week's expected production of 173,592 cars was up 9.80 percent from the previous week's 158,101.

Last week's output was 6.10 percent more than the year-ago week's 163,616.

So far this year, 6,185,126 cars have been assembled, 5.15 percent more than the 5,882,303 completed at this point last year.

Last week's estimated auto output was shared as follows: General Motors, 58.21 percent; Ford Motor Co., 19.47 percent; Chrysler Corp., 16.59 percent; American Motors, 1.58 percent; Volkswagen of America, 1.35 percent; New United Motor Mfg., Inc., 1.09 percent; Honda of America Mfg. Co., 0.97 percent, and Nissan Motor Mfg. Co., U.S.A., 0.74 percent.

GM plants in Pontiac (G-cars); Detroit; Janesville, Wis.; Lordstown, O.; Wentzville, Mo.; Detroit-Hamtramck, and Lansing (Nos. 1 and 2) worked two overtime shifts on Saturday (Sept. 28).

Ford has scheduled daily overtime this week (Sept. 30) at its plants in Chicago; Dearborn; Edison, N.J.; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Saturday (Oct.7) overtime is slated at Ford plants in Chicago, Dearborn and Lorain.

Chrysler employes worked Saturday (Sept. 28) overtime at the Jefferson (Detroit) and Newark (Del.) plants.

Daily overtime is scheduled this week at Chrysler's Newark and St. Louis (Nos. 1 and 2) plants.

Ford's Lorain plant resumed production last Monday (Sept. 23) after settlement of a two-week strike over health and safety grievances. The plant assembles Thunderbird and Cougar.

Emissions tests to begin in 3 Detroit-area counties

Motorists in the Detroit metropolitan area will begin receiving notification this fall of a new auto exhaust testing program being established to bring the region into compliance with federal air pollution laws.

Most cars and light trucks in the southeastern Michigan counties of Wayne, Oakland and Macomb will be tested annually for exhaust pollution under the program. After Jan. 1, 1986, proof of testing will be required before license plates or tabs are issued by the Michigan Secretary of State's office.

Approximately 1.9 million of the 2.4 million cars and light trucks registered to addresses in the region will be tested annually. About 20 percent are expected to fail the tailpipe test, but owners of those vehicles will not be required to pay more than $63 toward necessary repairs.

However, if emissions control equipment has been tampered with, the motorist will be responsible for correcting the tampering, regardless of cost, if it is needed to pass the test.

Southeastern Michigan must implement tests because the region did not meet federal air quality standards by a 1982 deadline. States which sought an extension of the deadline had to commit to auto exhaust testing.

Michigan officials initially resisted the program, but the federal EPA has threatened to block new industrial construction and cut federal highway money unless the program is implemented. Tailpipe tests have been instituted in 47 urban areas in 27 states.

In early October, the nearly 110,000 drivers with commercial plates in the Detroit metropolitan area will begin receiving license plate renewal notices that include information about exhaust testing. Motorists with non-commercial plates who must obtain plates or tabs in January will begin receiving mail renewal forms in mid-November.

Excluded from the program are vehicles more than nine years old, vehicles sold as new in the last 12 months, diesel or electric-powered vehicles, vehicles with a GVW rating of 8,500 pounds or more, motorcycles and mopeds and vehicles owned by persons receiving Medicaid and General Assistance.

'86 Detroit Grand Prix to run on downtown streets

DETROIT.—The 1986 Detroit Grand Prix will be run of on the streets of downtown Detroit, June 20-22.

The sponsors of the Formula One race said it will not conflict with various downtown building projects.

Truck production up 1.70 pct. at 71,678 units

Domestic manufacturers estimated production of 71,678 trucks last week, up 1.70 percent over the previous week's 70,481 and 7.32 percent more than the year-ago week's 66,786.

So far this year, 2,579,588 units have been assembled, 10.54 percent more than the 2,333,552 completed last year at this point.

Ford Motor Co.'s plant in Lorain, O., resumed production last Monday (Sept. 23) after settlement of a two-week strike over health and safety grievances.

General Motors scheduled overtime Saturday (Sept. 28) at its plants in Janesville, Wis., and St. Louis.

Ford plants in Kansas City; Louisville; Loraine, O.; Wayne, Mich., and Norfolk are scheduled for daily overtime this week (Sept. 30).

Ford also has scheduled Saturday (Oct. 7) overtime at the Lorain and Wayne plants.

Chrylser Corp.'s Warren plant worked overtime Saturday (Sept. 28).

The plant is also scheduled for two nine-hour daily shifts this week.

Output in Canada down for both cars and trucks

Scheduled output of 20,662 cars in Canada last week was down 5.93 percent from the previous week's 21,965 but was about even with (up 0.98 percent) the year-ago week's 20,462.

So far this year, 788,339 cars have been assembled, down 1.07 percent from the 796,869 built at this point last year.

Truck makers pegged production at 17,010 units last week, 9.74 percent lower than the previous week's 18,845, and 5.51 percent lower than the year ago week's 18,002.

Year-to-date, 639,483 trucks have been assembled, 5.54 percent more than the 605,888 built last year at this time.

Ford of Canada President Kenneth Harrigan said he expects the company's plant at St. Thomas, Ont., to continue to produce full-size Crown Victoria and Grand Marquis models through 1991.

Silver anniversary

SAGINAW, Mich.—Lowell H. Martin, owner of Martin Chevrolet Sales, Inc., has received a 25-year-dealer award.

CANADIAN CAR PRODUCTION

	Week Ended Sept. 28, 1985	Week Ended Sept. 29, 1984	Week Ended Sept. 21, 1985	Sept. to Date	Jan. 1 to Sept. 29, 1984	Jan. 1 to Sept. 28, 1985
AMERICAN MOTORS	410	610	410	1,558	16,972	8,279
FORD MOTOR	10,728	5,125	8,909	38,675	320,447	370,735
GENERAL MOTORS	9,299	11,502	12,534	46,583	451,664	401,902
VOLVO	225	225	112	742	7,786	7,423
Total Cars, Canada	20,662	20,462	21,965	87,558	796,869	788,339

U.S. TRUCK PRODUCTION☆

	Week Ended Sept. 28, 1985	Week Ended Sept. 29, 1984	Week Ended Sept. 21, 1985	Sept. to Date	Jan. 1 to Sept. 29, 1984	Jan. 1 to Sept. 28, 1985
CHEVROLET	23,075	21,069	24,387	93,185	744,065	886,802
DODGE	4,700	4,120	5,551	19,389	154,087	162,887
FORD	25,922	26,207	21,038	90,017	884,178	881,851
GMC	6,031	7,071	7,207	26,253	241,767	275,775
INTERNATIONAL	1,560	1,568	1,531	5,920	57,069	57,132
JEEP	5,800	3,607	6,105	22,659	140,303	161,992
NISSAN	2,540	2,094	2,612	9,747	71,123	80,716
AM GENERAL	50	50	50	190	1,960	1,880
MISCELLANEOUS	2,000	1,000	2,000	7,750	39,000	70,553
Total Trucks, U.S.	71,678	66,786	70,481	275,310	2,333,552	2,579,588

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 28, 1985	Week Ended Sept. 29, 1984	Week Ended Sept. 21, 1985	Sept. to Date	Jan. 1 to Sept. 29, 1984	Jan. 1 to Sept. 28, 1985
CHRYSLER	8,796	8,530	9,236	34,318	268,903	299,429
FORD	3,648	3,182	3,387	13,373	114,231	121,516
GENERAL MOTORS	4,336	6,072	5,990	20,530	216,592	210,770
INTERNATIONAL	230	218	232	646	6,162	7,768
Total Trucks, Canada	17010	18002	18845	68867	605888	639483
N. American Trucks	88688	84788	89326	344177	2939440	3219071

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Sept. 28, 1985	Week Ended Sept. 29, 1984	Week Ended Sept. 21, 1985	Sept. to Date	Jan. 1 to Sept. 29, 1984	Jan. 1 to Sept. 28, 1985
AMERICAN MOTORS	2,750	4,652	2,880	10,802	149,713	86,654
Renault Total	2,750	4,652	2,880	10,802	149,713	86,654
Alliance	2,000	3,391	1,947	7,564	84,382	55,860
Encore	750	1,261	933	3,238	65,331	30,794
CHRYSLER CORP.	28,800	28,366	28,610	105,019	915,885	980,729
Plymouth Total	8,300	9,306	8,238	30,568	275,267	285,009
Horizon	2,800	3,797	2,827	10,917	119,248	109,993
Reliant	4,200	4,126	4,111	14,943	128,985	125,680
Caravelle	1,100	980	1,065	3,730	11,116	36,450
Gran Fury	200	403	235	978	15,918	12,886
Chrysler Total	10,100	8,481	9,435	34,192	301,943	320,552
LeBaron	2,000	2,335	1,534	5,128	87,826	69,413
LeBaron GTS	2,700	0	2,683	10,008	0	73,422
Laser	1,100	1,646	1,265	4,351	52,991	40,605
New Yorker/E-Class	1,600	1,375	1,221	4,900	72,217	50,649
Fifth Avenue	2,700	3,125	2,732	9,805	88,909	86,463
Dodge Total	10,400	10,579	10,937	40,259	338,675	375,168
Omni	2,500	3,457	2,682	9,804	112,012	106,316
Aries	3,400	3,379	3,616	13,552	102,570	105,821
Daytona	1,000	1,216	984	3,603	39,683	36,494
Dodge 600	1,400	1,720	1,411	4,977	56,526	49,128
Lancer	1,600	0	1,640	6,050	0	50,653
Diplomat	500	807	604	2,273	27,884	26,756
FORD MOTOR	33,792	37,728	27,015	114,288	1,310,366	1,235,079
Ford Division	24,232	23,812	19,742	81,356	849,391	825,204
Escort	8,509	7,435	7,531	28,457	260,029	250,194
Mustang	4,106	2,792	4,749	16,774	102,175	135,489
LTD	3,800	4,722	4,544	15,758	167,376	158,665
Taurus***	0	0	0	0	0	0
Thunderbird	3,827	3,000	0	7,066	111,149	129,991
Crown Victoria	0	1,744	0	0	62,077	7,122
EXP	0	1,251	0	0	29,877	3,863
Tempo	3,990	2,868	2,918	13,301	116,708	139,880
L-M Division	9,560	13,916	7,273	32,932	460,975	409,875
Mercury Total	6,658	10,340	4,353	22,186	336,499	289,614
Lynx	1,475	1,721	1,356	5,014	52,511	54,154
Capri	371	349	444	1,527	12,224	14,261
Marquis	1,210	2,855	891	4,975	86,879	76,962
Sable***	0	0	0	0	0	0
Cougar	2,082	2,477	0	4,701	84,466	94,986
Grand Marquis	1,520	1,876	1,662	3,182	69,915	7,915
Topaz	0	1,062	0	2,787	30,504	41,316
Lincoln Total	2,902	3,576	2,920	10,746	124,476	120,261
Continental	402	643	405	1,487	28,044	19,378
Lincoln	2,177	2,536	2,191	8,055	75,641	87,537
Mark VI/VII	323	397	324	1,204	20,791	13,346
GENERAL MOTORS	101,040	89,545	91,929	350,360	3,348,016	3,640,112
Buick Total	21,359	20,457	19,128	74,991	734,566	755,979
Skylark	0	2,392	0	0	80,949	40,953
Skyhawk	1,606	1,813	1,582	6,154	106,556	79,319
Somerset Regal	2,935	1,676	2,997	11,515	5,662	93,110
Century	6,951	4,914	7,220	26,375	167,559	206,811
Regal	4,225	2,919	2,947	13,051	141,524	101,777
LeSabre/Electra(rwd)	484	4,179	493	1,832	154,388	89,826
LeSabre (fwd)	352	0	59	420	0	420
Riviera	163	1,048	46	268	37,675	45,563
Electra(fwd)	4,643	1,516	3,784	15,376	40,253	96,200
Cadillac Total	5,981	8,157	3,577	15,847	245,611	259,341
Cimarron	729	411	108	841	13,369	19,917
Seville	140	675	42	230	28,293	27,459
Eldorado	179	1,501	49	317	56,692	52,071
Cadillac (rwd)	680	1,618	291	1,213	92,354	31,262
DeVille (fwd)	4,253	3,952	3,087	13,246	54,903	128,632
Chevrolet Total	35,965	26,551	33,579	123,150	1,157,803	1,227,687
Chevette	2,472	2,892	2,499	9,307	139,689	120,223
Cavalier	10,894	8,735	10,807	38,533	317,914	371,938
Celebrity	5,760	4,654	5,748	20,728	217,981	205,881
Camaro	4,886	2,999	4,431	15,550	183,097	158,051
Citation	0	642	0	0	85,671	26,697
Malibu/El Camino	0	305	0	0	18,729	1,199
Monte Carlo	2,768	2,064	2,820	10,713	79,724	105,254
Chevrolet	8,185	3,757	6,533	25,370	90,181	201,716
Corvette	1,000	503	741	3,549	24,817	34,728
Oldsmobile Total	21,128	21,593	19,914	75,228	806,874	895,131
Omega	0	0	0	0	29,289	0
Firenza	1,147	1,393	1,091	4,263	53,943	47,861
Cutlass Supreme	5,459	5,573	4,593	19,080	196,874	174,263
Cutlass Ciera	6,571	3,568	7,213	23,491	192,172	265,964
88/96 (rwd)	1,065	5,367	488	1,939	243,301	161,184
88 (fwd)***	0	0	0	0	0	0
Olds 98	3,855	2,805	3,810	14,474	51,892	107,281
Calais	2,915	2,083	2,686	11,772	6,458	111,771
Toronado	116	804	33	209	32,945	27,347
Pontiac Total	16,607	12,787	15,731	61,144	403,162	501,974
Acadian**	0	119	545	1,546	11,435	10,825
2000 Sunbird	3,418	2,763	2,538	10,909	110,774	105,911
1000	1,190	748	1,176	4,533	30,901	21,185
Firebird	2,588	1,555	2,249	8,180	85,018	84,320
Phoenix	0	0	0	0	14,116	0
6000	715	0	680	2,654	0	38,891
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,546	3,827	2,502	9,354	26,986	59,072
Fiero	2,400	2,822	2,413	9,134	90,301	84,036
Grand Am	3,750	953	3,628	14,834	3,898	97,734
HONDA	1,680	2,739	2,223	10,000	100,868	112,824
NISSAN	1,280	0	1,282	4,828	0	24,404
NUMMI (Nova)*	1,900	0	1,900	7,075	0	34,749
VOLKSWAGEN	2,350	586	2,262	6,739	57,455	70,575
Total Cars, U.S.	173,592	163,616	158,101	609,111	5,882,303	6,185,126
Total Cars, Canada	20,662	20,462	21,965	87,558	796,869	788,339
N. American Cars	194,254	184,078	180,066	696,669	6,679,172	6,973,465
N. American Trucks	88,688	84,788	89,326	344,177	2,939,440	3,219,071
North American Cars and Trucks	282,942	268,866	269,392	1,040,846	9,618,612	10,192,536

*—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

October 7, 1985

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More mergers, joint ventures seen for future

By Michelle Krebs
Financial Editor

The bloody battle among auto makers for dominance in market share and for profits in Western Europe resembles the shape of things to come in the U.S., according to the latest Automotive News World Outlook.

By the early 1990s, the North American market will be filled with more players than at any time in recent history. And they will have too much capacity in a market where demand is not forecasted to grow significantly. The result will be a vicious battle for market share which, in turn, will trigger a sea of red ink on auto makers' balance sheets.

A likely avenue out of the gridlock will be through mergers and more joint ventures among competitors as is beginning to take place in Western Europe, the World Outlook indicates. The World Outlook is a cooperative service of Data Resources, Inc. (DRI), and Automotive News.

"The U.S. industry is clearly heading for the situation of overcapacity and will have to live with the consequences of that," said John Lawson, DRI's London-based economist. "The current profitability of the industry can't be durable."

The World Outlook estimates that total North American car production will amount to 8.5 million units by 1990, about 4 percent less than in 1984.

However, automobile production capacity in the U.S. and capacity in foreign countries which is aimed at the U.S. will increase by about 15 percent. U.S. auto makers are gearing up production capacity, and Japanese companies are building brand new North American facilities.

Car demand, meanwhile, is not expected to keep pace with production capacity. Total U.S. car sales in 1990 are expected to be about 11.6 million units, an increase of only 7 percent over 1985's 10.8 million units.

"Worldwide capacity will be focused on North America," said John Hammond, DRI's U.S.-based economist. "The question becomes, how do you make room for everybody? How do you break out of the gridlock?"

By 1992, General Motors will have U.S. car production capacity of 4 million units per year, excluding capacity with its Japanese and South Korean partners. Ford Motor Co. will have car capacity of about 2 million units per year, excluding its foreign partners.

Four companies, including

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Hungry hole

Jacksonville Journal

Sinkhole swallows vehicles, building at Florida deal

A sinkhole, which was 40 yards wide and 30 feet deep, swallowed two trucks, two cars, a motorcycle and a service building one night last week at Steve Hull Chevrolet, Jacksonville, Fla. Here, a truck teetering on the edge of the hole is pulled to safety. The building which slipped into the hole was a large carport-like structure under which workers wrote service orders and did minor repairs.

Ford, GM win lowering of '86 MPG standard

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NHTSA has lowered the fuel-economy standard for 1986 cars from 27.5 MPG to 26 MPG. That is the same as the standard for 1983 models and is the lowest allowed for 1986 under the 1975 law.

The agency reacted specifically to petitions filed by Ford Motor Co. and General Motors, but the decision also provides relief requested by makers of European luxury cars.

The new standard provides flexibility for all and allows the fuel-efficient Japanese makers to rack up even more credits although so far they have not needed to use any.

In any case, hundreds of millions of dollars in fines from GM and Ford alone have been avoided, and the U.S. Treasury is the loser. On the other hand, jobs—said to number in the tens of thousands—have been saved.

Ford Vice President Helen O. Petrauskas called the decision "good public policy" in recognizing that not changing the standard would disrupt production and threaten jobs while adding "little, if anything, to petroleum conservation."

She said she hopes this is the first of two steps since Ford needs relief also for 1987-89 "if customer demand and gasoline prices remain relatively stable."

A GM spokesman made the same points: The NHTSA action is in accord with "both the law and the real world," but a similar adjustment for future years is "equally important."

Chrysler, which has opposed any lowering of the standard, said it was "extremely disappointed." It added: "We think the standard is good for America and the

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Price boost is $373 on U.S. cars

By John K. Teahen Jr.
Managing Editor

Domestic auto makers have raised car prices an average of $373 for 1986, an Automotive News analysis discloses. The figure is for comparably equipped 1986 and 1985 models.

At introduction time a year ago, the average increase was $236.

The 1986 average includes the offerings of the four "home" manufacturers plus the models built in the U.S. by Honda (Accord), Volkswagen (Golf) and Nissan (base Sentra two-door).

By companies, the increases are: General Motors, $400; Ford Motor

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And model-year total tops 11 million

September sales set a record

By Edward Lapham
Marketing Editor

Domestic auto makers last month posted record September new-car sales of 839,382 units and finished the 1985 model year on a winning note.

The old September sales record of 755,233 was set in 1971, before the OPEC oil embargo, when General Motors, Ford Motor Co., Chrysler Corp. and American Motors were the only major U.S. producers.

The final 10-day period, with retail deliveries totaling 314,120 units, was not a record although the financing incentives, which had produced records in the prior three periods, boosted the period total 59 percent above the 1984 mark of 197,585.

The period record of 485,631 was set in boom year 1972 at a time when all of the four domestic producers introduced their new models in time to be included in the late-September tally.

Total 1985 model-year sales made from Oct. 1, 1984, through Sept. 30, 1985, including domestic and import deliveries, were 11,071,284, up 7.25 percent from 10,322,411 in the 1984 model year.

The domestic model-year total of 8,389,649 was up 6 percent from 7,914,732 the preceding year, and was the highest tally since the 1979 model year.

The import total for the 12-month model-year period was up 11.38 percent to 2,681,635 from 2,407,679.

Import penetration in the 1985 model year rose to 24.22 percent from 23.33 percent in the 1984 model year.

Among the domestic producers, Honda posted the largest gain, up 27.7 percent. Chrysler was up 20.9 percent, Ford was up 13.8 percent and GM just barely pushed past the break-even point with a year-to-year gain of 0.8 percent.

Volkswagen's model-year sales total declined 14.1 percent and AMC fell 32 percent.

There was also a shift in market share among domestic makers. Chrysler's domestic sales tally increased to 13.64 percent from 11.96 percent. Ford's share rose to 25.87 percent from 24.09 percent the previous year, and Honda's penetration rose to 1.78 percent from 1.48 percent. GM, AMC and VW all lost market share.

Among the individual domestic marketing units, there were both winners and losers. Buick, Cadillac, Oldsmobile, AMC, Renault and VW were the makes which failed to better their 1984 model-year totals; all the rest posted gains.

The combined domestic-import September sales total of 1,076,051 was up 46.6 percent over the year-ago month, and monthly sales rec-

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breaking news

Jackling named to high BMW post

MONTVALE, N.J.—BMW of North America has appointed Michael Jackling senior vice president—operations. He formerly was national field operations manager for Jaguar Cars, Inc. BMW said Jackling will form a new operations group within the company with the vice presidents responsible for regional operations/sales, service, parts and motorcycle operations reporting to him.

Chrysler workers seek OK to sell stock

DETROIT.—In contract negotiations with Chrysler Corp., the UAW is demanding that its members be allowed to cash in shares of common stock held by the Chrysler Employee Stock

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He pleads innocent to 15 federal charges

DeLorean trial date scheduled Nov. 18

By Edward Lapham
Marketing Editor

Former auto maker John Z. DeLorean came home to Detroit last week and pleaded innocent to all 15 counts in the Sept. 20 federal grand jury indictment.

The plea was entered by attorney Howard Weitzman, one of the lawyers who represented DeLorean when he was acquitted of all charges in the Los Angeles federal drug-trafficking trial in 1984.

DeLorean was released on $1 million unsecured bond.

Under the terms of his release, DeLorean must check in once a week with the Pretrial Services Agency and keep them apprised of his travel schedule.

He is not allowed to leave the country without permission.

Following his arraignment before Federal Magistrate Virginia Morgan, DeLorean, his attorneys and federal prosecutors appeared at a pre-trial conference before U.S. District Judge Julian A. Cooke Jr., who will hear the case.

A preliminary trial date of Nov. 18 was set. However, both prosecution and defense attorneys indicated procedural matters are likely to push back the trial date, perhaps until next spring or later.

Following the official proceedings, DeLorean and lawyer Weitzman appeared on the courthouse steps for an impromptu press conference and photo session with a large contingent of reporters.

As he did in Los Angeles, DeLorean let Weitzman do most of the talking at the press conference. The lawyer again maintained DeLorean's innocence.

The government has charged DeLorean with racketeering, income tax evasion and a number of other charges relating to $17.65 million which disappeared from the DeLorean Motor Co. sports-car project in 1978 and 1979.

In addition to denying the charges, Weitzman also said he did not consider a 10-page order issued by District Chief Judge John Feikens a "gag order."

The ex parte order, entered by the U.S. Attorney's office the day of the indictment, admonished lawyers from both sides to conduct themselves with appropriate professional demeanor.

Although DeLorean let his lawyer do most of the talking, he did at one point quip, "It was not the homecoming I was looking forward to."

Nonetheless, there was every indication the Detroit trial could turn into the same kind of overblown media event as the Los Angeles trial.

DeLorean was dressed in his fa-

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Joe Wilsons

Media cover DeLorean homecoming

Former auto maker John Z. DeLorean and his lawyers held an impromptu press conference on the steps of the Detroit Federal Building following his arraignment on federal racketeering and fraud charges. "It was not the homecoming I was looking forward to," DeLorean quipped. Press coverage made it a media event.

Jeep CJ won't move to Canada for finale

By Richard Johnson
Detroit Reporter

BRAMPTON, Ont.—American Motors will phase out its venerable Jeep CJ model next year, but company officials have decided to build it out in Toledo, not Brampton as was previously planned.

Meanwhile, the company's Jeep YJ replacement, scheduled to be launched in the Canadian plant beginning next spring, is being described by sources as a more-stylish version of the open-bodied CJ.

In addition, company officials said last week that other U.S. states are beginning to stand in line with with proposals should AMC decide to abandon car assembly in Kenosha. Richard Calmes, AMC vice president, personnel and industrial relations, said "five or six" states have approached the company and he acknowledged "some preliminary discussions" with representatives of other states.

AMC President Jose Dedeurwaerder discussed plans for CJ last week during a reception at a new $675 million assembly plant under construction in the Brampton area.

Several weeks ago, AMC announced plans to move CJ-7 production from Jeep assembly operations in Toledo to Brampton, where the four-wheel-drive Eagle is now built. The shift to Canada

Please turn to Page 8, Col. 4

Japanese say yen rise may boost prices

By Frank Gawronski
Tokyo Bureau Chief

TOKYO.—If the yen increases further against the dollar, Japanese automobile manufacturers may have to raise prices of the vehicles they sell in the U.S., according to Takashi Ishihara, president of the Japan Automobile Manufacturers Assn.

Ishihara, who also is chairman of Nissan Motor Co., said profits of Japanese auto makers will decline in the last half of fiscal 1985, ending next March 31, as a result of the recent sharp appreciation of the yen against the U.S. dollar.

Ishihara said Nissan alone will record an exchange loss of about 60 billion yen ($27,548,209) if the yen's exchange rate goes up by an average 20 yen in the latter half of fiscal 1985.

He also said U.S. automobile manufacturers "may file dumping charges against us if the dollar prices of Japanese cars fall in accordance with the yen's appreciation."

Tsutomu Ohshima, Toyota Motor Corp. senior managing director, said Toyota loses 4 billion yen every time the Japanese currency goes up one yen against the dollar.

Asked if Toyota would increase prices if the yen continues to appreciate against the dollar, Ohshima said the company has not planned that far ahead.

Composite standard of 20.5 set for benefit of Ford

NHTSA eases truck MPG rule

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—NHTSA has set new light-truck fuel-economy standards for 1987 models at a level that can be met by Ford Motor Co., whose light-truck fleet is the least fuel-efficient.

The composite standard is 20.5 MPG. The separate standard for 4x2s is 21.0 MPG, and the standard for 4x4s is 19.5 MPG.

That compares with the 1986 light-truck CAFEs: 20 MPG composite; 20.5 MPG for 4x2s and 19.5 MPG for 4x4s. Those were also set for the benefit of Ford.

The original 1985 light-truck standard had a composite CAFE of 21.0 MPG. Ford petitioned for a reduction of the 1985 and presumed 1986 composite levels of 21.0 on grounds that market demand would make it miss the standard by 1.5 MPG.

Meanwhile, the Center for Auto Safety had petitioned for higher standards in October, 1984. NHTSA rolled back the 1985 composite standard to 19.5 MPG and set a new 1986 standard of 20.0 MPG, a level which Ford is expected to meet. The arguments used in that NHTSA document are basically the same as those used in setting the new 1987 composite standards.

The Center for Auto Safety is already in court over NHTSA's "unreasonable delay" in setting the 1987 light-truck standard, which the law says is to have 18 months leadtime. The NHTSA anouncement on Oct. 2 gives barely 12 months leadtime.

Separately, the center has also sued over the 1985 and 1986 light-truck economy standards, which were lowered in response to a petition by Ford. The CAS, which is joined by the Environmental Policy Institute, Public Citizen, and the Union of Concerned Scientists, argues that the "maximum feasible" level should not be that of one "laggard" truck maker.

In March, 1984, NHTSA had proposed a composite standard for 1987 light trucks in the range of 20.1 to 22.5 MPG.

The issues in setting the 1987 standard are much the same as in the rollback in the 1986 passenger-car CAFE and in the rollback of the 1985 light-truck CAFE.

Emphasis is placed on consumer demand for larger engines—although in the case of trucks, load-carrying capacity and specific jobs are considered. Change in the price of fuel is also mentioned. Further, some consideration of EPA regulations is given, although in the case of light trucks there is no CAFE adjustment factor.

NHTSA focused on the capabilities of General Motors, Ford and Chrysler Corp. since they account for more than three-fourths of light-truck sales. Moreover, since the domestic companies provide larger trucks and vans for commercial purposes, they have a greater problem than the importers.

However, the agency concluded that Ford is the "least capable" and since Ford is the petitioner, its needs must be addressed. NHTSA projected that Ford could achieve an average light-truck CAFE of 20.3 to 21.0 MPG while GM could achieve 21.1 to 22.4

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GM's '86 warranty expanded to 36/36

General Motors said last week that engine and transmission warranty coverage on its 1986 cars will be expanded to a minimum of 36 months/36,000 miles.

Ford Motor Co. had announced no changes in its warranty at presstime. Chrysler Corp. already has a 5-year/50,000-mile powertrain warranty.

James G. Vorhes, GM vice president in charge of the Customer Sales and Service Staff, said the new warranty extends coverage on major engine, transmission and axle components on both front-drive and rear-drive cars from the current 24-months/24,000-miles (whichever occurs first) to 36 months/36,000 miles.

The basic 12-month/12,000-mile warranty on the entire car remains unchanged.

The expanded warranty applies to the new full-size front-wheel-drive Buick LeSabre and Oldsmobile Delta 88. Warranty coverage for the new Buick Riviera, Oldsmobile Toronado, Cadillac Eldorado and Cadillac Seville will be announced when the cars are introduced later this fall.

Warranty terms remain unchanged on the front-drive Cadillac DeVille and Fleetwood, Buick Electra and Oldsmobile Ninety-Eight models introduced last year. GM said those models, along with the Chevrolet Corvette and Pontiac STE, already have warranties equal to or better than those cited above.

GM Protection Plan service contracts also have been modified for the 1986 model year to complement the new powertrain warranty coverage.

Similar to the coverage offered on the full-sized Cadillacs, Buicks and Oldsmobiles last year, the new Protection Plan contracts—also called "Major Guard"—will cover "virtually everything on the car" except for normal maintenance items, paint and trim, Vorhes said.

The new plans include several options ranging up to five years with unlimited mileage, GM said.

1,000 more Yugos arrive in U.S.; orders top 7,500

MONTVALE, N.J.—A second shipment of Yugos—1,058 vehicles—arrived at the Port of Baltimore from Yugoslavia last week. They joined 500 that arrived in August.

William Prior, president of Yugo America, Inc., the U.S. importer, said the $3,990 three-door hatchback is now being offered by 90 dealers, the majority of which are in the Northeast corridor of the U.S.

The car went on sale Aug. 26 and retail orders have topped 7,500, Prior said. "Dealer-recorded orders with deposits have exceeded original projections, and indicate an annualized sales rate of 100,000 cars.

"We have announced that we will import 40,000 cars in our first year of operation," he said. "It is obvious that supply will not keep up with demand."

Prior said Yugo America is talking with Zastava, the car's manufacturer, about an increase in production capacity.

Current production schedules call for 75,000 cars to be imported into the U.S. in the second year, 110,000 cars in the third and 150,000 in the fourth year.

Jaguar holds line on 1986 car prices

LEONIA, N.J.—Jaguar has held the line on the prices of its 1986 models.

The prices, unchanged from 1985, are: $32,250 for the Jaguar XJ6 sedan; $35,550 for the Vanden Plas sedan, and $36,000 for the Jaguar XJ-S sports coupe. Prices are at port of entry and do not include dealer preparation charges and transportation.

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60th year—No. 5095

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Will automobiles of the future resemble the PSC1?

Soft debut for soft PSC1

ARG is absent from unveiling of the prototype

By Anne Hope
Special Correspondent

OXFORD, England. — PSC1 stands for Pedestrian Safety Car One and it points the way cars could be going shortly. It is a soft touch automobile — a car kind to pedestrians that it might hit and more likely to injure than kill.

Therefore, one would prefer to be knocked down by PSC1 than by a base or standard Metro car from BL's Austin Rover Group. But ARG kept a low profile when PSC1 was unveiled at the 10th international conference on experimental safety vehicles.

Though ARG was consulted before PSC1 was developed, no one from ARG was at the unveiling in the historic university town of Oxford — and no one was present to confirm or deny rumors that PSC1 features could be incorporated into the Metro replacement.

PSC1, a concept car, was the brainchild of Adrian Hobbs, who at 39 is a senior scientist at Britain's Transport and Road Research Laboratory (TRRL), a British Government agency, at Crowthorne in Berkshire County.

The development of this soft touch car is based on the results of tests by the TRRL in association with ARG.

The PSC1 is developed from a standard Metro modified by Douglas Simpson, a bodywork specialist, of Camberley, Surrey, England, for the TRRL.

The safety features of PSC1 have been validated by extensive crash testing of earlier prototypes.

But neither Hobbs nor anyone from BL at the ESV conference would comment on the rumor that PSC1 was an embarrassment to ARG. For, apparently, the car could give rise to product liability claims from consumers — who might suggest that the standard Metro *isn't* kind to pedestrians.

At the Oxford conference, attended by 475 delegates, 127 papers were presented and PSC1 was not only closely examined but prodded.

It was prodded so much that its hood, deliberately weakened to be soft and therefore kind to pedestrians, was damaged by fists as people thumped it to see just how much it might give.

The PSC1 has an air dam incorporated into its bumper. Ten years ago people would have said that such a spoiler had little boy racer connotations, but today it is accepted as having a useful function and as being a safety feature, commented Hobbs.

The PSC1's front bumper, 8 inches high and 6 inches deep and made of polyurethane foam, deforms when it hits a pedestrian, rather than breaking legs, even when travelling as fast as 25 miles an hour.

The bumper no longer sticks out because the car's hood has been extended 3 inches to soften its front end — to protect an adult pedestrian's pelvis or a child's abdomen.

Compared with a standard Metro, PSC1 has a sloping hood. The hood's frame has been weakened to prevent serious head injuries. The front headlamps will collapse backwards if a pedestrian is struck and the front edges of the fenders will break away.

To prevent a pedestrian's head from being pierced by windshield wiper rods, these are hidden. There was a time when wipers, when not in use, were usually hidden on cars made in the U.S.

But they now usually stand proud, which many would say was a step backward, from a safety point of view.

Unfortunately, PSC1 is simply a one-off. But so many engineers, designers and legislators examined the little car that it seems probable that many of its features will be adapted on upcoming cars including even ARG's Metro replacement.

Though there are only a few styling differences between PSC1 and the standard Metro, all changes to its bodywork were vital from a safety point of view.

ARG delegates at the conference were unwilling to take credit for any of their contributions to the car. And no one at the TRRL would comment on the absence of ARG people from the exhibit area where the car was unveiled and displayed.

New 309 ready to roll for Peugeot

Five-door hatchback fills a gap in lower-medium segment

The new 309 model rolling out of Poissy, France, will be an even more important car to Automobiles Peugeot than the hot-selling 205. It gives the recovering Peugeot a truly modern competitor in the largest segment of the western European new car market.

That lower-medium group was worth about 3.6 million units last year, or about 35 percent of total. Furthermore, the segment continues to grow, having accounted for only about 25 percent of business a decade ago.

It is one dominated on a continent-wide basis by the VW Golf, Opel Kadett/Vauxhall Astra and Ford Escort, and on a national basis by the Renault 11 (France and Spain) and Fiat Ritmo (Italy). A glance at the best seller lists from practically every European country indicates the popularity of the category.

And yet it was one in which Peugeot was until now poorly represented. Its Talbot Horizon was fading, and while the Peugeot 305 sedan held up remarkably well in France, the real segment demand is for a five-door hatchback. The Peugeot 309 is just that. The Horizon has gone, another indication of the Talbot name's demise, though the 305 will continue in production.

The 309, developed under the code numer C28, will be important to Peugeot in another respect. It will reduce the company's dependence on the 205, a smaller car in the Fiat Uno/Ford Fiesta/Renault 5 category. The 205 is the French best seller. It has lately been built at a daily rate of 2,350, which is among the highest in Europe. But until the advent of 309, it was carrying the success of Peugeot's future. Last year, for example, 42 percent of the company's worldwide production (883,200) was of 205; this year's proportion will have been higher still.

Beginning in April next year Prissy will be manufacturing 309 at a daily rate of 1,000. In addition, the company's plant at Ryton, England, will then be capable of assembling 1,000 a week from Poissy-supplied kits. For Ryton, whose assembly is just about to begin, it will mark the first UK-built Peugeot, previous models having been Talbots.

Peugeot has invested approximately $275 million in the new vehicle, about half of it in refurbishing facilities at Poissy. The body welding area has been the focus of attention, utilizing many Renault robots, with the result that Poissy is now capable of building all body varieties of three separate model lines. It is the company's most advanced factory, and is said to be among the best in Europe.

The cleanliness and automation contrast sharply with the picture at the end of 1983 and beginning of 1984. Then, a worker revolt over a redundancy plan led to violence, vandalism and gun-toting intimidation. The scenes of anarchy made TV news bulletins around the world.

A peace formula was eventually reached, and Peugeot went ahead with C28 production plans it had threatened to cancel. The Ryton investment amounts to a more modest $40 million.

The 309 is expected to take some sales away from the 205, though the two are seen as complementary. The new model goes on sale in France in October, and into export markets at the beginning of next year.

The Peugeot 309 will go on sale in France in October.

VW Golf still hot in Europe

Volvo 700 moves into first place in Sweden

New-car sales in Europe's 10 largest markets in the first half of this year revealed one major change over last year: The Volvo 700 went to No. 1 in Sweden, demoting the long-standing leader, the Volvo 200-series.

The top 10 placings from the 10 national markets — which between them account for 94 percent of Europe's passenger car registrations — confirm the regional differences. There were seven different market leaders, with only the VW Golf (three) and Opel Kadett (two) scoring more than once.

The Golf appears to be the most popular model on a pan-European basis too. It recorded placings in all but two national markets, the U.K. and Spain. The widespread appeal of the Kadett and Ford Escort is also confirmed by these returns.

By far the most popular model in a single market was the Fiat Uno. It accounted for more than one in every five Italian sales in the first half of this year. The nearest any other car came to that was the Peugeot 205's 13.6 percent in France. In number terms, too, the Uno's Italian appeal was unparalleled — 211,000. In unit terms, the best any other model achieved was the 156,500 by the Golf in West Germany.

Renault's new generation R5 has done wonders for it in many markets, particularly Italy, Belgium and the Netherlands. But it has so far had less of an impact on the company's two most important markets, France and Spain.

Volvo's dominance in the Swedish market is underlined by the two models occupying the top two places. Between them, the 700 and 200 series account for 22 percent of all Swedish sales. Sweden is one of the few countries in Europe where large cars hold sway over medium and small models.

Even in West Germany, sales of the medium-range Mercedes-Benz 190, BMW 3-series, VW Passat, Audi 80/90 and Ford Sierra are topped by the Golf and Kadett. Indeed, this category of car dominates European sales — whether it is Golf, Kadett, Escort or Renault 11 (Encore).

Europe's best sellers

Six months, 1985

WEST GERMANY

Pos	Model	Units	Market share
1	VW Golf	156,531	12.5
2	Opel Kadett	105,156	8.4
3	Mercedes-Benz 190	66,238	5.3
4	BMW 3-series	50,332	4.0
5	VW Passat	49,398	3.9
6	Audi 80/90	41,130	3.3
7	Ford Sierra	39,528	3.1
8	Opel Ascona	37,494	3.0
9	VW Polo	34,144	2.7
10	Ford Escort	30,815	2.5

ITALY

1	Fiat Uno	211,000	21.2
2	Fiat Panda	70,250	7.1
3	Renault 5	57,600	5.8
4	Fiat Regata	56,050	5.6
5	Fiat Ritmo	52,250	5.3
6	VW Golf	51,000	5.1
7	Lancia Prisma	34,300	3.4
8	Alfa Romeo 33	30,650	3.1
9	Peugeot 205	24,150	2.4
10	Fiat 126	21,550	2.2

UNITED KINGDOM

1	Ford Escort	78,985	8.4
2	Vauxhall Cavalier	72,156	7.6
3	Ford Fiesta	64,418	6.8
4	Austin/MG Metro	60,196	6.4
5	Ford Sierra	52,337	5.5
6	Austin/MG Montego	41,893	4.4
7	Vauxhall Astra	36,859	3.9
8	Vauxhall Nova	36,545	3.9
9	Ford Orion	33,744	3.6
10	Austin/MG Maestro	28,669	3.0

FRANCE

1	Peugeot 205	122,721	13.6
2	Renault 5	88,956	9.9
3	Renault 11	63,304	7.0
4	Citroen BX	62,526	6.9
5	Renault 25	45,736	5.1
6	Peugeot 305	33,381	3.7
7	Renault 9	28,988	3.2
8	Citroen Visa	27,338	3.0
9	Ford Fiesta	25,332	2.8
10	VW Golf	21,056	2.3

SPAIN*
(Five months, 1985)

1	Renault 11	28,897	12.4
2	Opel Corsa	19,017	8.2
3	Peugeot 205	13,980	6.0
4	Ford Fiesta	13,260	5.7
5	Renault 9	12,911	5.5
6	Renault 5	12,033	5.2
7	Seat Panda	9,749	4.2
8	Ford Escort	9,687	4.2
9	Renault 18	9,273	4.0
10	Seat Ibiza	8,427	3.6

THE NETHERLANDS

Pos	Model	Units	Market share
1	Opel Kadett	33,994	11.1
2	Ford Escort	17,856	5.8
3	VW Golf	13,335	4.3
4	Volvo 300-series	12,331	4.0
5	Ford Sierra	10,978	3.6
6	Opel Ascona	8,213	2.7
7	Opel Corsa	8,011	2.6
8	Renault 5	7,491	2.4
9	Toyota Corolla	6,890	2.2
10	Citroen BX	6,711	2.2

BELGIUM

1	Opel Kadett	12,665	6.0
2	VW Golf	11,425	5.4
3	Peugeot 205	8,351	3.9
4	Ford Sierra	6,160	2.9
5	Toyota Corolla	5,978	2.8
6	Ford Escort	5,909	2.8
7	Opel Corsa	5,759	2.7
8	Renault 5	5,579	2.6
9	Opel Ascona	5,439	2.6
10	Ford Fiesta	5,006	2.4

SWITZERLAND

1	VW Golf	9,196	6.2
2	Opel Kadett	8,519	5.7
3	Opel Ascona	4,971	3.3
4	Peugeot 205	4,461	3.0
5	BMW 3-series	4,348	2.8
6	Ford Escort	4,211	2.8
7	Ford Sierra	4,022	2.7
8	Audi 80/90	3,900	2.6
9	Opel Corsa	3,657	2.4
10	Fiat Uno	3,181	2.1

SWEDEN

1	Volvo 700-series	18,107	12.3
2	Volvo 200-series	14,226	9.7
3	Saab 900	11,169	7.6
4	VW Golf/Jetta	8,474	5.8
5	Opel Kadett	7,097	4.8
6	Volvo 300-series	6,349	4.3
7	Ford Sierra	6,016	4.1
8	Ford Escort	5,885	4.0
9	Audi 100	4,259	2.9
10	Opel Ascona	3,687	2.5

AUSTRIA

1	VW Golf	12,841	9.8
2	Opel Kadett	10,157	7.7
3	Opel Ascona	6,435	4.9
4	Mazda 323	5,808	4.4
5	Mazda 626	5,772	4.4
6	Ford Escort	5,709	4.3
7	Ford Sierra	4,503	3.4
8	Audi 80	3,712	2.8
9	Toyota Corolla	3,518	2.7
10	VW Passat/Santana	3,445	2.6

*—Six months figures not yet available from Spain.

Production overseas

UNITED KINGDOM

Cars

	6 mos. 1985	6 mos. 1984
BL	264,194	194,806
Austin Rover	257,156	189,378
Range Rover	7,038	5,428
Carbodies	928	773
Ford	168,742	167,299
Jaguar	20,134	17,182
Lotus	451	442
Panther	66	204
Reliant	472	58
Rolls-Royce	1,311	1,097
Talbot	37,078	56,839
TVR	215	169
Vauxhall	81,799	67,698
Others	315	326
Total	575,705	506,893

Vans, trucks, buses

Bedford	30,884	29,141
BL	48,322	37,093
Austin Rover	13,816	9,084
Freight Rover	10,455	8,882
Land Rover	15,832	13,142
Leyland	8,219	5,985
ERF	1,061	850
Foden	254	413
Ford	59,944	57,392
Hestair Dennis	430	479
Metro Cammell Weymann	243	234
Reliant	41	118
Renault TI	2,771	2,117
Seddon Atkinson	903	918
Others	99	145
Total	144,952	128,900
Total vehicles	720,657	635,793

BRAZIL

Cars

	7 mos. 1985	7 mos. 1984
Farus	0	19
Fiat Auto	59,148	51,430
Ford	80,269	80,725
General Motors	98,225	95,908
Gurgel	16	22
Puma	0	86
Sta Matilde	39	39
Toyota	0	87
Volkswagen	148,733	168,494
Total	386,430	396,810

Vans, trucks, buses

Agrale	458	321
Fiat Auto	19,175	19,281
Fiat Cam	112	259
Ford	22,337	21,670
General Motors	14,028	14,032
Gurgel	667	480
Mercedes-Benz	17,219	16,213
Puma	0	12
Scania	2,149	1,958
Toyota	1,287	1,781
Volkswagen	25,453	10,687
Volvo	1,873	1,027
Total	104,758	87,721
Total	491,188	484,531

Registrations overseas

UNITED KINGDOM

Cars

	8 mos. 1985	8 mos. 1984
Alfa Romeo	2,328	3,148
BL	244,157	223,858
Austin Rover	241,867	221,724
Range Rover	2,290	2,134
BMW	25,874	17,698
Daihatsu	3,122	3,762
Fiat Auto	43,021	37,531
Ford	358,938	367,821
FSO	4,514	3,888
GM-Vauxhall	230,747	214,742
Honda	13,188	13,217
Hyundai	3,685	3,592
Jaguar	5,968	5,473
Lada	10,481	11,196
Lotus	424	390
Mazda	11,431	12,118
Mercedes-Benz	13,663	10,614
Mitsubishi	8,878	7,183
Nissan	70,821	72,371
Panther	48	169
Peugeot SA	74,448	72,213
Citroen	20,339	18,801
Peugeot Talbot	54,109	53,412
Reliant	463	83
Renault	55,942	46,095
Rolls-Royce	522	508
Saab	6,176	6,324
Skoda	7,000	8,003
Subaru	2,173	1,771
Suzuki	2,896	2,239
Toyota	24,994	23,782
VW-Audi Group	80,413	70,561
Audi	15,144	14,756
Volkswagen	65,269	55,805
Volvo	43,632	43,180
Yugo	5,999	4,036
Others	3,371	3,209
Total	1,359,317	1,290,775

SWEDEN

Cars

	8 mos. 1985	8 mos. 1984
Alfa Romeo	812	733
BMW	3,079	2,875
Daihatsu	979	620
Fiat Auto	4,956	4,210
Ford	20,609	17,058
GM-Opel	19,573	14,264
Honda	2,585	2,341
Jaguar	25	26
Lada	1,008	1,020
Mazda	7,704	7,034
Mercedes-Benz	6,875	3,610
Mitsubishi	1,693	1,043
Nissan	5,843	4,475
Peugeot SA	4,817	4,852
Citroen	2,120	2,323
Peugeot Talbot	2,697	2,529
Porsche	346	228
Renault	1,499	1,690
Saab	17,926	17,956
Skoda	250	211
Subaru	1,038	371
Suzuki	408	1
Toyota	7,180	5,565
VW-Audi Group	21,761	17,008
Audi	7,875	4,059
Volkswagen	13,886	12,949
Volvo	45,278	36,591
Others	32	14
Total	176,276	143,796

WEST GERMANY

Cars

	7 mos. 1985	7 mos. 1984
Alfa Romeo	5,273	8,448
Austin Rover	4,431	4,677
Bertone	307	580
BMW	91,520	98,071
Daihatsu	4,891	4,017
Fiat Auto	65,830	69,959
Ford	153,062	186,082
GM-Opel	231,945	260,516
Honda	23,409	25,354
Isuzu	2,036	1,682
Jaguar	1,510	1,126
Lada	5,114	5,694
Mazda	41,567	43,036
Mercedes-Benz	165,949	133,765
Mitsubishi	27,400	27,910
Nissan	39,393	38,469
Peugeot SA	59,581	63,753
Citroen	23,281	25,660
Peugeot Talbot	36,300	38,093
Pininfarina	817	462
Porsche	7,859	7,390
Renault	50,777	55,463
Saab	1,956	2,429
Seat	2,563	3,061
Skoda	1,375	1,386
Subaru	6,265	4,298
Suzuki	11,025	8,928
Toyota	37,047	33,183
VW-Audi Group	429,364	417,347
Audi	86,229	89,405
Volkswagen	343,135	327,942
Volvo	8,615	9,961
Others	1,377	1,000
Total	1,482,260	1,518,047

AUSTRIA

Cars

	7 mos. 1985	7 mos. 1984
Alfa Romeo	1,437	1,739
Austin Rover	205	150
BMW	4,896	5,327
Daihatsu	422	466
Fiat Auto	9,018	10,445
Ford	15,663	14,327
GM-Opel	22,607	17,851
Honda	3,096	2,860
Lada	984	886
Mazda	13,766	13,727
Mercedes-Benz	5,568	4,016
Mitsubishi	3,217	2,817
Nissan	7,947	6,699
Peugeot SA	10,361	9,825
Citroen	4,487	4,209
Peugeot Talbot	5,874	5,616
Porsche	331	336
Renault	7,058	6,609
Saab	202	279
Seat	686	477
Skoda	757	677
Subaru	2,056	1,193
Suzuki	912	766
Toyota	7,642	6,293
VW-Audi Group	34,008	25,769
Audi	6,762	4,618
Volkswagen	27,326	21,151
Volvo	2,167	2,289
Others	135	81
Total	155,203	136,104

ITALY

Cars

	6 mos. 1985	6 mos. 1984
Alfa Romeo	64,828	64,828
Austin Rover	11,605	11,833
BMW	12,481	16,760
Fiat Auto	522,141	519,594
Fiat	429,718	439,699
Lancia/ Autobianchi	92,423	79,895
Ford	41,002	40,714
GM-Opel	29,630	31,416
Innocenti	8,637	10,661
Mercedes-Benz	11,155	8,178
Peugeot SA	69,669	64,013
Citroen	38,442	35,766
Peugeot/Talbot	31,227	28,247
Renault	104,425	84,613
Seat	19,737	14,442
VW-Audi Group	77,831	47,409
Audi	10,305	9,261
Volkswagen	67,526	38,148
Volvo	10,514	11,666
Others	10,734	15,731
Total	994,389	941,858

DENMARK

Cars

	7 mos. 1985	7 mos. 1984
Alfa Romeo	164	198
Austin Rover	224	289
BMW	2,134	1,694
Dacia	512	587
Daihatsu	1,583	1,187
Fiat Auto	4,966	5,242
Ford	15,371	14,856
FSO	1,273	646
GM-Opel	16,735	13,031
Honda	1,123	872
Lada	2,333	2,668
Mazda	8,170	8,273
Mercedes-Benz	663	503
Mitsubishi	1,671	905
Nissan	4,652	4,880
Peugeot SA	5,705	6,210
Citroen	3,755	3,936
Peugeot/Talbot	1,950	2,274
Renault	757	387
Saab	1,088	1,122
Seat	235	0
Skoda	2,574	4,932
Subaru	81	133
Suzuki	300	28
Toyota	11,221	9,565
Trabant	61	119
VW-AudiGroup	6,940	5,820
Audi	498	414
Volkswagen	6,442	5,406
Volvo	3,855	3,834
Wartburg	774	678
Yugo	1,095	494
Total	92,238	89,359

SWITZERLAND

Cars

	6 mos. 1985	6 mos. 1984
Alfa Romeo	3,849	4,546
AMC	78	82
Austin Rover	1,275	1,375
Bertone	120	154
BMW	6,363	7,416
Daihatsu	567	537
Ferrari	106	103
Fiat Auto	11,528	12,773
Ford	11,738	13,760
GM-Opel	20,956	22,576
Honda	4,507	4,972
Isuzu	193	313
Jaguar	244	236
Maserati	108	185
Mazda	4,354	5,107
Mercedes-Benz	3,692	3,610
Mitsubishi	4,291	4,610
Nissan	5,686	5,238
Peugeot SA	12,823	13,488
Citroen	4,815	5,987
Peugeot Talbot	8,008	7,501
Pininfarina	150	159
Porsche	794	935
Puch	62	52
Renault	9,658	8,044
Rolls-Royce	38	42
Saab	702	764
Seat	789	0
Skoda	54	85
Subaru	5,654	3,427
Suzuki	1,991	1,828
Toyota	9,520	10,294
VW-Audi Group	24,442	24,118
Audi	8,156	6,101
Volkswagen	16,286	18,017
Volvo	2,892	3,719
Others	161	92
Total	149,385	154,640

FRANCE

Cars

	5 mos. 1985	5 mos. 1984
Alfa Romeo	6,548	9,440
Aro	91	468
Austin Rover	10,878	13,476
BMW	11,016	13,734
Fiat Auto	34,624	42,676
Ford	58,724	61,583
FSO	754	805
GM-Opel	36,257	32,185
Honda	2,725	2,638
Innocenti	515	669
Jaguar	95	73
Lada	8,523	10,400
Mazda	6,726	4,068
Mercedes-Benz	7,662	7,652
Mitsubishi	1,342	1,454
Nissan	6,442	5,374
Peugeot SA	264,078	252,886
Citroen	98,430	101,416
Peugeot/Talbot	165,648	151,470
Porsche	478	672
Renault	226,625	242,735
Saab	598	430
Seat	8,148	5,552
Skoda	1,305	1,703
Toyota	5,089	4,649
VW-Audi Group	45,951	41,340
Audi	10,853	10,905
Volkswagen	35,098	30,435
Volvo	7,771	6,959
Yugo	695	584
Others	206	85
Total	753,866	764,290

SAMMIE designs shapes of things to come

New computer can simulate people and environments

By Anne Hope
Special Correspondent

LEYLAND, Lancashire, England. — Many U.K. cars, derived from left-hand-drive models, leave a good deal to be desired in terms of arrangement of controls, ease of reading essential instruments and their general ergonomic layout.

Also, few things can be as confusing to a driver as seeing the same object apparently closing in as it disappears from one mirror and almost immediately reappears on another mirror.

All of these need a touch of SAMMIE. SAMMIE is an acronym that stands for "System for Aiding Man/Machine Interaction Evaluation."

SAMMIE is an easy-to-use 3-D Computer Aided Design modelling system which can be used to build a simulated environment such as a car, cockpit, office — even a kitchen — anywhere that people and objects must interact in order to complete specific tasks successfully.

The principal benefit over the traditional approach of a mock-up or a prototype is that SAMMIE saves time and money and avoids impossible solutions early in the design process, many months before costly tooling has been commissioned.

The multicolored graphic representation of people and objects in their correct spatial relationship to one another allows the design and development team to try out so many combinations that it is virtually certain that all shapes and sizes of people are accounted for.

The simulated human is created from a series of standardized shapes; all joints can be given the correct amount of 3-D movement that a live person would have. The most unusual feature of SAMMIE is that, unlike conventional dummies, this man-model can be given "sight."

It is easy to change the size of such fundamental shapes as arms, legs, feet, hands, torso and head. SAMMIE can, therefore, be given a wide range of possible postures; and it is easy to establish whether blind spots might result.

You could say that SAMMIE represents the shape of things to come. The driving force behind SAMMIE is a powerful U.S. corporation that did not even exist 14 years ago yet, by 1984, had a sales turnover of $643-million.

Taking over the ideas and the first computer program from England's Nottingham University, the company, called Prime, based in Natick, Mass., Prime has since developed the ideas in-house in close collaboration with ultimate users, such as Leyland Bus and Truck's Technical Centre, with a venture supported by the British Government at a cost of 22 million pounds.

The cost of the SAMMIE program is, in fact, a small part of this expenditure. Much of the basic ergonomic work for the new cab for the new Leyland Roadrunner was done using SAMMIE.

Thanks to SAMMIE, the new Roadrunner range of light trucks combines the advantages of commercial vehicles with those of passenger cars. Roadrunner has a totally new cab, called the C44, which is highly efficient — compact yet spacious — on a purpose-designed chassis.

By adjusting the steering column and seat, the driver can choose a traditional flat-wheel, truck position or a raked-wheel position similar to most cars. The driver's seat is highly ingenious, with slim, comfortable seat cushions, which result in good interior space while incorporating — for the first time ever in a truck, claims Leyland — a pump-up adjustable lumbar support to prevent trucker's backache.

The versatility of SAMMIE is best demonstrated by making a cyclist suddenly appear in the outside driving mirror: One can follow his progress alongside the vehicle or, for that matter, see a child chasing a ball right in front of a truck cab.

To avoid traffic accidents caused by drivers failing to see, in time, that pedestrians or cyclists are approaching dangerously close, Leyland modified the mirrors of the Roadrunner and introduced a kidney-shaped "Curb-Finder Window," which gives a driver a remarkably good forward view — much better than anyone can realistically hope for.

Robin Dickeson, Leyland's product affairs manager, claims: A highly significant feature — and the most recognizable to other road users at least wherever the Roadrunner is sold, is its asymmetric front window set below the level of the windscreen on the passenger side.

Driver vision has received particular attention, with computer models used to develop windscreen, front curb-window and rearview mirror positions, he said.

Prime, one of the world's four largest suppliers of superminicomputer systems, has the highest sales of any minicomputer manufacturer selling turnkey CAD/CAM systems.

Prime has 37 sales offices located in 14 European countries, with its European headquarters in West London, England.

factories list auction dates

American Motors

Oct. 8—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Oct. 9—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 10—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 11—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 15—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 16—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Oct. 17—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Oct. 22—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Oct. 23—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 24—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton,Mo.

Oct. 29—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 30—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Chrysler Corp.

Oct. 8—Hatfield Auto Auction, Hatfield, Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 9—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Oct. 10—Atlanta Auto Auction, Red Oak, Ga.

Oct. 15—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 16—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 17—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 18—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 8—Harrisonburg Auto Auction, Harrisonburg, Va., and South Seattle Auto Auction, Kent, Wash.

Oct. 10—Dallas Auto Auction, Dallas.

Oct. 16—Concord Auto Auction, Acton, Mass.; Columbus Fair Auto Auction, Obetz, O.; Golden Gate Auto Auction, Fremont, Calif., and Southwest Auto Auction, Pheonix.

Oct. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Southwest Auto Auction, Phoenix.

Oct. 23—Clanton's Auto Auction, Darlington, S.C.

Oct. 24—Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

General Motors

Oct. 8—Denver Auto Auction, Englewood, Colo., and Florida Auto Auction of Orlando, Orlando.

Oct. 9—Northstar Auto Auction, Shakopee, Minn., and Brasher's Salt Lake Auto Auction, Salt Lake City.

Oct. 10—Nashville Auto Auction, Nashville.

Oct. 15—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Oct. 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 17—Southwest Auto Auction, Phoenix.

Oct. 22—Ohio Auto Auction, Columbus, O.

Oct. 23—Metro Auto Auction, Kansas City.

Oct. 24—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Model Breakdown
Auction Averages

	OCT. 1985	SEPT. 1985	AUG. 1985
1985	$9,101	$10,176	$11,068
1984	$6,208	$7,430	$7,766
1983	$5,531	$6,177	$5,923
1982	$4,498	$4,860	$5,894
1981	$3,414	$3,991	$4,228
1980	$3,100	$3,008	$3,165
1979	$2,287	$2,519	$2,585
1978	$1,764	$1,848	$2,099
Overall Average	$4,268	$4,883	$5,172

Used Car Sales
Auction Averages

Oct. to date	$4,268
Month ago	$4,940
Year ago	$5,320

Leaders in Missouri

Jim Robertson, second from left, Jim Robertson Chevrolet-Toyota, Kirksville, accepts the gavel from Carlo Merlo, Glendale Chrysler-Plymouth, St. Louis, and becomes the 47th president of the Missouri Automobile Dealers Assn. Other new MADA officers are Lou Fusz Jr., left, Lou Fusz Motor Co., St. Louis, treasurer, and Charles L. Anderson, Chuck Anderson Ford-Mazda, Excelsior Springs, second vice president. Not pictured is Hal Quinn, Hal Quinn Buick-Honda-GMC, Independence, first vice president.

Worker-owned plant for sale as GM refuses to back loan

General Motors is working with Hyatt-Clark Industries, Inc., to find a buyer for the New Jersey roller bearing plant, bought from GM by employes in 1981.

The former New Departure-Hyatt Bearing Division plant in Clark, N.J., was threatened with closing in 1981, and the $53 million sale was one of the first and largest employe-buyouts of a factory.

GM is the biggest customer of the financially troubled company and has a contract to buy roller bearings through Oct. 31, 1987.

On Sept. 4, GM refused a request from Hyatt to guarantee an additional bank loan, a GM spokesman said.

"We already have a substantial investment in Hyatt-Clark," the spokesman said. "And based on that and a thorough analysis of the operation, it came down to a business decision not to guarantee additional investment loans. We are working closely with them in their efforts to find a suitable buyer."

The company lost $5 million in the fiscal year ended Aug. 31, Chairman Alan Lowenstein said.

Lowenstein said the contract with GM contributed to the company's losses.

The contract stipulates that GM pay the prevailing market price, and that price dropped because of Japanese competition, Lowenstein said.

GM accounts for 85 percent of the total sales volume which exceeds $90 million annually, he said.

Lowenstein said a large debt service obligation, labor-management troubles and the need to invest in equipment upgrading also led to the decision to sell the plant. The plant has 1,300 employes.

Since the employe purchase, Lowenstein said, the company has expanded its roller bearing product line and acquired additional customers including Dana Corp., Budd Co., General Electric and a number of railroads.

About half of the 950 workers employed at the time of the 1981 sale remain on the payroll, Lowenstein said. The others retired or transferred to other GM divisions to secure higher wages and job security, he said.

The company's 12-member board of directors includes three representatives from the UAW local at the plant.

Town license fee hiked 400 pct. by Chapel Hill, N.C.

CHAPEL HILL, N.C.—The Town Council has voted to increase its license fee for motor vehicles 400 percent but has given auotmobile owners a one-year reprieve to pay it.

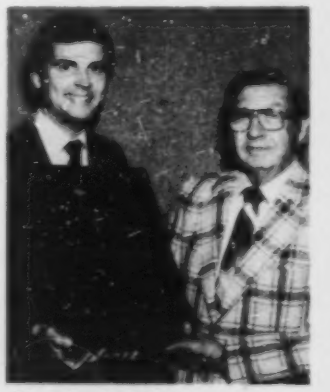
Owners have been paying $1 a year for their town licenses. Beginning in 1986, they will have to pay $5. North Carolina law limits local license fees to $5.

The town now raises about $7,800 annually with the $1 fee. Its manager, David Taylor, said collection rates would be increased if the owners paid the fee at the same time they pay their county taxes.

The fee is now collected throughout the year, but Taylor said a new procedure being worked out would call for collections at the beginning of the fiscal year.

To get the procedure under way, all collections will be halted until June 30, 1986.

The fee is paid annually for windshield stickers. Town officials believe more owners would pay it if they could do so at the same time they have to pay their county taxes.



Fortino's 25th

J.A. (Tony) Fortino, right, Fortino and Jackson Chevrolet Co., Pueblo, Colo., receives a 25-year-dealer plaque from R.J. LaLone, Denver zone manager.

Firestone will close two passenger tire plants

ALBANY, Ga.—Firstone Tire & Rubber Co. said it will close its tire plant here by April 1 because the company does not need so much capacity.

The company also announced it is eliminating the passenger tire operations in Des Moines. Firestone's seven plants in North America have been operating at only 75 percent capacity in recent months and the company said stiff competition, both domestic and foreign, has cut deeply into passenger tire profitability.

auction directory

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At 26, it is same as for 1983

Ford, GM win eased '86 MPG standard

Continued from Page 1

American consumer. It should be good enough for all of America's auto makers."

NHTSA said the "maximum feasible level" is 26.0 MPG—the level requested by GM, Ford, and the Automobile Importers of America on behalf of its European members. NHTSA made that finding even though Ford and GM now are projecting they will achieve 26.3 MPG for 1986 models.

NHTSA said its decision recognizes that there are "significant risks" that both may be unable to reach their projected levels, and the lower standard gives them a "a slight margin for risks."

Both companies are concerned about higher sales of Japanese cars which may cut into their sales of smaller cars, and Ford is suffering because of delays in introducing the more-fuel-efficient Taurus/Sable, which now are scheduled to debut the day after Christmas.

NHTSA recognized that Ford and GM sales represent more than 60 percent of the market and felt that a maximum feasible level for them was a maximum feasible level for the industry, even though it was above the achievable level of all.

NHTSA said, "With the exception of Jaguar, Mercedes-Benz and possibly Saab, the agency believes the rest of the industry is capable of meeting the 26.0-MPG standard, although compliance may be close for some of the European manufacturers."

Labeling the decision "prejudged" and "wrong," Clarence Ditlow III, director of the Center for Auto Safety, promised a legal challenge.

The center has maintained that both GM and Ford can meet 27.5 MPG but chose instead to continue making big profits on big cars which are cheap to produce since they are old rear-wheel-drive designs with V8 engines. The center said GM and Ford could pay their fines—amounting to about $75 per car—and still make money.

Ditlow is expected to file a legal challenge with NHTSA over what the "maximum feasible level" is.

In its 100-page decision, NHTSA rejected the center's arguments one by one and presumably would also reject any future petition for reconsideration along those lines. Similar arguments, however, could be addressed later in federal appellate court for the District of Columbia circuit.

While CAS and Chrysler say Ford and GM should pay their fines, the Big Two say paying fines is impermissible.

Ford and GM say they must meet the standard by curtailing production of large cars, causing layoffs, or—in Ford's case—possibly moving production of parts for large cars overseas.

Estimated 1986 CAFE levels (not using an EPA CAFE adjustment factor) for European car makers are: 26.1 MPG for BMW, 19.2 for Jaguar, 25.6 for Peugeot, 25.4 for SAAB and 26.5 for Volvo.

Porsche and Mercedes-Benz are also well below the statutory 27.5 MPG (and, in fact, Mercedes will be paying gas-guzzler taxes on four of its models), but neither has filed estimated 1986 CAFE figures with NHTSA.

The NHTSA decision essentially agreed with arguments made by GM and Ford—finding that both companies had made substantial progress in meeting the 1986 standard but were thwarted by "unforeseen events" including a shift in consumer demand for large, high-performing cars and by a glut of cheap gasoline.

Further, it is too late for them to take drastic measures on the eve of the 1986 model year. Severe restriction in product offering would mean significant adverse economic effects—sales losses in the hundreds of thousands and job losses in the tens of thousands.

NHTSA expects to issue shortly a notice proposing a range of alternatives for 1987 and later model years in response to petitions from Ford and GM and a request from AIA for its European members.

In explaining changes in GM's projected CAFE, NHTSA said that GM is no longer planning to extend the model year for B and G models and that GM is not trying to count NUMMI production because the Nova has less than 75 percent domestic content and is therefore considered an import.

In further explanation, NHTSA noted the possibility of NUMMI obtaining an exemption and transferring it to GM. But so far, NUMMI has not used its discretion to apply. In addition to the issue of whether the exemption if granted could be transferred to GM, a further issue exists: Whether GM could use this for carryforward/carryback credits.

As for Ford's projections, NHTSA noted the crucial effect of the delay in introducing the more-fuel-efficient Taurus/Sable to substitute for the LTD/Marquis and to offset bigger engines in the Escort/Lynx, more sales of an optional engine for the Mustang/Capri and introduction of a new version of an unspecified existing vehicle. The Taurus/Sable could mean a 0.4-MPG change.

Ford has also said it has no plans for unusual production schedules for the 1986 model year, except for the large Crown Victoria/Grand Marquis and the Tempo/Topaz, which will have a 10-to-11-month year and the LTD/Marquis, which will have an even shorter one. NHTSA said those schedules should have a minor effect and, in most cases, should increase Ford's CAFE.

NHTSA also said that Chrysler has been lowering its own projected CAFEs: From an earlier estimate of 27.5 MPG for 1985 models to 27.3 and from an earlier estimate of 28.1 for 1986 models to 27.7 MPG (all without EPA cafe adjustment).

Chrysler plans a number of technological changes in engines, carburetors, tires and oil.

"However," NHTSA said, "with the phase-out of the L-body (Omni/Horizon) car line (to be replaced by the new P-body compact model, introduced in mid-1986 as a 1987 model), the proportion of compacts and subcompacts in the Chrysler fleet should decline from model-year 1985 to model-year 1986.

Later in its decision, NHTSA said that Chrysler's fuel economy is not very different from that of GM or Ford for the market segment in which it does compete.

"Thus, if the sales mixes of all the manufacturers were equivalent, GM and Ford would have higher CAFEs than does Chrysler," NHTSA said.

In addition, NHTSA said that Chrysler—like Ford and GM—has failed to replace relatively heavy rear-drive M-body models (with fuel economy about 6 MPG lower then the equivalent fwd models)with versions of the K-car.

The scene will now shift to the courts, as it has repeatedly during the Reagan Administration.

Charting CAFE since law began

WASHINGTON.—The law calling for Corporate Average Fuel Economy standards was passed in December, 1975, and auto makers were given 18 months' leadtime.

The first standard—18 MPG—took effect for the 1978 models.

Following are the CAFE standards for passenger cars by model year.

1978	18
1979	19
1980	20
1981	22
1982	24
1983	26
1984	27
1985	27.5
1986	26
1987 and thereafter	27.5

Joe Wilsens

John, Tyrone walk and talk

Former auto maker John DeLorean, followed by a group of reporters, put his arm around Tyrone Studivant while walking from the courthouse to his hotel. DeLorean was in Detroit to be arraigned on federal racketeering and fraud charges. Lately, DeLorean has been widely professing his concern for, and efforts on behalf of, racial equality.

DeLorean pleads innocent; Nov. 18 trial date set

Continued from Page 3

miliar double-breasted navy blue blazer with gray wool slacks. Surprisingly, his trademark London-made Turnbull & Asser light blue shirt with elongated collar points was replaced by a more traditional white version. He also wore a conservative red and blue striped regimental tie and black boots.

A crowd of passersby formed, both inside the Federal Building and on the street whenever DeLorean was expected to appear.

In fact, two teenaged girls, in "punk" garb, squealed with apparent delight when DeLorean and Weitzman finally emerged from the Federal Building into the light drizzle.

"I want to have your baby!" one of the girls shouted with glee.

When the quickie press conference ended, DeLorean and Weitzman walked two blocks to a hotel, followed by a horde of photographers and TV cameramen who fairly stumbled all over themselves to keep up.

At one point DeLorean, who blasted the racial composition of the grand jury which indicted him and professed strong feelings about racial equality in his recently published autobiography, stopped to put his arm around a black man the entourage encountered on the way to the hotel.

The carnival atmosphere should be restricted, at least for a while, because it is not likely John DeLorean will make many appearances until the trial itself begins.

Weitzman said it is likely DeLorean will not appear much during the procedural phase.

Peugeot dissidents seek scalps of top executives

Continued from Page 2

around. Key Peugeot executives were preoccupied with the launch and introduction of the 309 to the French dealers.

In the U.S., Peugeot's sales pace is considerably below last year's, when deliveries totaled 20,000. Through August of this year, the total was 10,993, compared with 12,242 in the same period of 1984. Last week, Fitzhenry admitted the company probably will not reach 20,000 this year.

But the battle last week appeared to center on the telegram itself. The four dealers selected by PMA said they were opposed to the telegram, or to the way the decision was made to send it. The decision was based on a vote of the board of directors.

One, Rob Engle, president of Tenafly Peugeot, Tenafly, N.J., was the former secretary of the association and has since resigned. He claimed the "posture taken is not the consensus of the group."

Ed DiBenedetto, president of Ed DiBenedetto, Inc. (Buick-Saab-Peugeot), Bayside, N.Y., said "we did not get a solid vote one way or another for what happened, that's what happened here."

DiBenedetto, who read from a prepared statement, said this type of action should have been based on the vote of the complete membership at a general meeting. It was DiBenedetto who used the term "abuse of power."

But a member of the board of trustees who attended last week's meeting said that under the charter of the association, the board does have the power to take such action.

He said it appeared to him that the issue was not whether the whole membership knew or did not know but whether they disagreed or not.

Chamis said the move by PMA to include dealers and to poll dealers was an attempt to "fragment the association."

Light-truck MPG standard eased to 20.5 by NHTSA

Continued from Page 3

MPG and Chrysler could achieve 21.6 MPG.

Currently, Ford is projecting 20.2 MPG for its 1986 light-truck CAFE; GM, 20.3 MPG; and Chrysler, 19.9 MPG, significantly lower than the numbers NHTSA used when it set the 1986 light-truck CAFE because Chrysler deferred introducing a new compact pickup from 1986 to 1987.

In its petition, Ford said that to achieve the 1.5 MPG it would need, "sales reductions of 100,000 to 180,000 units at Ford could occur, with resulting employment losses of 12,000 to 23,000 positions at Ford, its dealers and suppliers."

NHTSA accepted that possibility and agreed that if consumers want larger trucks and/or larger engines and cannot get them from Ford, they will get them from GM or Chrysler.

NHTSA's analysis of the economic impacts felt by truck makers to improve fuel economy of individual models indicated an average retail price increase of $130 per vehicle. But the agency said that could be offset by estimated operating cost savings of $155 for the average 1987 light truck due to reduced lifetime gasoline consumption.

"Overall, the agency projects the domestic manufacturers' automotive operations to remain profitable for the 1987 model year, based on current market trends," NHTSA said.

NHTSA refused to give any adjustment because of stiffer hydrocarbon and carbon monoxide standards because EPA said no fuel penalty would be involved, and this was backed up by the Transportation Department's Transportation Systems Center. Also, the tightening of the NOx standard, scheduled for 1987 models, has been postponed until the 1988 model year.

Some leeway, however, was granted because of the diesel particulate standard. GM argued that the stringency of the standard could effectively ban diesel engines in light trucks.

In setting 20.5-MPG composite as the "maximum feasible" level, NHTSA balanced the potentially serious economic effects and technological risks against Ford's opportunities to raise its fuel-economy levels. It said its actions to assist Ford were justified since that company produces more than 30 percent of all light trucks subject to CAFE standards.

And model-year total tops 11 million

September sales set a record

Continued from Page 1

ords fell like leaves in an autumn breeze.

Domestic penetration was up to a very strong 78.0 percent from under 76 percent the previous year.

GM boosted its share of the market to 55.15 percent in September from 53.86 percent the previous year. All of the other makers, except Nissan which only just began building cars in the U.S., lost market share. Chrysler's slice declined to 12.98 percent, Ford slipped to 27.33 percent, AMC dropped to 1.45 percent, VW fell to 0.77 percent and Honda dipped to 1.53 percent. Nissan's penetration was 0.79 percent.

During September, GM posted the largest year-to-year gain of 51.7 percent. Ford and Chrysler each boosted their domestic car sales total by 46.1 percent. Sales of VW's domestic makes rose 34.9 percent while Honda's domestic sales total was up 10.4 percent. AMC sales fell 9.3 percent.

The daily selling rate was 39,265 in the final period of the month, and 34,974 per day for the whole month. The daily selling rate in September, 1984, was 23,611.

Domestic segmentation in the month shifted slightly from the year-earlier period. Subcompact models accounted for 15.38 percent of the market, compared with 15.03 percent the previous year. Compact makes for 16.53 percent compared with 19.31 percent in September, 1984.

Intermediate makes took 27.95 percent of the market last month compared with 23.32 percent last year. Standard-size makes accounted for 9.1 percent in September versus 10.25 percent last year, and luxury makes took 9.04 percent of the total compared with 8.29 percent last year.

DOMESTIC SALES

	Model Year 1985	Model Year 1984
Renault	122,131	177,416
AMC	15,362	23,859
AMERICAN MOTORS	137,493	201,275
Chrysler	373,088	314,438
Plymouth	333,100	278,183
Dodge	438,494	353,954
CHRYSLER CORP.	1,144,682	946,575
Ford	1,443,377	1,262,498
Mercury	560,021	507,555
Lincoln	167,012	136,753
FORD MOTOR CO.	2,170,410	1,906,806
Buick	915,270	940,611
Cadillac	310,942	327,587
Chevrolet	1,595,504	1,585,902
Oldsmobile	1,087,646	1,098,685
Pontiac	785,617	707,033
GENERAL MOTORS	4,694,979	4,659,818
VOLKSWAGEN	71,334	83,078
HONDA	149,674	117,180
NISSAN	21,077	0
U.S. INDUSTRY TOTAL	7,914,732	8,389,649

Where auto market was, September, 1985

	Total Sales	Pct. of Total
SUBCOMPACT	165,540	15.38
COMPACT	177,858	16.53
INTERMEDIATE	300,785	27.95
STANDARD	97,931	9.10
LUXURY	97,268	9.04
IMPORTS	236,669	21.99
TOTAL	1,076,051	100.00

IMPORTED CAR SALES

	September, 1985	September, 1984	9 Mos., 1985	9 Mos., 1984
Alfa Romeo	433	250	3,636	2,853
Audi	4,699	5,781	55,354	53,974
BMW	8,180	5,464	66,290	51,758
Chevrolet Spectrum	4,499	—	37,547	—
Chevrolet Sprint	2,421	1,215	15,111	7,312
Dodge Colt	5,119	3,225	24,458	24,898
Dodge Conquest	201	239	2,007	3,018
Dodge Vista	1,370	796	7,978	5,407
Honda	27,742	26,674	285,423	280,821
Isuzu	3,115	1,665	20,679	12,999
Jaguar	767	1,166	13,265	12,669
Maserati	99	185	981	1,693
Mazda	19,734	14,874	142,569	128,197
Mercedes-Benz	6,787	5,710	65,006	54,577
Merkur	1,594	—	6,384	—
Mitsubishi	5,882	3,763	37,169	28,690
Nissan	51,747	33,767	407,733	367,029
Peugeot	1,484	1,635	12,417	14,527
Plymouth Colt	4,217	3,089	22,611	22,128
Plymouth Conquest	192	223	1,948	2,658
Plymouth Vista	1,256	790	7,785	5,171
Porsche	1,904	1,256	17,873	15,186
Renault	458	777	5,674	9,678
Saab	2,107	1,749	29,377	24,922
Subaru	19,675	15,178	130,291	120,794
Toyota	40,578	34,805	456,561	413,781
Volkswagen	13,285	6,696	107,941	81,051
Volvo	6,744	6,171	83,693	80,846
Yugo	380	—	381	—
TOTAL	236,669	177,143	2,068,142	1,826,637

U.S. CAR SALES BY MARKETING UNITS

	September, 1985	September, 1984	9 Mos., 1985	9 Mos., 1984
Chevrolet	165,612	110,711	1,319,468	1,243,761
Ford	151,899	105,586	1,110,239	966,890
Oldsmobile	104,718	57,284	862,756	831,163
Pontiac	83,451	47,692	625,914	544,981
Buick	85,109	68,011	688,998	715,339
Toyota	40,578	34,805	456,561	413,781
Nissan	58,388	33,767	428,810	367,029
Mercury	60,688	41,930	438,159	398,952
Honda	40,615	38,339	400,672	379,997
Dodge	47,073	31,468	398,271	309,842
Chrysler	39,865	26,407	291,817	247,228
Plymouth	34,323	24,525	293,584	247,341
Cadillac	30,909	22,720	232,862	241,937
VWoA	24,476	17,291	222,506	211,296
Mazda	19,734	14,874	142,569	128,197
Subaru	19,675	15,179	130,291	120,794
Lincoln	18,410	9,505	127,405	111,868
AMC-Renault	12,646	14,216	103,901	160,667
Volvo	6,744	6,171	83,693	80,846
BMW	8,180	5,464	66,290	51,758
Mercedes	6,787	5,710	65,006	54,577
Mitsubishi	5,882	3,763	37,169	28,690
Saab	2,107	1,749	29,377	24,922
Isuzu	3,115	1,665	20,679	12,999
Porsche	1,904	1,110	17,873	1,110
Peugeot	1,484	1,635	12,417	14,527
Jaguar	767	1,166	13,265	12,674
Alfa Romeo	433	250	3,636	2,835
Maserati Biturbo	99	185	981	1,693
Yugo	380	—	381	—
TOTAL	1,076,051	743,178	8,607,480	7,927,694

Chevrolet includes Sprint and Spectrum. Honda combines imports and domestics. Dodge includes Colt, Conquest, Vista. Plymouth includes Colt, Conquest, Vista. VWoA includes Audi and Porsche through Aug. 31, 1984. Porsche figures began Sept. 1, 1984. Nissan includes Sentras built in the U.S.

XR4Ti to share in L-M's new identity program

ANAHEIM, Calif.—Lincoln-Mercury's imported German sports coupe will share in the division's new marque identity for 1986.

Edsel Ford II, L-M general marketing manager, said more attention will be paid to calling the car an XR4Ti rather than a Merkur, since a second car, Scorpio, will be added to the Merkur franchise in late 1986.

Since the car's launch, it has been known primarily as the Merkur. "When Scorpio comes, we're going to have some confusion," Ford said, explaining the need to stress the XR4Ti nameplate.

As Ford announced earlier, L-M will merchandise the Continental, Mark VII and Town Car as Lincolns to strengthen the Lincoln name as a separate franchise within the division

"Our marketing strategy is to carve out three distinct images, a Mercury image, a Lincoln image and a Merkur image," he said.

OBITUARIES

K.E. (Gene) Staley, 80; retired GM, Chevy exec

BOCA RATON, Fla.—Kenneth Eugene Staley, a retired General Motors vice president and former Chevrolet general sales manager, died Sept. 23. He was 80.

Mr. Staley joined Chevrolet in 1929 and moved up through the sales ranks to become general sales manager in 1959. In that post, he set up Chevrolet's Owner Relations Program. In 1962 he was elected a GM vice president and was placed in charge of what was then the Distribution Staff. He retired in 1966.

William H. Graves, 87; Packard vice president

DETROIT.—William H. Graves, retired engineering vice president at Packard Motor Car Co., died at the age of 87.

Mr. Graves joined Packard in 1919 as a research chemist and later transferred to the metallurgical department, where he was credited with making major advances in plating and painting technology. In 1940, he was assigned to adapt the British Rolls-Royce aircraft engine to production by Packard. The task included changing material specs on 12,000 engine parts to American standards, simplification of high-alloy steels via heat treating and substitution for critical materials.

He was named executive engineer in 1945 and vice president of engineering in 1956. After Packard went out of business, he taught at the University of Michigan School of Engineering.

Marcus Guy Carpenter

DURHAM, N.C.—Marcus Guy Carpenter, retired president of Carpenter's Chevrolet, died Sept. 15. Mr. Carpenter was 87. Carpenter's has handled Chevrolet since 1915 and handled Ford and Dodge before that.

Porsche names Foster

RENO.—Porsche Cars North America has named Ron Foster director of business development. Prior to joining Porsche, he was a vice president at Cummins Ohio, Inc.

DOMESTIC CAR SALES

	Sept. 21 to Sept. 30, 1985	Same Period, 1984	September, 1985	Same Month, 1984	Jan. 1 to Sept. 30, 1985	Same Period, 1984
Alliance	0	0	7,052	7,297	55,525	80,683
Encore	0	0	3,388	4,755	33,233	55,545
Total Renault	0	0	10,440	12,052	88,758	136,228
Eagle	0	0	1,748	113	9,469	14,761
Total AMC	0	0	1,748	1,387	9,469	14,761
AMERICAN MOTORS	5,263	4,899	12,188	13,439	98,227	150,989
Horizon	3,222	2,078	8,611	5,999	68,864	58,649
Turismo	1,722	1,263	4,735	3,607	44,076	36,934
Reliant	4,535	3,591	11,425	8,624	106,549	107,629
Caravelle	1,169	497	2,768	966	26,466	1,012
Plymouth	473	422	1,119	1,219	15,285	13,160
Total Plymouth	11,121	7,851	28,658	20,415	261,240	217,384
Laser	2,045	1,427	5,606	3,849	43,528	41,901
LeBaron K	3,496	2,720	8,017	7,455	68,955	76,967
LeBaron GTS	2,272	0	6,259	0	53,246	0
Cordoba	0	0	0	0	0	124
Fifth Avenue	5,059	3,446	14,327	8,834	83,485	65,688
E-Class	2,605	697	2,605	0	20,923	0
New Yorker	0	1,679	3,051	6,769	21,680	62,548
Total Chrysler	15,477	9,969	39,865	26,907	291,817	247,228
Omni	2,687	1,794	7,043	5,177	58,187	51,013
Charger	2,104	1,430	5,426	4,044	47,778	40,749
Daytona	1,802	1,288	5,086	3,346	41,219	34,637
Aries	3,998	3,098	10,285	7,648	89,295	83,537
Lancer	1,999	0	5,137	0	38,004	0
Dodge 400-600	0	688	0	0	3,012	0
Diplomat	1,101	767	2,597	2,165	28,764	20,037
Mirada	0	0	0	0	0	250
Dodge 600	2,121	1,201	4,809	4,828	39,499	46,296
Total Dodge	15,812	10,266	40,383	27,208	345,758	276,519
CHRYSLER CORP.	42,410	28,086	108,906	74,530	898,815	741,131
EXP	221	1,007	664	2,689	17,301	22,064
Escort	16,964	10,922	48,538	29,067	317,991	260,591
Mustang	4,686	3,428	12,190	9,820	122,162	100,717
Tempo	12,291	7,525	33,795	20,876	231,689	190,565
Thunderbird	5,311	3,164	16,365	10,290	129,207	114,302
LTD	5,824	8,791	19,922	18,866	157,884	148,902
Crown Victoria	8,464	4,908	20,425	13,978	134,005	129,749
Total Ford Division	53,761	39,745	151,899	105,586	1,110,239	966,890
Lynx	3,679	2,122	10,028	5,566	66,852	49,707
Topaz	3,657	2,119	8,920	5,858	61,205	54,760
Cougar	3,500	2,828	11,588	9,177	98,607	89,556
Capri	602	279	1,774	878	12,720	13,630
Marquis	3,279	3,021	9,151	9,408	80,372	80,928
Grand Marquis	6,869	3,621	17,633	11,043	112,019	110,371
Total Mercury	21,586	13,990	59,094	41,930	431,775	398,952
Continental	1,123	690	2,588	1,926	22,096	24,407
Lincoln	5,034	2,050	13,943	5,881	89,873	62,727
Mark VII	774	593	1,879	1,698	15,436	24,734
Total Lincoln	6,931	3,333	18,410	9,505	127,405	111,868
Total L-M Division	28,517	17,323	77,504	51,435	559,180	510,820
FORD MOTOR COMPANY	82,278	57,068	229,403	157,021	1,669,419	1,477,710
Skyhawk	2,535	3,096	6,241	9,326	68,076	99,234
Skylark	295	4,177	909	10,264	53,172	79,402
Somerset Regal	2,563	66	6,914	66	74,358	66
Century	9,480	6,529	27,497	15,783	184,011	161,483
Regal	6,094	3,930	17,067	11,661	93,490	148,289
LeSabre	2,436	4,362	7,159	12,293	102,588	122,218
Electra	6,063	1,588	15,252	5,247	73,005	66,497
Riviera	1,432	1,283	4,070	3,371	40,298	38,150
Total Buick	30,898	25,031	85,109	68,011	688,998	715,339
Cimarron	1,271	568	3,245	1,663	18,832	14,354
Seville	790	903	2,103	2,547	23,203	26,466
Cadillac	8,928	4,477	21,283	12,961	142,991	149,567
Eldorado	1,625	1,880	4,278	5,549	47,836	51,550
Total Cadillac	12,614	7,828	30,909	22,720	232,862	241,937
Chevette	7,100	3,800	17,594	11,709	106,106	135,762
Nova	2,642	0	5,149	0	16,323	0
Cavalier	14,204	11,384	40,273	33,407	342,211	296,829
Citation	1,368	2,164	3,214	5,429	42,238	74,807
Camaro	7,011	4,942	18,020	14,944	165,176	161,266
Celebrity	14,987	7,811	38,121	19,218	285,887	247,909
Malibu	0	0	0	0	0	890
Monte Carlo	3,533	1,774	8,721	5,616	86,129	96,491
Chevrolet	10,618	6,176	25,058	17,177	194,529	201,738
Corvette	1,162	671	2,542	1,996	28,211	20,757
Total Chevrolet	63,025	38,722	158,692	109,496	1,266,810	1,236,449
Firenza	1,153	1,379	2,974	4,661	39,363	49,059
Omega	0	216	0	1,068	0	32,395
Calais	3,936	19	10,897	29	98,428	29
Cutlass Ciera	11,090	2,387	35,282	10,615	266,707	193,347
Cutlass Supreme	8,617	4,229	24,917	15,578	178,384	246,229
Olds 88	5,421	3,712	15,645	13,681	160,337	204,797
Olds 98	4,771	2,052	12,049	8,693	92,858	74,604
Toronado	1,106	868	2,954	2,939	26,679	30,703
Total Oldsmobile	36,094	14,862	104,718	57,284	862,756	831,163
Fiero	2,928	2,266	8,180	6,175	76,335	79,129
1000	921	634	2,434	1,987	17,720	21,544
Sunbird	3,766	3,221	11,903	10,279	94,205	100,914
Phoenix	0	224	0	771	896	11,745
Firebird	2,578	2,081	7,048	6,808	81,669	81,286
Grand Am	4,621	25	11,640	26	81,842	26
6000	6,989	3,735	18,600	8,611	127,559	96,397
Bonneville	2,604	1,164	7,088	3,945	43,395	52,987
Grand Prix	3,068	1,362	8,263	4,399	48,002	57,687
Parisienne	3,040	1,615	8,295	4,691	54,291	43,266
Total Pontiac	30,515	16,327	83,451	47,692	625,914	544,981
GENERAL MOTORS	173,146	102,770	462,879	305,203	3,677,340	3,569,869
VOLKSWAGEN	2,868	2,121	6,492	4,814	59,211	61,715
HONDA	5,573	2,641	12,873	11,665	115,249	99,176
NISSAN	2,582	0	6,641	0	21,077	0
DOMESTIC TOTAL	314,120	197,585	839,382	556,672	6,539,338	6,100,590
IMPORT TOTAL			236,669	177,143	2,068,142	1,826,637
INDUSTRY TOTAL			1,076,051	733,815	8,607,480	7,927,227

As U.S. auto competition grows torrid

More mergers, joint ventures due

Continued from Page 1

Chrysler Corp., will have capacity of one million units each. Japan's three largest auto makers—Toyota, Nissan and Honda—also will have capacity in North America and capacity in Japan aimed at North America amounting to one million units each.

Adding up the North American automobile capacity of the three domestics and three Japanese auto makers puts the total at 10 million units, only 1.6 million units less than what total car sales are expected to be in 1990.

But the six U.S. and Japanese biggies are not the only ones with eyes on North America.

The smaller Japanese auto companies were virtually shut out of the U.S. market by the Voluntary Restraint Agreement, leaving them with an overabundance of unused capacity in Japan. They aren't about to be caught by protectionism again. They, too, have plans for North American production.

Based on present plans, Japanese companies will have 1.4 million units of car production capacity in the U.S. by 1990.

Further, Japan's auto makers, now running at 85 percent of capacity at home, will be pressured even more to find a place to sell their domestic production as sales in their home market slow.

The most recent World Outlook again has downgraded forecasts for car sales in the Japanese market. While domestic sales will rise only about 8 percent by 1990, domestic production will rise 15 percent by 1990 to 8.2 million units.

In addition, the European prestige companies which have enjoyed phenomenal success in sales and profits in the U.S. during the recent boom, have plans to hike capacity. Saab, Volvo, BMW and Mercedes-Benz have planned substantial capacity increases.

Hammond suggested that if the European companies can't find a market at home for the extra capacity, they will surely look to the U.S.

There also will be the newcomers to the U.S. market, most notably the South Koreans. Hyundai also has North American production plans.

Simply put, there are not enough car sales to go around.

The situation could be worse if the more-pessimistic predictions for car sales by 1990 prove to be accurate. The Arthur Andersen & Co. Delphi study of the automobile industry, for example, puts 1990 sales at 10.5 million units. The Delphi survey is based on responses of vehicle manufacturing and auto supplier executives.

• Previous World Outlooks further showed the Japanese will be the beneficiaries of any increased sales in the U.S. (Automotive News, April 29, 1985). Toyota is expected to enjoy a 10-percent increase in U.S. sales by 1991; Nissan will have a 20-percent increase; Honda, 56-percent.

Hammond looks across the Atlantic to Western Europe for a glimpse of what the future will bring to the North American motor vehicle market of the 1990s.

Collectively, Western European auto companies have lost money for six straight years. Though individual companies have improved their financial condition somewhat, there appears no end in sight to the losing trend.

The five major manufacturers continue to have virtually equal market shares. "Each is in a position to be an industry leader," Hammond said. "They have huge capacity so they are prepared if the market swings their way. But that causes huge fixed costs."

The European manufacturers now are faced with what North American manufacturers will be faced with in the 1990s, Hammond said. They must decide if they should shed capacity and become profitable or tough it out, sacrificing short-term profits in hopes that the market will pick up and swing their way.

Hammond sees a solution in the avenue that Ford and Fiat apparently have chosen in Europe. The companies are discussing some sort of cooperative effort that has not yet been detailed.

U.S., Japanese and South Korean manufacturers already have complicated entanglements in terms of equity positions and joint ventures. However, a Chrysler-Mitsubishi partnership, for example, may not create a big enough entity to do battle in the 1990s environment, Hammond said.

Golden Oldsmobile opens in Florida

Harry E. Spyies cuts the ribbon for Golden Oldsmobile, Port Richey, Fla. Witnessing are Dennis D. Higginbotham, left, financial investor, and John A. Martabano, Oldsmobile zone manager.

Taurus priced at $9,645; Sable starts at $10,700

Continued from Page 2

the impact of the latest Taurus/Sable delay on Ford Motor's hopes of capturing 20 percent of the U.S. car market in 1986.

"We'll have extremely good stocks as we enter the new year, both on Taurus and Sable and on Aerostar," he said. "So we will have a lot of guns firing."

Ford and L-M dealers have shown early enthusiasm for the new intermediates, according to Lataif. He said retailers have already ordered more than 75,000 units and the company expects to have 110,000 orders on hand by the time the cars are publicly introduced.

Ford is aiming at sales of about 550,000 Taurus/Sable models during the 1986 calendar year. Rewey projected sales of 375,000 to 400,000 for Taurus and about 150,000 for Sable.

Rewey said the "national planning mix" is 70 percent sedans and 30 percent weagons, but he added, "On the West Coast and the East Coast, I think the wagon could be 40 percent or more."

Lataif last week predicted 1986-model-year car sales of 10 million units and truck sales approaching the record 4.6 million sold in the 1985 model year. He forecasted sales of more than 2.0 million Ford, Mercury and Lincoln cars, improving the company's market share from 19.7 percent during the 1985 model year to about 20 percent.

He predicted sales of 1.3 million Ford trucks, boosting the company's market share from 27 percent to about 30 percent. Officials are aiming at 13 percent of the car market for Ford Division and 7 percent for Lincoln-Mercury.

Johnson promoted

COVENTRY, England.—Jeffrey Johnson has been named managing director of Austin Rover Deutschland GmbH. He had been Austin Rover's director of fleet operations since 1982.

Prices increased $373 on U.S. cars for '86

Continued from Page 1

Co., $350; Chrysler Corp., $320; American Motors, $208; Volkswagen, $107; Nissan, $50, and Honda, $562.

The $373 average for the domestics is sales-weighted on the share of the domestic market held by each manufacturer.

The Honda figure is much higher than the full-line boost of $387 announced by the company. That is because Accord, the only Honda built in this country, is all-new for 1986 and bears the brunt of the company's increase. Honda's imported models are up considerably less than the $387 average.

Chrysler and AMC completed the domestic pricing derby last week. Chrysler's hike is estimated at $320; AMC's at $208 for the combined Renault Alliance-Eagle and AMC Eagle lines.

Chrysler's price announcement followed the obfuscatory line originated by GM and then adopted by Ford. Each of the Big Three refused to put a dollar figure on their 1986 boost. They divulged only percentage hikes—3 percent for GM, 2.9 percent for Ford and 2.7 percent for Chrysler.

By means of a simple mathematical procedure, Automotive News determined that Chrysler's bump was $320. As noted, GM's was $400 and Ford's was $350.

Chrysler's dealer discounts and destination charges are unchanged for 1986. So are GM's and Ford's.

Chrysler's $320 average hike is for comparably equipped 1986 and 1985 models. That means the company added the price of any options made standard to the 1985 price before making its comparison and arriving at its announced 2.7 percent hike. GM and Ford did the same.

On a straight sticker-to-sticker basis, the increases for each of the Big Three are substantially higher than those announced.

Chrysler did not provide a rundown on equipment made standard for 1986, but there apparently was a lot of it.

For example, a Dodge Daytona coupe is $9,013 for 1986, an increase of $508. Chrysler said it's *down* $132 on a comparably equipped basis. The Plymouth Caravelle SE four-door sedan is $9,810, a boost of $803. Comparably equipped, it's up $310, Chrysler said.

The Plymouth Turismo/Dodge Charger coupe jumped $198 to $6,782, but the comparable figure was put at $119. The Plymouth Reliant SE/Dodge Aries SE four-door sedan is up $319 at $7,758. Comparably equipped: Up $139.

AMC was the only one of the four "native" U.S.manufacturers to provide a complete rundown on its price changes. AMC supplied a pecentage increse, a dollar increase and model-by-model prices of its 1986 cars.

Renault Alliance and Encore rose an average of $193, or 2.4 percent, on a comparably equipped basis, and the Eagle four-wheel-drive passenger car climbed $358. Automotive News combined Alliance-Encore and Eagle on a sales-weighted basis and placed a hike of $208 on the full AMC car line.

The base Allliance two-door sedan went up only $4, to $5,999, but that was partly the result of a cut of one percentage point in the dealer discount (from 10 percent to 9 percent).

Other Alliance two-door and four-door sedans rose $110. Alliance convertibles climbed $262.

The base Encore two-door hatchback has been dropped, and other Encore two-door and four-door hatchbacks jumped $350 (S series), $250 (LS series) and $408 (GS series). The lowest-priced 1986 Encore is $6,960.

Eagle prices are: Four-door sedan, $10,719 (up $262); four-door wagon, $11,489 (up $362), and Limited four-door wagon, $12,179 (up $286).

Destination charges were increased on all lines except Alliance, which stays at $358. Encore's destination charged was hiked $22 and now is the same as Alliance's. Destination charges on other lines went up $8 to $12.

AUTOMOTIVE NEWS WORLD OUTLOOK

Generated by Data Resources Inc.

(In Millions)

	1983	1984	1985	1986	1987	1988	1989	1990
NEW CAR REGISTRATIONS								
Total Western Europe*	10,469	10,161	10,088	10,607	10,893	11,054	11,151	11,330
Germany	2,427	2,394	2,255	2,536	2,504	2,572	2,650	2,687
France	2,018	1,758	1,840	1,918	2,041	2,053	1,978	2,040
United Kingdom	1,792	1,750	1,698	1,732	1,773	1,715	1,771	1,802
Italy	1,581	1,636	1,672	1,660	1,714	1,775	1,788	1,753
Total U.S.	9,178	10,330	10,825	10,575	10,863	11,131	11,361	11,643
Japan	3,136	3,096	3,151	3,198	3,187	3,262	3,321	3,408
CAR PRODUCTION								
Total Western Europe*	11,140	10,723	10,973	11,316	11,638	11,858	11,966	12,258
Germany	3,878	3,790	3,962	4,131	4,139	4,211	4,291	4,379
France	2,961	2,713	2,677	2,749	2,937	2,986	2,916	2,922
United Kingdom	1,045	909	941	972	1,006	992	1,030	1,109
Italy	1,396	1,439	1,424	1,409	1,454	1,508	1,545	1,557
Total North American	7,746	8,894	9,040	8,163	7,875	8,289	8,377	8,534
Japan	7,152	7,073	7,491	8,033	8,267	8,289	8,269	8,369
NEW TRUCK REGISTRATIONS								
Western Europe**	1,139	1,116	1,172	1,196	1,179	1,198	1,245	1,260
U.S.	3,161	4,092	4,642	4,590	4,710	4,630	4,740	4,860
TRUCK PRODUCTION								
Western Europe**	1,307	1,224	1,319	1,359	1,352	1,377	1,424	1,441
North America	2,971	3,958	4,241	4,137	4,321	4,230	4,279	4,361

*Includes Germany, France, United Kingdom, Italy, Netherlands, Belgium, Denmark, Ireland, Greece, Sweden, Norway, Finland, Switzerland, Austria, Spain and Portugal.
**Includes Germany, France, United Kingdom, Italy, Spain, Sweden, Netherlands, Belgium, Switzerland, Austria and Denmark.

Third-quarter total best since '77

September output rises 15 pct.

U.S. auto production for September—637,004 units—was up 15.26 percent from August's 552,673 and was 17.57 percent better than the 541,792 cars built last September.

Third-quarter output of 1,808,215 cars was 11.36 percent higher than last year's 1,623,724 for the corresponding period and was the best third-quarter build since 1977, when 1,966,345 cars were assembled.

Last week's estimated auto production of 179,335 units was up 5.67 over the previous week's 169,716 and was 7.78 percent higher than the year-ago week's 166,395.

So far this year, 6,360,585 cars have been assembled, 5.07 percent more than the 6,053,887 built last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 58.08 percent; Ford Motor Co., 19.16 percent; Chrysler Corp., 16.62 percent; American Motors, 1.53 percent; Honda of America Mfg. Co., 1.43 percent; Volkswagen of America, 1.31 percent; New United Motor Mfg., Inc., 1.06 percent, and Nissan Motor Mfg. Co., U.S.A., 0.81 percent.

GM scheduled Saturday (Oct. 5) overtime at the following plants: Arlington, Tex.; Doraville, Ga.; Framingham, Mass.; Lakewood, Ga.; Pontiac (G line), and Lordstown, O.

Ford has daily overtime scheduled this week (Oct. 7) at its plants in Chicago; Dearborn; Edison, N.J.; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Saturday (Oct. 12) overtime is scheduled for Ford's plants in Dearborn, Edison, Wayne and Kansas City.

Saturday (Oct. 5) overtime was scheduled for Chrysler plants in St. Louis (Nos. 1 and 2).

The plants in St. Louis and Newark, Del. are slated for daily overtime this week.

Production of the front-wheel-drive Oldsmobile 88 began Sept. 30 at GM's Willow Run (Mich.) and Wentzville (Mo.) plants.

Hoglund makes it emphatic: No import in Saturn plans

By Michelle Krebs
Financial Editor

TROY, Mich.—William E. Hoglund, president of General Motors' Saturn Corp., denied that Saturn plans to import cars from GM's overseas subsidiaries for sale through its dealers.

"We are not talking to offshore companies," Hoglund said last week at the dedication of Saturn's corporate headquarters here.

Published reports had quoted GM Chairman Roger B. Smith as saying GM was considering importing cars from its subsidiaries in Europe and Brazil to round out the product line for Saturn dealers.

Building an all-American car to compete against Japanese imports is the principal objective of Saturn, Hoglund said, as hundreds of red, white and blue balloons were sent into the air from the top of Saturn headquarters and American marching band music played over the public address system.

However, Hoglund refused to give a hint as to what else, aside from the Saturn line, Saturn dealers would be provided with.

"That's four years away. I'm not going to talk about marketing plans," Hoglund said.

Hoglund also said a second Saturn plant would not be built until the first one was running smoothly. "We're concentrating all of our efforts on getting the job done in Spring Hill (Tenn.). We're not even thinking about a second plant now," he said.

Smith said Saturn would add a second plant when it sells the capacity of the first. "I hope we'll need a second plant . . . We have to see a few more cars before we're willing to make our bet," Smith said.

Smith said GM needs a million cars for at the bottom end of the market. Saturn will provide half that number.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 5, 1985	Week Ended Oct. 6, 1984	Week Ended Sept. 29, 1985	Sept. Total	Jan. 1 to Oct. 6, 1984	Jan. 1 to Oct. 5, 1985
AMERICAN MOTORS	0	0	410	1,558	16,982	8,279
FORD MOTOR	10,848	10,175	9,719	39,683	329,911	380,574
GENERAL MOTORS	14,095	11,783	9,537	49,485	462,941	416,235
VOLVO	225	180	225	787	8,011	7,648
Total Cars, Canada	25,168	22,138	19,891	91,513	817,845	812,736

U.S. TRUCK PRODUCTION☆

	Week Ended Oct. 5, 1985	Week Ended Oct. 6, 1984	Week Ended Sept. 29, 1985	Sept. Total	Jan. 1 to Oct. 6, 1984	Jan. 1 to Oct. 5, 1985
CHEVROLET	23,329	18,976	23,510	99,335	767,494	910,566
DODGE	4,600	4,114	5,522	21,138	158,307	168,309
FORD	27,419	25,663	25,553	93,690	910,360	908,901
GMC	6,729	6,337	6,219	27,581	248,920	282,692
INTERNATIONAL	1,560	1,577	1,544	6,320	58,518	58,676
JEEP	5,600	3,294	5,716	24,110	143,460	167,508
NISSAN	2,880	2,150	2,624	10,426	73,217	83,680
AM GENERAL	50	50	50	240	2,010	1,930
MISCELLANEOUS	2,000	1,000	2,000	8,150	40,000	72,553
Total Trucks, U.S.	74,167	63,161	72,738	290,990	2,402,286	2,654,815

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 5, 1985	Week Ended Oct. 6, 1984	Week Ended Sept. 29, 1985	Sept. Total	Jan. 1 to Oct. 6, 1984	Jan. 1 to Oct. 5, 1985
CHRYSLER	8,796	5,536	9,060	36,115	276,081	308,489
FORD	3,648	3,303	3,611	14,099	117,581	125,127
GENERAL MOTORS	5,760	5,628	4,407	21,729	222,096	216,601
INTERNATIONAL	235	216	232	690	6,380	8,005
Total Trucks, Canada	18,439	14,683	17,310	72,633	622,138	658,222
N. American Trucks	92,606	77,844	90,048	419,622	3,024,424	3,313,037

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

Truck production for 3rd quarter best since '78

Third-quarter domestic truck production of 824,514 units was 14.38 percent more than the 720,846 for the corresponding period last year and was the best third-quarter output since 1978 when 856,513 units were assembled.

The makers' September build—290,990 units—was down 1.39 percent from August's 295,090, but was 20.39 percent more than last September's 241,698.

Scheduled production of 74,167 trucks last week was 1.96 percent more than the previous week's 72,738 and 17.43 percent better than the year-ago week's 63,161.

So far this year, 2,654,815 trucks have been assembled, 10.51 percent more than the 2,402,286 built last year at this point.

Saturday (Oct. 5) overtime was scheduled at General Motors' plant in Lordstown, O.

Ford Motor Co. has daily overtime scheduled this week (Oct. 7) at these plants: Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk.

Saturday (Oct. 12) overtime is slated for the Ford plant in Kansas City.

Chrysler Corp. has scheduled two nine-hour daily shifts this week at its Warren (Mich.) plant.

Canadian cars set record for third quarter

Third-quarter production of 246,760 cars in Canada was up 18.57 percent from last year's 208,118 and was a record for the period.

September output of 91,513 cars was 4.29 percent more than the 87,752 units built in August and 28.73 percent more than the 71,087 cars assembled in September, 1984.

It was the highest September production since 1978 when 100,598 units were built.

Estimated car production of 25,168 last week, was 26.53 percent more than the previous week's 19,891 and 13.69 percent more than the year-ago week's 22,138.

So far this year, 812,736 cars have been assembled, 0.62 percent below the 817,845 built at this point last year.

The September truck total of 72,633 was a record. It was 27.57 percent more than the 56,934 trucks built in August and 4.63 percent more than the 69,421 units built in September, 1984.

Third-quarter truck production of 180,657 also was a record. It was 1.81 percent above the 177,442 units built in September, 1984.

Last week's estimated output of 18,439 trucks was 6.24 percent ahead of the previous week's 13,710 and 11.54 percent more than the year-ago week's 14,683.

Year-to-date, 658,222 trucks have been assembled, 5.96 more than the 622,138 units built last year at this point.

American Motors' plant in Brampton, Ont., was closed last week for inventory adjustment.

U.S. CAR PRODUCTION

	Week Ended Oct. 5, 1985	Week Ended Oct. 6, 1984	Week Ended Sept. 29, 1985	Sept. Total	Jan. 1 to Oct. 6, 1984	Jan. 1 to Oct. 5, 1985
AMERICAN MOTORS	2,750	0	2,870	11,497	149,565	89,524
Renault Total	2,750	0	2,870	11,497	149,565	89,524
Alliance	2,000	0	1,965	7,912	84,573	57,825
Encore	750	0	905	3,585	64,992	31,699
CHRYSLER CORP.	29,800	30,842	29,368	111,452	947,251	1,011,097
Plymouth Total	8,050	10,397	8,673	32,607	286,273	293,432
Horizon	2,800	3,976	2,908	11,602	123,645	112,901
Reliant	4,000	4,790	4,176	15,745	134,211	129,656
Caravelle	1,000	1,126	1,320	4,158	12,096	37,670
Gran Fury	250	505	269	1,102	16,321	13,205
Chrysler Total	11,100	8,687	10,188	36,395	310,624	331,740
LeBaron	2,500	2,610	1,829	5,398	90,261	71,742
LeBaron GTS	2,700	190	2,731	10,584	0	76,153
Laser	1,500	1,608	1,242	4,795	55,037	42,247
New Yorker/E-Class	1,400	1,701	1,638	5,224	73,392	52,087
Fifth Avenue	3,000	2,578	2,748	10,394	91,934	89,511
Dodge Total	10,650	11,758	10,507	42,450	350,354	385,925
Omni	2,600	3,329	2,545	10,378	115,769	108,961
Aries	3,100	3,940	3,143	13,902	106,249	108,664
Daytona	1,100	1,287	925	3,720	40,899	37,519
Dodge 600	1,600	1,817	1,630	5,523	58,646	50,958
Lancer	1,600	148	1,669	6,442	0	52,322
Diplomat	650	1,237	595	2,485	28,791	27,501
FORD MOTOR	34,356	41,369	33,583	120,861	1,352,672	1,269,226
Ford Division	24,333	27,592	24,195	86,099	876,749	849,500
Escort	7,756	7,368	8,200	29,665	267,290	257,641
Mustang	4,159	3,522	4,083	17,595	105,677	139,625
LTD	4,497	5,433	3,835	16,583	172,939	163,197
Taurus***	0	0	0	0	0	0
Thunderbird	4,661	3,142	3,879	7,924	114,300	134,704
Crown Victoria	0	1,875	0	0	63,939	7,122
EXP	0	1,084	0	0	30,940	3,863
Tempo	3,260	5,168	4,198	14,332	121,664	143,348
L-M Division	10,023	13,777	9,388	34,762	475,923	419,726
Mercury Total	6,395	9,586	6,454	23,248	347,299	295,805
Lynx	1,406	1,426	1,466	5,273	53,942	55,551
Capri	380	502	371	1,607	12,718	14,641
Marquis	1,661	2,438	1,515	6,331	89,555	78,948
Sable***	0	0	0	0	0	0
Cougar	2,358	2,614	2,100	5,151	87,099	97,362
Grand Marquis	0	1,747	0	0	71,675	6,395
Topaz	590	859	1,002	4,886	32,340	42,908
Lincoln Total	3,628	4,191	2,934	11,514	128,624	123,921
Continental	500	759	409	1,595	28,787	19,885
Lincoln	2,723	2,970	2,202	8,633	78,583	90,285
Mark VI/VII	405	462	323	1,286	21,254	13,751
GENERAL MOTORS	104,159	90,623	97,286	363,754	3,442,681	3,740,517
Buick Total	22,794	24,096	20,755	78,545	758,625	778,169
Skylark	0	3,228	0	0	83,395	40,953
Skyhawk	2,112	2,004	1,683	6,588	108,378	81,508
Somerset Regal	2,890	1,822	3,446	12,625	7,916	96,511
Century	8,220	5,967	6,411	27,493	173,563	216,491
Regal	4,121	2,980	3,931	13,368	144,715	105,604
LeSabre/Electra(rwd)	760	5,373	501	2,026	160,056	90,603
LeSabre (fwd)	456	0	89	197	0	623
Riviera	234	1,146	47	162	38,833	45,681
Electra(fwd)	3,991	1,576	4,647	16,086	41,769	100,195
Cadillac Total	5,290	7,244	4,669	16,751	253,638	263,319
Cimarron	595	0	718	956	13,421	20,501
Seville	184	737	68	153	29,038	27,571
Eldorado	253	1,634	59	196	58,353	52,204
Cadillac (rwd)	669	1,541	532	1,349	93,972	31,783
DeVille (fwd)	3,589	3,332	3,292	14,097	58,854	131,260
Chevrolet Total	35,102	26,205	34,073	127,586	1,186,766	1,260,897
Chevette	3,036	3,230	2,423	10,523	143,103	123,210
Cavalier	10,058	9,427	11,562	40,196	326,282	382,664
Celebrity	4,242	7,972	5,381	20,711	225,288	209,744
Camaro	4,984	934	4,561	16,160	186,358	162,710
Citation	0	1,347	0	0	86,784	28,697
Malibu/El Camino	0	417	0	0	19,074	1,199
Monte Carlo	3,185	1,651	2,646	11,184	81,477	108,317
Chevrolet	8,597	2,724	6,493	25,058	93,080	208,821
Corvette	1,000	503	1,007	3,754	25,320	35,735
Oldsmobile Total	23,752	19,332	20,404	78,708	827,738	918,159
Omega	0	0	0	0	29,289	0
Firenza	1,234	1,475	1,198	4,528	55,719	49,146
Cutlass Supreme	5,892	4,471	4,969	19,580	202,784	179,665
Cutlass Ciera	8,706	1,988	5,917	24,179	194,049	274,016
88/96 (rwd)	688	6,139	819	2,026	248,336	161,626
88 (fwd)***	800	0	0	640	0	800
Olds 98	3,303	2,916	4,067	15,428	54,698	110,796
Calais	2,960	1,454	3,392	12,864	9,029	115,208
Toronado	169	889	42	103	33,834	27,442
Pontiac Total	17,221	11,746	17,385	62,164	415,914	519,973
Acadian**	0	394	733	1,655	11,554	11,558
2000 Sunbird	3,230	2,768	3,122	11,221	113,333	108,845
1000	1,135	1,063	1,346	2,526	31,791	22,476
Firebird	2,636	534	2,374	8,443	86,711	86,742
Phoenix	0	0	0	0	14,116	0
6000	1,281	0	566	2,659	0	40,023
Grand Prix/Bon'vle	0	0	0	0	29,733	0
Parisienne	2,789	2,713	2,573	9,936	30,349	61,888
Fiero	2,400	2,839	2,402	9,600	93,243	86,438
Grand Am	3,750	1,435	4,269	16,122	5,084	102,003
HONDA	2,570	2,874	1,102	9,786	103,577	114,816
NISSAN	1,450	0	1,317	5,160	0	25,891
NUMMI (Nova)*	1,900	0	1,900	7,342	0	36,649
VOLKSWAGEN	2,350	687	2,290	7,152	58,141	72,865
Total Cars, U.S.	179,335	166,395	169,716	637,004	6,053,887	6,360,585
Total Cars, Canada	25,168	22,138	19,891	91,513	817,845	812,736
N. American Cars	204,503	188,533	189,607	728,517	6,871,732	7,173,321
N. American Trucks	92,606	77,844	90,048	363,623	3,024,424	3,313,037
North American Cars and Trucks	297,109	266,377	279,655	1,092,140	9,896,156	10,486,358

*—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

Silver dealer

AMHERST, Va.—Peyton D. Brockman, Brockman Chevrolet, Inc., has received a 25-year-dealer award from Chevrolet.

Automotive News

October 14, 1985

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Stock falls to 13-year low with 36-day car supply

By Arthur Flax
Automotive News Staff

Incentives gobbled up inventories of new domestic cars in September, driving the industry to the lowest days-supply count in almost 13 years.

On Oct. 1, the days' supply of new domestic cars stood at 36, a figure unmatched since Nov. 1, 1972, and unbeaten since Sept. 1, 1972, when the days' supply was 35.

There were 1,242,071 new domestic cars in stock on Oct. 1 at factories and dealerships and in transit to dealerships. That was the lowest total since Nov. 1, 1933 when there were 1,224,092 units in stock.

The new model year starts Oct. 1, and inventories of new automobiles traditionally drop in the autumn. But incentives have seldom been as successful in clearing stock as they were this year.

The incentives—7.5 or 7.7 percent financing—ended Oct. 2. However Ford Motor Co., General Motors and American Motors are offering new finance incentives of 8.8 percent on selected models.

The ideal days' supply is generally considered to be 50 days.

The industry's 36-day supply on Oct. 1 was 15 days lower than the 51-day figure on Sept. 1. On Oct. 1, 1984, it was 54 days.

Of 76 nameplates, only seven had a higher days-supply figure on Oct. 1 than on Sept. 1. Fifty-two nameplates were below 50 days' supply.

• Nissan trimmed its days' supply of domestic-built cars the most of any manufacturer last month, followed by Ford, AMC, Chrysler, GM, Volkswagen and Honda.

Nissan's supply dropped 25 days. Other declines were: Ford, 21 days; AMC, 16 days; Chrysler, 14 days; GM and VW, 13 days, and Honda, 3 days.

Ford had the lowest days' supply of the Big Three manufacturers, with 26.

The Oct. 1 unit count was divided this way by maker: GM, 57.70 percent; Ford, 19.95 percent; Chrysler, 17.32 percent; AMC, 3.30 percent; VW, 1.19 percent; Nissan, 0.33 percent, and Honda, 0.21 percent.

On Sept. 1, the breakdown was: GM, 56.45 percent; Ford, 23.05 percent; Chrysler, 15.81 percent; AMC, 2.92 percent; VW, 1.17 percent; Nissan, 0.38 percent, and Honda, 0.22 percent.

By market class, the latest stockpile was divided this way: Subcompact, 18.34 percent; compact, 21.03 percent; intermediate, 35.89 percent; standard, 11.11

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Indy pace car

Corvette will lead the way

A Corvette convertible will be the pace car for Indy 500 May 25. It is the seventh time a Chevrolet has been chosen, and Chevy says this will be the first "street-legal" Indy pace car since 1978 when another Corvette led the pack. The Corvette ragtop, the first since 1975, will be introduced in March.

NEW-CAR STOCKS

	Oct. 1, 1985	Sept. 1, 1985	Oct. 1, 1984
Alliance	77	102	82
Encore	95	88	91
Eagle	66	103	118
AMERICAN MOTORS	81	97	89
Caravelle	70	100	85
Horizon	38	64	77
Reliant	49	50	70
Turismo/TC-3	42	53	63
Plymouth	58	70	64
Plymouth Total	47	59	70
LeBaron	47	68	54
LeBaron GTS	65	50	.....
Laser	36	60	82
Fifth Avenue	30	57	68
N. Yorker E/E-Class	75	94	59
Chrysler Total	45	64	64
Omni	40	64	73
Daytona	32	47	80
Charger/024	38	53	72
Aries	53	55	67
600	64	83	69
Lancer	62	67	.....
Diplomat	67	80	78
Dodge Total	50	61	72
CHRYSLER CORP.	47	61	68
EXP	25	38	96
Escort	21	40	61
Tempo	14	40	54
Mustang	50	46	54
Thunderbird	32	51	77
LTD	34	56	42
Crown Victoria	27	61	67
Ford Division	26	47	59
Lynx	24	41	72
Topaz	16	47	57
Cougar	27	42	55
Marquis	47	69	33
Grand Marquis	20	47	67
Capri	47	64	95
Total Mercury	27	48	57
Continental	37	60	70
Lincoln	23	49	55
Mark VII	32	61	76
Lincoln Total	26	52	62
FORD MOTOR	26	47	58
Skyhawk	61	74	48
Skylark	35	53	40
Century	29	39	36
Regal	34	58	42
Somerset Regal	93	77	.....
LeSabre	35	51	46
Electra	43	63	24
Riviera	65	98	55
Buick Division	42	57	42
Cimarron	20	53	63
Eldorado	76	117	66
Cadillac	34	53	22
Seville	92	130	46
Cadillac Division	42	69	38
Nova	91	119	.....
Chevette	27	52	43
Cavalier	34	40	36
Citation	20	59	101
Camaro	35	36	72
Celebrity	28	40	48
Monte Carlo	76	96	53
Chevrolet	40	61	71
Corvette	113	122	78
Chevrolet Division	38	50	54
Firenza	92	110	61
Cutlass Ciera	22	34	34
Cutlass Supreme	27	36	33
Calais	47	48	.....
Olds 88	37	71	41
Olds 98	44	39	27
Toronado	59	103	65
Oldsmobile Division	34	45	41
Fiero	48	47	33
1000	40	51	69
2000 Sunbird	32	41	47
Firebird	36	28	55
6000	26	39	41
Bonneville	32	63	56
Grand Am	31	44	.....
Grand Prix	30	59	60
Pontiac	41	46	91
Pontiac Division	33	44	56
GENERAL MOTORS	37	50	48
VOLKSWAGEN	55	68	44
HONDA	5	8	1
NISSAN	15	40	.....
Total U.S. Cars	36	51	54
SUBCOMPACT	33	51	58
COMPACT	35	45	53
INTERMEDIATE	36	49	50
STANDARD	34	58	62
LUXURY	42	64	46

Why Ford-Fiat deal failed
Page 2

Dealers expect another strong year

'86s overcoming sluggish launch

By Richard Johnson
Detroit Reporter

The lapse of 1985 year-end incentives and sporadic supply of new 1986 cars has apparently gotten the new model year off to a lackluster start.

An Automotive News check of dealers around the country turned up reports of slow traffic since the 7.7 and 7.5 percent finance deals ended and 1986 models took center stage in October.

But by late last week, there were signs of brisker retail business. Another round of finance deals was apparently pulling more people into showrooms and more 1986 models were reaching dealerships. Overall, dealers sampled expect another strong year for the industry, though many believe finance incentives will continue to play a big marketing role.

The phenomenal success of cut-rate financing in late August and September left carryover stocks unusually low, putting some dealers in a supply squeeze while waiting for 1986 models to roll in.

In addition, some all-new products for 1986, including Ford Taurus/Mercury Sable, Cadillac Eldorado and Seville, Oldsmobile Toronado Delta 88 and Buick Riviera and LeSabre won't debut until later in the year—stealing some excitement from the traditional intro period.

"We're not off to a real good start," said Willie Starks, general manager, Peninsula Pontiac, Torrance, Calif. "But we hope to be doing great by the end of the month."

"Business fell off as soon as the 7.7 ended, but it is starting to come back," said John Criscione, general manager, Fruitrich Cadillac-Olds, Bridgeport, Conn.

"There was a big decline after the 7.7," said Payton Wells, a Chevrolet dealer in Indianapolis. "Now, they are starting to come back since they put on the other limited incentives."

General Motors, Ford Motor Co. and American Motors last week announced 8.8-percent financing on certain 1985 and 1986 cars and trucks—offers good through late November. But dealers queried by Automotive News last week seemed uncertain about the impact of the new loan deals.

"I'm not sure if the 8.8 is going to help," said Starks. "I don't know what is going to happen once customers get through some of the fine print."

"Manual transmissions didn't light our fire," said John Megel, general sales manager, Hub Ford, Atlanta, referring to Ford's offer, which applies to 1985 and 1986 Escort, Lynx, Tempo and Topaz models equipped with manual tranmissions. "But we're going to keep an open mind and try to move vehicles."

Megel, who reported a sharp drop in business after the broad 7.7 APR incentives came off, said cut-rate financing has become a

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Service Index shows gains in all areas

By Jack Walsh
Service Editor

August service and parts volume reported by the nation's franchised new-car and truck dealers was stronger than in the same month a year ago, with good gains in all areas of the business.

During the month, according to the Automotive News Service Index, shop volume was 6.9 percent higher than in August, 1984. Through August, business was up 8.3 percent over the first eight months a year ago.

In August, the leading indicator was total labor sales, customer-paid and warranty, with an increase of 9.8 percent over the total for the same month a year earlier.

There was a gain of 6.8 percent in August sales of parts and accessories to outside customers, while gross profit on all labor, parts and accessories sales—the most important indicator in the dealer's view—showed an increase of 6.5 percent over last year.

Sales of all parts and accessories during the month were 6.3 percent higher than a year ago, and the number of repair orders written, customer-paid and warranty, was up 6.2 percent. Sales of shop parts, those used in customer-paid and warranty repairs, were 5.7 percent higher than in 1984.

For the first eight months of the year, the biggest increase in vol-

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breaking news

Tramontana named Alfa managing director

MILAN, Italy.—Dr. Giuseppe Tramontana has been appointed managing director of Alfa Romeo. He was formerly chief executive of Italian textiles group Montefibre. The vacancy occurred when Corrado Innocenti left Alfa Romeo earlier this year to join the Enichem chemicals group.

Fiat names luxury sedan Croma

TURIN, Italy.—Fiat Auto has chosen the name Croma for the Type 4 luxury sedan it will introduce in December.

Toyota's '86 domestic sales target: 1.73 million

TOYOTA CITY, Japan.—Toyota Motor Corp., which expects to sell 1.68 million motor vehicles in Japan this year, has set next year's sales target 50,000 units higher at a record 1.73 million units. Toyota's 1986 projection is based on the growth in personal spending, replacement demand for the cars purchased in 1979-1980 and the introduction of new models. Toyota's January-September sales this year rose 3.3 per-

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NEWSPAPER

Negotiators tackle parity, outsourcing, work rules, job classifications

Chrysler and UAW near deadline

By Mary Connelly
Detroit Reporter

As Tuesday's contract expiration date nears, negotiators for the UAW and Chrysler Corp. are tackling the union's chief demands of wage and benefit parity and limits on outsourcing and the company's push for greater productivity through changes in work rules and job classifications.

The Chrysler-UAW pact, covering approximately 70,000 hourly and salaried employes in the U.S., expires at 11:59 p.m. Tuesday (Oct. 15). At presstime, the UAW had not set a strike deadline in the U.S., but workers at St. Louis Assembly II have notified Chrysler they will strike if local issues are not resolved when the contract expires.

An economic proposal presented by Chrysler to the union last week did not address the issue of curtailing outsourcing, one of the UAW's chief demands. However, Thomas W. Miner, Chrysler industrial relations vice president, termed the issue "critical" and said late last week that the company would respond to the union demand.

The UAW has demanded that Chrysler curtail the practice of using outside suppliers when the union can demonstrate that the job can be done as efficiently and economically within the corporation. The union also wants the return of work supplied by non-UAW members at outside firms.

Chrysler's economic proposal, which both sides declined to detail, was designed to achieve "a more efficient company" and reduce the "current competitive cost disadvantages" in developing small vehicles, Miner said.

Chrysler's main thrust throughout the negotiations has been alteration of work rules and job classifications, which the company maintains will yield greater productivity and efficiency.

Chrysler earlier proposed trimming the number of job classifications from 500 to approximately six.

While the UAW has sought greater job security for its members through "insourcing" or returning jobs to Chrysler, Chairman Lee A. Iacocca said last week that increased productivity is the basis of job security.

"On one side, you have the money factor and the security factor, and obviously we've got to address both those issues," Iacocca said.

"On the other side, we can't talk security, certainly, without getting more productive in our plants against the Japanese or even other manufacturers around the world because productivity and quality go hand in hand. Without them, we're dead."

Miner said he did not anticipate movement on the "complex" job classification issue until the final days of negotiations. The UAW fears it may lead to loss of jobs.

"We're willing to step up to the cost involved in the consolidation because there are efficiencies that will more than pay for the costs," Miner said.

In presenting its economic proposal to the union last week, Miner said the package would boost productivity and help control costs. Chrysler is trying to narrow the cost advantage of Japanese auto companies in the small-car segment which some analysts peg at $2,500 a vehicle.

However, UAW President Owen Bieber termed Chrysler's initial economic proposal "woefully inadequate."

He said it did not bring Chrysler workers to parity with those at General Motors and Ford Motor Co. in terms of benefits or timing.

While Bieber did not elaborate, one area of contention is pension parity for Chrysler retirees.

The UAW is trying to recoup pension dollars lost during Chrysler's fight for economic survival. The company, however, has maintained that its pension bill is proportionately greater than that at GM or Ford because it has fewer active workers per retiree or surviving spouse.

Chrysler's response to the UAW's demand for wage parity was not disclosed. However, Chrysler workers currently earn

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Ephlin addresses GM board

In a first-ever union presentation to the General Motors board of directors, UAW Vice President Donald F. Ephlin, seated left, outlined ideas for broadened information sharing with UAW-represented GM employes. Ephlin, director of the union's GM Department, is shown with GM Chairman Roger B. Smith, seated center; GM President F. James McDonald, standing left, and board members Robert S. Hatfield and Catherine B. Cleary.

Caldwell retiring; Ford promotes Gilmour, Pestillo

DEARBORN.—Will M. Caldwell, Ford Motor Co. executive vice president and chief financial officer, will retire at the end of this year, and Allan D. Gilmour has been chosen to replace him, effective Jan. 1, 1986.

Peter J. Pestillo will succeed Gilmour as vice president—employe and external affairs. Pestillo currently is vice president—employee relations.

Caldwell, 59, also will retire from Ford's board of directors. He has been with the company since 1952. He was elected an executive vice president in 1979 and was appointed chief financial officer at that time.

Gilmour, 51, joined Ford in 1960 and was president of Ford Motor Credit Co. from 1975 to 1977. He was corporate controller when he was named to head employe and external affairs in 1984.

Pestillo, 47, joined Ford as labor relations vice president in 1980, coming from B.F. Goodrich Co., where he was employe relations vice president. He became Ford employe relations vice president last January.

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60th year—No. 5096

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Ford and AMC follow GM's lead

New incentives pegged at 8.8 rate

By Edward Lapham
Marketing Editor

It started again last week. General Motors, anxious to secure the calendar-year truck sales crown and boost its CAFE rating for cars, launched a new 8.8-percent finance incentive program.

Ford Motor Co., in order "to protect" its dealers, followed suit, as did American Motors.

Chrysler did not respond. Sources there said the company is taking a "wait-and-see position" pending the outcome of contract negotiations with the UAW.

The Chrysler-UAW national agreement expires tomorrow (Oct. 15), and the company faces a possible strike-caused shutdown.

The GM program, which had been rumored to be in the works for more than a week, is designed to clear out remaining 1985 models that were not depleted by the 7.7 APR program which ended Oct. 2.

In order to boost truck sales in the race for the crown, GM extended the 8.8-percent GMAC program to 1985 Chevrolet S-10 and Blazer units plus GMC S-15 pickup and Jimmy models sold from dealer stock from Oct. 7 through Nov. 20. Two-wheel-drive and 4WD versions are included.

Also included in the newest incentive are 1985 Oldsmobile Toronado, Buick Riviera and Cadillac Seville and Eldorado models delivered from dealer inventory from Oct. 7 through Nov. 13. The 1986 replacements for those models go on sale in mid-November.

In order to improve its CAFE, GM extended the 8.8 program to both 1985 and 1986 manual transmission models of Chevrolet Chevette, Cavalier and Camaro and Pontiac 1000, Sunbird, Fiero and Firebird bought from dealer stock or ordered during the incentive

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Chrysler to purchase 3rd finance company

By Michelle Krebs
Financial Editor

Chrysler Corp. has agreed to purchase a finance company from BankAmerica Corp. for $405 million. The purchase represents Chrysler's third and largest investment in the financial services industry in recent months.

FinanceAmerica is a diversified finance company involved in consumer lending, "brand name" wholesale financing for manufacturers and distributors and small business lending.

FinanceAmerica consists of two subsidiaries, FinanceAmerica Corp. and BA Financial Services Corp. It earned $15.8 million in 1984 and is on the way to increasing 1984's profits. In the first six months of 1985, the company made $9.9 million and had total assets of $2.8 billion as of June 30.

Headquartered in Allentown, Pa., the company has 2,100 employes with 267 offices in 42 states.

Chrysler Chairman Lee Iacocca said the acquisition of FinanceAmerica's non-automotive services and other finance capabilities will make Chrysler Financial Corp., under whose umbrella FinanceAmerica will fall, a more independent company with potential for significant growth and profitability.

Iacocca said the acquisition puts Chrysler "in the heart of the consumer finance business."

Since last spring, Chrysler Financial has acquired E.F. Hutton Credit Corp., now known as Chrysler Capital Corp., for about $150 million.

Located in Greenwich, Conn., and with 28 offices throughout the U.S., the company is a diversified equipment finance company engaged in commercial lending and leasing nationwide. Its gross finance receivables and operating leases amounted to $1 billion as of March 31.

Chrysler Financial also formed a joint venture with General Elec-

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But they agree it's a land of opportunity

Ford and AMC differ on China

No deal near, Halstead says

By Richard Johnson
Detroit Reporter

Despite a recent, well-publicized round of joint-venture talks between Ford Motor Co. officials and the Chinese, no deal appears imminent because Ford executives aren't yet convinced that China can achieve its ambitious industrialization objectives.

In addition, Ford Vice President Lindsey Halstead cited the lack of labor flexibility in China as a complicating factor.

"We're very reluctant to make a commitment that we aren't very confident can be achieved," said Halstead in an interview with Automotive News. "That is going to be one of the big gaps, I think."

In early August, Halstead conducted "exploratory talks" with Chinese Vice Premier Wan Li in Beidaihe in northeast China. Halstead visited the country at the invitation of China National Automotive Industry Corp., and the discussions centered upon a possible joint venture involving production of light trucks.

"I went to get some first-hand knowledge of just what the Chinese were interested in in terms of an automotive industry development," he said.

"It is clearly a very, very big potential future market. We continue to talk with them. We haven't any specific program that we're very close to reaching any decision on, but I was able to get kind of a view of what they were looking for."

Halstead said he hasn't returned to China since the August meetings, but he held out the possibility of returning at "some time in the future."

"It remains unclear at the moment whether we could put something together that is compatible with their desires," he said. "They have some very, very ambitious desires in terms of the development of their industry."

Halstead said the two sides discussed "a variety of ways of how they would see the development program." He also queried Chinese officials about their policies

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Beijing 4WDs sought for U.S.

By Richard Johnson
Detroit Reporter

The board of directors of Beijing Jeep, American Motors' joint venture in China, has approved an aggressive investment program aimed at quickly increasing local content to allow AMC to bring various stampings and pieces into the U.S.

But beyond using its two-year-old China venture as a base for the Far East and a low-cost supply source for North America, AMC Executive Vice President Joseph Cappy acknowledged a long-term goal to export finished vehicles to the U.S.

"Absolutely," said Cappy during an interview with Automotive News. "That's the whole reason for our involvement there. What you're seeing now is the Koreans and Taiwanese coming in and kind of usurping the Japanese. Well, the Chinese are going to come, and they're the ones that are right behind the Koreans.

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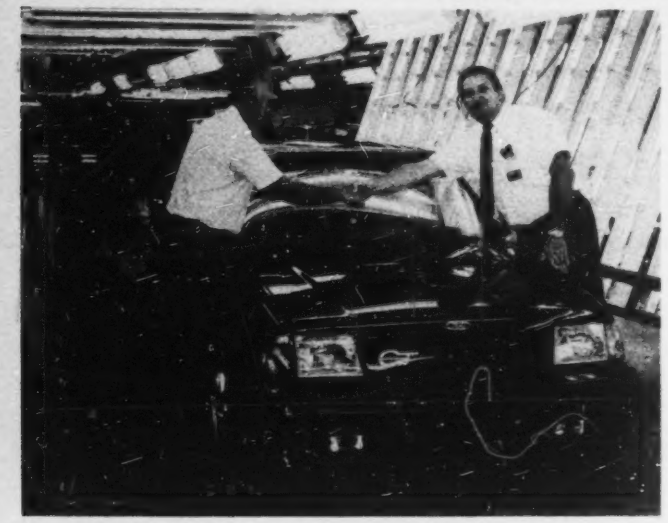

First of the '86s built at Ford's Edison plant

Ronald G. Wallace, right, manager of Ford Motor Co.'s Edison (N.J.) assembly plant, and Earl D. Nail, president of UAW Local 980, exchange congratulations following inspection of the first 1986 car built at the plant, the new Ford Escort GT. The Edison plant has 1,500 employes and assembles the Mercury Lynx as well as the Ford Escort.

Dealers expect another strong year

'86s overcoming sluggish launch

Continued from Page 1

necessary marketing implement, at least for the time being.

"People are expecting APR incentives and it is going to be hard to get them off that," he said. "We're definitely going to need it starting into the year and then gradually work our way off it."

"I expect Chrysler will follow suit very soon," said Nick Cassetta, general manager at Sarasota Chrysler-Plymouth, Sarasota, Fla. "But I'd like to see things get back to normal. I'd like to see people come in and buy a car because they want to buy a car."

"I have to say it was awful nice to have people begging us for cars," said Diane Waller, Waller Buick, Nashville. "It was nice to say, 'If you don't take it someone else will.' But right now, we really don't need them on anything until the inventory builds up some."

Dealers usually rely on some carryover units to bolster stocks while waiting for a steady supply of new-model-year vehicles. But the seven-week manufacturer sales blitz has made 1985 holdovers sparse.

"Because of the 7.7, carryover '85s ran out a little faster than normal," said Dennis Marquitz, general manager of Lou Fusz Pontiac, St. Louis. "It left us a little short of product."

"The 7.7 cleared us right out of '85s," said Charles Jordan, sales manager, Jim Skinner Ford-AMC, Birmingham, Ala., who cited a "very bad" inventory of 1986 models with the exception of Jeep.

"Generally, we would have a little better inventory than we have now," added Megel.

"We don't have all the models we're looking for," said Starks. "They're in the order bank, but we don't have the inventory right now."

The supply shortages are causing some dealers to hold off on pronouncements about the new model year.

"Our business has been brisk, but it is no test of any kind," said Charles Betts, Betts Cadillac, Des Moines. "We're still in '85s. I have less than six '86s on the lot."

Betts said the 7.7-percent late-summer finance rate "was a real hummer."

"That really broke the logjam for us," he said.

Since the incentives came off, there has been a limited amount of new product curiosity value to draw customers into showrooms. GM's new E-body models will not be unveiled until Nov. 14 and public sale of Ford's Taurus/Sable intermediates has been delayed until Dec. '6.

But Pontiac, Buick and Oldsmobile dealers surveyed last week said heads were turning for new four-door versions of the various N-body models, and Ford dealers cited interest in the Aerostar minivan.

Retailers almost unanimously said they detected little or no resistance to 1986 price stickers.

"I've been reading about sticker shock, but I haven't seen it," said Marquitz.

GM, Ford, AMC offering 8.8 loans on some models

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period.

The loans have a 48-month cap. To participate, dealers relinquish 70 percent of their income on the outstanding finance receivables. In addition, on the luxury cars and the S-10 and S-15 pickups, the carryover allowance is reduced from 5 percent to 3 percent.

The Ford program, an 8.8 APR Ford Motor Credit Co. incentive, includes 1985 and 1986 Ford Escort and Tempo models plus Mercury Lynx and Topaz models with manual transmissions purchased from dealer stock or ordered from Oct. 9 through Nov. 22.

And to keep its Ford dealers in the truck sales race, the company maker also extended the program to 1986 Ranger pickup and Bronco II models bought or ordered during the Oct. 7-Nov. 22 period.

Participating dealers relinquish a portion of the finance income. The loans have a 48-month cap.

Ford also offered a second-tier program to cover the few 1985 trucks in stock. During the period, Ford is allowing dealers $200 on carryover Ranger models and $250 on carryover Bronco II models. The division believes the allowances, combined with the 5 percent carryover rebates, will allow dealers to sell the 1985 models at a price comparable to 8.8 APR prices.

"We feel our program is a little better," said a Ford Division source. "We figure that because our dealers sell a higher percentage of cars with standard transmissions, about 20 percent of the cars our dealers sell are covered, compared with less than 10 percent for Chevrolet, for example."

The AMC program also is for 8.8 APR. It includes 1986 Renault Alliance and Encore models sold from Oct. 9 through Nov. 20.

The 8.8 APR rate is available on loans of up to 36 months. Loans of 37 to 48 months are available at 9.9 APR financing.

Gains charted in all areas of Service Index

Continued from Page 1

ume also was scored by total customer-paid and warranty labor sales, with an increase of 10.8 percent over last year.

The number of repair orders written showed a gain of 8.6 percent through August, while gross profit on all labor and P&A business was 8.5 percent higher than a year ago.

Shop-parts volume for the eight months was up 8.1 percent, P&A sales to outside sources was 6.6 percent higher and all P&A sales showed an increase of 5.7 percent over those in the like period in 1984.

Service Index figures are compiled from reports on shop business from a cross-section of the nation's franchised new-car and truck dealerships.

SERVICE INDEX
106.9★

	August, '85 vs. August, '84	8 mos., '85 vs. 8 mos., '84
Gross Profit on All Labor and P&A Sales	+6.5%	+ 8.5%
Repair Orders Written	+6.2%	+ 8.6%
Total Labor Sales (Customer & Warranty)	+9.8%	+10.8%
Shop Parts Sales (Customer & Warranty)	+5.7%	+ 8.1%
Sales of All P&A	+6.3%	+ 5.7%

★—Survey by Automotive News shows that dealers' service and parts business in August, 1985, was 106.9 percent of business in August, 1984. Service business in the first eight months of 1985 was 108.3 percent of business in the corresponding period in 1984.

breaking news

Continued from Page 1

cent to 1,239,000, for 41 percent of the home market.

Nissan aids Mexico

TOKYO.—Nissan is donating 20 Vanette Coach vans to Mexico for use in reconstruction activities in the aftermath of the earthquakes.

Stocks dip to 13-year low with supply of 36 days

Continued from Page 1

percent, and luxury, 13.63 percent.

On Sept. 1, it was shared this way: Subcompact, 18.70 percent; compact, 20.08 percent; intermediate, 34.69 percent; standard, 12.59 percent and luxury, 13.94 percent.

The Oct. 1 domestic cars by market class and days' supplies:

Subcompact—Encore, 95; Nova, 91; Alliance, 77; Golf, 55; Fiero, 48; Turismo, 42; Omni, 40; Pontiac 1000, 40; Charger, 38; Horizon, 38; Laser, 36; Daytona, 32; Chevette, 27; EXP, 25; Lynx, 24; Escort, 21; Sentra, 15, and Accord, 5.

Compact—Firenza, 92; Eagle, 66; Skyhawk, 61; Aries, 53; Mustang, 50; Reliant, 49; LeBaron, 47; Capri, 47; Firebird, 36; Camaro, 35; Cavalier, 34; Sunbird, 32; Cimarron, 20; Topaz, 16, and Tempo, 14.

Intermediate—Somerset Regal, 93; Monte Carlo, 76; New Yorker E, 75; Caravelle, 70; LeBaron GTS, 65; Dodge 600, 64; Lancer, 62; Skylark, 61; Marquis, 47; Calais, 47; Regal, 34; LTD 34; Thunderbird, 32; Bonneville, 32; Grand Am, 31; Grand Prix, 30; Century, 29; Celebrity, 28; Cougar, 27; Cutlass, 27; Pontiac 6000, 26; Ciera, 22, and Citation, 20.

Standard—Diplomat, 67; Gran Fury, 58; Parisienne, 41; Chevrolet, 40; Olds 88, 37; LeSabre, 35; Crown Victoria, 27, and Grand Marquis, 20.

Luxury—Corvette, 113; Seville, 92; Eldorado, 76; Riviera, 65; Toronado, 59; Olds Ninety-Eight, 44; Electra, 43; Continental, 37; Cadillac, 34; Mark VII, 32; Fifth Avenue, 30, and Lincoln, 23.

OBITUARIES

J.R. Davis, 90; held top sales posts at Ford

LEXINGTON, Ky.—J.R. (Jack) Davis, a former sales vice president of Ford Motor Co., died here Oct. 8 at the age of 90. He had retired in 1957.

Mr. Davis joined the Sales Division of Ford in 1919 and was named assistant general sales manager five years later. He was appointed general sales manager in 1937 and in 1939 was named Western regional manager. He became director of sales and advertising in 1944.

He also served as vice president in charge of Ford tractor and international operations and was chairman of the Product Planning Division. He was a director from 1945 until he retired.

Chrysler agrees to purchase 3rd finance company

Continued from Page 3

tric Credit Corp. to engage in third-party financing. Called CGE Associates, the venture finances machinery, equipment and real estate for third parties. Terms of the deal were not disclosed.

Chrysler is not alone in its investments in the fast-growing financial services industry. General Motors and Ford Motor Co. also have made investments in an effort to diversify from the cyclical automotive industry which faces slower future growth.

In the past year, General Motors Acceptance Corp. purchased a group of mortgage companies around Philadelphia and the mortgage servicing business of Northwest Corp., Minneapolis. The acquisitions make GMAC the nation's second largest provider of mortgage financing.

Ford Motor Credit Co. announced in August that it paid $500 million for First Nationwide Financial Corp., the nation's ninth largest savings and loan association.

No deal with Chinese near, Ford's Halstead reports

Continued from Page 3

for setting up a domestic industry.

"They've imported a lot of cars this last year, primarily from Japan," he said. "But with the kind of crunch that whole opening process has put on their foreign exchange, I see that drying up.

"They're not going to be able to sustain that, and it is one of the fundamental issues that I discussed when I was there. It's fairly clear that they can't afford that kind of foreign exchange drain, so they're interested in developing a domestic industry and doing it very quickly and very aggressively."

Halstead said the Chinese program is similar to difficult and long-range domestic industry development strategies elsewhere in the world. But he said other countries have generally allowed more time to reach their goals.

"They would like sort of instant results," he said. "Whether or not the Chinese Government is going to be able to come up with the kind of assurances from their side and agreements that would be required to take on such an effort simply remains to be seen.

"Having gone through the local-content developments in Latin America, it's taken us a long time from scratch to get to 80 to 90 percent content levels and, of course, the Chinese would like to get to 100 and do it, say, in five years. I don't believe it's quite possible to get there and produce quality product."

A primary problem, he said, is achieving the flexibility of labor needed for efficient production.

The Chinese Government now imposes restrictions on management, such as assignment of labor by the state and prohibitions on moving employes.

"You don't have free movement of employment, and it's a problem for us," Halstead added. "You'd have to be able to select and be able to become productive in order to make a go of an enterprise in China.

"And that's one of the other complicating factors of entering China. You're going to have to come to some agreements with the Chinese Government because traditionally you have restrictions, like you can't move labor around."

GM chief has joined one

Smith, Bieber support health-care alternatives

By Mary Connelly
Detroit Reporter

General Motors Chairman Roger Smith did it. And he wants others in the automotive industry to do it, too.

Smith has joined a PPO, a preferred provider organization for health-care delivery.

He maintains that alternatives to traditional health care such as PPOs and health maintenance organizations (HMOs) save money and deliver quality health care.

Smith and UAW President Owen Bieber, speaking to a gathering of business, labor and health-care providers in Detroit, supported alternatives to traditional health plans.

Citing the need to tackle the nation's health-care bill, which is nearly $400 billion annually, Smith said:

1. General Motors' health-care benefits cover over two million people, including 567,000 employes, employe dependents, 280,000 retirees and surviving spouses. That represents about one percent of the total population of the U.S.

2. GM's health-care costs of $2.3 billion in 1984 were almost four times greater than the company's health-care bill in 1974.

3. Health care represents about 40 percent of the total employe benefit cost at GM.

4. GM employes are about five years older on average than their national counterparts. The older work force, coupled with a large number of retirees, produces a bigger medical bill, Smith said.

Bieber said the UAW has formed joint committees with several employers, including GM, to explore alternatives to traditional health care.

Declaring that the UAW was among the "first pioneers" in the 1950s and 1960s to promote competition to the fee-for-service system of health care, Bieber said, "HMOs saved millions of dollars in premiums, while they provided quality health care.

"HMOs have played a major part in causing the recent reduction in the inflation trend of health care, the reduced hospitalization, the shorter length of stays, and even some insurance premium freezes or reductions," Bieber said.

Smith called HMOs and PPOs "one of the most promising ways to contain costs." He said GM records show those covered by traditional health insurance spend more time hospitalized than participants in HMOs.

"GM could potentially save the cost of more than half a million hospital days each year if everyone were in managed care," he said.

Bieber cautioned, however, that UAW support of health-care alternatives was not a "blank-check approval."

He said the more than 100 HMOs and 20 PPOs approved for use by UAW members are reviewed by the union. The plans are checked for fiscal viability, scope of benefits, competency of the management, training of the medical staff, record keeping, consumer orientation and other items, Bieber said.

The UAW president also cautioned against "proliferation" of alternative plans in a service area, claiming that "dilutes real competition with the standard fee-for-service delivery."

Bieber also said the UAW is "concered and disturbed with the rapid development and expansion of for-profit HMOs and PPOs."

"We have successfully resisted such efforts in Michigan and our position is well known in the national arena," Bieber said.

"It is our agenda to hold the line on health-care inflation trends. That is not the agenda for many for-profit plans."

In April, GM began offering employes a health-care program called the Informed Choice Plan. Employes may opt for traditional coverage, a PPO or an HMO.

In Michigan, about 33 percent of GM's active salaried employes and 27 percent of hourly employes chose an HMO or PPO, Smith said. Nationally, 29 percent of GM's salaried workers and 23 percent of hourly workers participate in alternative plans, he said.

Beiber said about 20 percent of all UAW members at Ford Motor Co. in Michigan use alternative plans and about 10 percent of UAW members at Chrysler Corp. have HMO coverage. Ford, he said, saved $7 million in premiums last year.

"The bottom line is that HMOs have been an excellent buy for the employers and our members," Beiber said.

The Conference on Alernative Health Care Delivery Systems was sponsored by the Economic Alliance for Michigan, a statewide business and labor coalition, in cooperation with Southeast Michigan business, labor and health planning organizations.

Alabama independents elect Morris president

BIRMINGHAM, Ala.—Charlie Morris, Morris Motor Co., Tuscumbia, Ala., has been elected president of the Alabama Independent Automobile Dealers Assn.

Other officers elected at the annual convention include: Connie Oswalt, Tuscaloosa, first vice president; Sam Folmar Jr., Ozark, second vice president, and Dave Ingram, Birmingham, secretary-treasurer.

Ex-state aide sentenced in Pa. odometer case

HARRISBURG, Pa.—Jose M. Torres, a former title examiner for the Pennsylvania Department of Transportation, was sentenced to six to 36 months in jail and fined $600 on charges of conspiracy and bribery involving more than $4,575 in the issuance of titles with false mileage readings.

Judge Herbert A. Schaffner imposed the sentence and penalty after Torres pleaded guilty in an odometer-tampering scheme investigated by a statewide grand jury.

The case reportedly involved used-car dealers in New York, Massachusetts and Pennsylvania who allegedly bought used cars in Canada and obtained titles from the Pennsylvania department showing fake mileage. The dealers then resold the cars.

The grand jury recommended charges against the dealers involved, but the state Office of the Attorney General has not yet brought any such actions.

According to Deputy Attorney General John Reed, Torres is expected to testify when charges are brought against the dealers.

Nissan to offer U.S. auto loans as securities

TOKYO.—Nissan Motor Co. plans to offer auto loans in the U.S. as two-year and four-year securities to investors.

By the end of this year, Nissan Motor Acceptance Corp. plans to issue $100 million worth of securities at an interest rate at 9 percent.

Calling them "Automobile Loan Bonds," Nissan said the move is aimed at avoiding risks of interest fluctuations and reducing fund-raising costs on a medium-term and long-term basis. It is also expected to allow Nissan to offer better loan terms to car buyers and dealers in the U.S. market, the company said.

General Motors Acceptance Corp. similarly plans to offer auto loans as securities by year-end. Some commercial banks already have done so.

LIGHT-DUTY SEPTEMBER, YEAR-TO-DATE SALES

	September		Year-to-Date	
	1985	1984	1985	1984
Vans	15,446	16,974	141,814	129,556
Aerostar	4,457	0	7,457	0
Club Wagon	2,275	3,110	24,722	23,476
Ranger	13,919	18,106	179,679	168,068
Bronco	4,270	3,461	37,909	33,970
Bronco II	6,878	8,231	73,921	75,064
Pickups	49,633	40,845	447,301	406,419
Ford	**96,878**	**90,727**	**912,803**	**836,553**
Vans	13,103	9,397	118,243	123,474
Sportsvan	1,116	1,049	16,620	18,001
Astro	13,121	0	77,411	0
S-10	15,894	13,178	160,018	145,445
S-10 Blazer	13,222	10,727	129,386	105,159
El Camino	1,731	1,344	15,527	18,291
Blazer	3,498	3,144	33,528	35,983
Suburban	4,298	3,694	44,329	38,693
Pickups	46,253	34,212	384,702	347,435
Chevrolet	**112,236**	**76,745**	**979,764**	**832,481**
Vans	5,831	5,132	49,104	55,463
Ram Wagon	3,078	2,327	31,163	31,395
Voyager	7,591	6,164	80,276	60,960
Caravan	8,115	6,417	85,745	63,257
Mini Ram Van	1,689	2,641	18,430	14,468
Ram 50	7,635	5,537	53,010	37,563
Other Plymouth Trucks	0	0	0	378
Ramcharger	1,679	1,936	25,952	20,859
Rampage	0	772	0	8,221
Pickups	15,770	10,209	131,433	100,239
Chrysler	**51,388**	**41,135**	**475,113**	**392,803**
Vans	3,604	3,501	31,834	36,172
Safari	3,518	0	18,346	0
S-15	3,320	3,296	35,838	34,002
S-15 Jimmy	3,132	2,869	29,717	25,353
Jimmy	642	574	6,443	6,582
Caballero	201	141	1,909	2,108
Suburban	1,258	1,329	13,561	12,369
Pickups	10,321	9,622	96,283	92,427
P Model	571	499	5,607	4,377
GMC	**26,567**	**21,831**	**239,536**	**213,390**
CJ	2,838	3,396	28,618	32,161
Wagoneer	969	1,399	9,369	14,550
Cherokee	6,877	4,929	66,690	47,595
Grand Wagoneer	1,544	1,694	11,742	13,387
Comanche	1,123	0	1,123	0
Pickups	114	206	1,467	2,670
Jeep	**13,465**	**11,624**	**119,009**	**110,363**
Toyota	21,268	14,165	245,005	195,693
Nissan	28,270	13,117	211,435	153,531
Mazda	11,292	10,425	85,332	91,061
Isuzu	7,767	4,321	58,438	31,718
Mitsubishi	2,363	1,513	18,987	11,531
Imports	**70,960**	**43,541**	**619,197**	**483,534**
Industry Total	**371,494**	**285,603**	**3,345,424**	**2,869,124**

*Nissan includes domestically-built units in Tennessee.

MAJOR MANUFACTURERS BY SEGMENT

	September		Year-to-Date	
	1985	1984	1985	1984
Light-Duty	96,878	90,727	912,803	836,553
Medium-Duty	4,100	2,962	34,497	30,204
Heavy-Duty	1,293	894	11,805	9,105
Ford Total	**102,271**	**94,583**	**959,105**	**875,862**
Light-Duty	112,236	76,745	979,764	832,481
Medium-Duty	2,286	2,111	15,216	15,046
Chevrolet Total	**114,522**	**78,856**	**994,980**	**847,527**
Light-Duty	26,567	21,831	239,538	213,390
Medium-Duty	3,078	3,148	22,886	21,578
Heavy-Duty	618	1,638	8,293	11,435
GMC Total	**30,263**	**26,617**	**270,717**	**246,403**

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American Motors

Oct. 15—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 16—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Oct. 17—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Oct. 22—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Oct. 23—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 24—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton,Mo.

Oct. 29—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 30—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Chrysler Corp.

Oct. 15—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 16—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 17—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 18—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 16—Concord Auto Auction, Acton, Mass.; Columbus Fair Auto Auction, Obetz, O.; Golden Gate Auto Auction, Fremont, Calif., and Southwest Auto Auction, Pheonix.

Oct. 17—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Southwest Auto Auction, Phoenix.

Oct. 23—Clanton's Auto Auction, Darlington, S.C.

Oct. 24—Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.

General Motors

Oct. 15—Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

Oct. 16—Clanton's Auto Auction, Darlington, S.C., and Indianapolis Auto Auction, Indianapolis.

Oct. 22—Ohio Auto Auction, Columbus, O.

Oct. 23—Metro Auto Auction, Kansas City.

Oct. 24—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Oct. 31—Southwest Auto Auction, Phoenix.

Wharton School slates workshops for executives

NEW YORK.—The Wharton School will present the Wharton Effective Executive Workshop at five locations in coming months.

The five-day workshops feature case studies, role-playing, evaluation exercises and video tape sessions which allow participants to see themselves through the eyes of others. The program provides practical suggestions for self-management, conflict resolution, communications, motivation and management of others.

The dates and places for the seminars are: Nov. 4-8, Monterey, Calif.; Dec. 9-13, Palm Beach; Jan. 20-24, Palm Springs; Feb. 3-7, New Orleans; March 3-7, Monterey, and March 17-21, Tarpon Springs, Fla.

Used Car Sales
Auction Averages

Oct. to date	$4,812
Month ago	$5,024
Year ago	$5,111

Model Breakdown
Auction Averages

	OCT., 1985	SEPT., 1985	AUG., 1985
1985	$9,565	$10,176	$11,068
1984	$6,669	$7,430	$7,766
1983	$5,994	$6,177	$5,923
1982	$4,897	$4,860	$5,094
1981	$3,618	$3,991	$4,228
1980	$2,952	$3,008	$3,165
1979	$2,422	$2,519	$2,585
1978	$1,863	$1,848	$2,099
Overall Average	$4,612	$4,883	$5,172

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF:

Automotive News, Publication No. 00051551, published weekly at Detroit, Michigan, for October 14, 1985.

4. Complete mailing address of known office of publication: 1400 Woodbridge, Detroit, Wayne County, MI 48207.

5. Complete mailing address of the headquarters of general business offices of the publisher: 1400 Woodbridge, Detroit, Wayne County, MI 48207.

6. Full names and complete mailing address of Publisher, Editor, and Managing Editor:

Publisher: Keith Crain, 1400 Woodbridge, Detroit, MI 48207

Editor: Robert Lienert, 1400 Woodbridge, Detroit, MI 48207

Managing Editor: John K. Teahen, 1400 Woodbridge, Detroit, MI 48207

7. Owner (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and address of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual must be given. If the publication is published by a nonprofit organization, its name and address must be stated.)

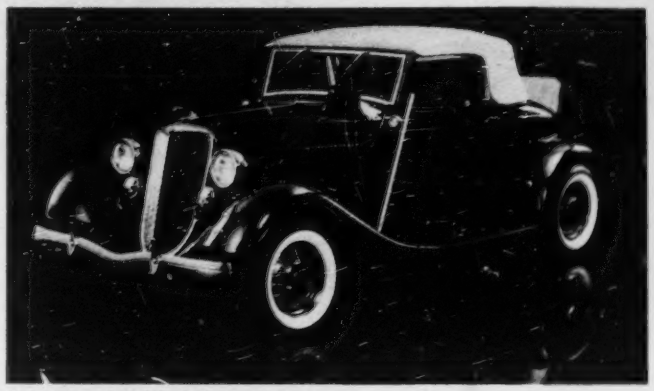
Crain Communications Inc., 740 Rush Street, Chicago, IL 60611.

8. Known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortages or other securities:

None.

10. Average number of copies of each issue of this publication sold or distributed through the mails or otherwise during the 12 months preceding the date shown above was: Total number of copies: 68,068; sales through dealers, carriers, street vendors and counter sales: 299; mail subscription: 62,707; total paid and/or requested circulation: 63,006; free distribution: 2,186; total copies distributed: 65,192; office use, left over, unaccounted, spoiled after printing: 2,589; returns from news agents: 287. Actual number of single issue published nearest to filing date (September 30, 1985): total number of copies: 66,600; sales through dealers, carriers, street vendors and counter sales: 295; mail subcription: 63,989; total paid and/or requested circulation: 64,284; free distribution: 737; total copies distributed: 65,021; office use, left over, unaccounted, spoiled after printing: 1,201; returns from news agents: 378.

11. I certify that the statements made by me above are correct and complete: Getrude R. Crain.



'34 Ford Cabriolet revisited

Golden Age Auto Corp., Albion, Mich., has delivered the first '34 Cabriolet to Jim Hoekzema, Hoekzema Ford, Wayland, Mich. The reproduction of the 1934 Ford Cabriolet is built on Ford Ranger mechanicals and is sold exclusively through selected Ford and Lincoln-Mercury dealers.

Golden Age Auto builds '34 Ford Cabriolet replicas

ALBION, Mich.—Golden Age Auto Corp., which began producing and marketing reproductions of the 1934 Ford Cabriolet in June, has delivered its first '34 Cabriolet to Jim Hoekzema, Hoekzema Ford, Wayland, Mich.

Nelson R. (Skip) Turner, president and chief executive officer of Golden Age Auto, projects manufacture of 44 '34 Cabriolets in the first year of operations and not more than 550 units in any one year in the future.

Turner, who was a Ford Motor Co. engineer and has been in the auto reproduction industry for five years, said: "Our car is neither a 'neoclassic' nor a 'replicar.' The '34 Cabriolet falls somewhere in between."

Retail cost of the '34 Cabriolet is in the $30,000 to $35,000 range. Selected Ford and Lincoln-Mercury dealers will handle the cars.

The exterior of the '34 Cabriolet conforms to the styling of the original—a two-seat convertible with rumble seat—while present-day technology is found under the hood.

The chassis is based on the Ford Ranger suspension and drivetrain. The V-6 engine and automatic transmission are also from the Ranger. Also included are twin I-beam suspension, longitudinal rear springs, power rack and pinion steering, power disk brakes and reinforced fiberglass body construction.

The car's wheelbase is 112 inches; overall height, 65 inches; overall length, 186 inches, and overall width, 67.5 inches.

The interior of the '34 Cabriolet features an instrument panel of walnut or mahogany, tilt wheel, cruise control, power windows and an AM/FM/stereo cassette radio system with tilt axial speakers. Only four items are optional—a cellular telephone, a security system, leather interior and air conditioning.

Graves is silver

Ralph R. Graves, right, Graves Chevrolet, Williamsburg, Mass., receives a 25-year-dealer award from John C. Burrow, Boston zone manager.

Toyota, Hino to increase dealer networks in U.S.

TOKYO.—Toyota Motor Corp. and Hino Motors, Ltd., plan to beef up their dealership networks in the U.S.

Toyota reportedly will expand the number of dealerships from the current 1,080 to between 1,200 and 1,300 in two years to handle its planned production in the U.S.

Toyota also is expected to boost the ratio of dealerships handling its products exclusively from 60 percent to 70 percent.

By 1988, Toyota will be producing 250,000 cars in the U.S., 200,000 from a new plant yet to be built and 50,000 units from New United Motor Mfg., Inc., its joint venture with General Motors in Fremont, Calif.

Hino will boost the number of U.S. dealers handling its trucks from 50 to 85 by the end of the year.

Last year, Hino and Mitsui & Co., a major trading company, established a subsidiary, Hino Diesel Trucks (U.S.A.), Inc., Orangeburg, N.Y., to increase sales of Hino trucks.

Hino Diesel, the truck-selling subsidiary, expects to sign 35 dealers in more than 10 states not covered by dealers in its existing network.

Hino expects to export 1,500 units to the U.S. in the current fiscal year, up from the 580 the previous year. It is shooting for 5,000 sales annually by 1990.

The Hino move is a result of the increasing competition in the U.S. truck market. The latest entry is Nissan Diesel Motor Co., Ltd., which has signed an agreement to supply International Harvester with up to 3,000 diesel trucks annually.

Nissan Diesel also is establishing a dealer network to sell up to 2,000 trucks initially.

172,798 units scheduled

Auto production slips for week

Last week's estimated auto production of 172,798 units was down 1.13 percent from the previous week's 174,781.

Each of the Big Three as well as American Motors reported slightly lower production targets last week.

Last week's scheduled output was 6.93 percent more than the year-ago week's 161,605.

So far this year, 6,528,829 cars have been assembled, 4.99 percent more than the 6,218,728 completed last year at this point.

Companies accounted for last week's scheduled production as follows: General Motors, 57.28 percent; Ford Motor Co., 19.21 percent; Chrysler Corp., 16.93 percent; Honda of America Mfg. Co., 1.69 percent; American Motors, 1.59 percent; Volkswagen of America, 1.36 percent; New United Motor Mfg., Inc., 1.10 percent, and Nissan Motor Mfg. Co., U.S.A., 0.84 percent.

Saturday (Oct. 12) overtime was scheduled for the following GM plants: Janesville, Wis.; Tarrytown, N.Y., and Detroit-Hamtramck.

Ford has scheduled daily overtime this week (Oct. 14) at the following plants: Chicago; Dearborn; Edison, N.J.; Wayne, Mich.; Wixom, Mich., and Lorain, O.

Ford plants in Chicago and Kansas City are slated for overtime next Saturday (Oct. 19).

Saturday (Oct. 12) overtime was scheduled at Chrysler's Newark (Del.) assembly plant.

Ford's Atlanta plant, which had been closed since May for model changeover, started production of the 1986 Taurus and Sable models today (Oct. 14).

The Atlanta plant formerly produced the Ford LTD and Mercury Marquis.

Auto sky is not falling, Bush tells Detroit leaders

By Michelle Krebs
Financial Editor

Vice President George Bush showed little sympathy for the auto industry on his visit to Detroit.

"The industry's just concluding one of the best years in history," he noted, when it was suggested that the Japanese are gobbling up the U.S. auto industry.

At a news conference after addressing the Economic Club of Detroit, Bush said he hopes Chrysler Corp. Chairman Lee Iacocca is wrong in his predictions that within two years the Japanese will hold 50 percent of the U.S. auto industry from fully built automobiles to components in U.S.-assembled vehicles.

"We were told when the VRA (Voluntary Restraint Agreement) was taken off that the short-run effects would be deleterious to the industry," he said. "Fortunately, that has not been the case.

"The sky did not fall down. The industry is doing pretty well," he added.

He said the drive by the world's top five industrial nations to push the U.S. dollar down and the Reagan Administration's retaliction against countries exercising unfair trade practices will produce an outcome different from Iacocca's scenario.

"I would hope the approach we're on will have a very different result from that," Bush said. "But we're not relaxed about it, because I think there are problems down the road."

Bush further said that the readjustment in the currencies has helped take some of the pressure off moves toward protectionism.

"We are going to have to continue to resist the siren call of across-the-board protectionism," he said. "I think the mood on the (Capitol) Hill is still a mood toward protectionism in various industries."

Bush said the Reagan Administration will continue to push to open up more markets. It also will do more "rifle-shot retaliation" against countries imposing unfair trade measures on the U.S.

Bush said it will take some time for the manufacturing sector to feel the effects of the better balance of the U.S. dollar and foreign currencies.

He added that the agricultural segment should be the first to enjoy the benefits.

After addressing the Economic Club of Detroit, Bush visited the University of Michigan to commemorate the 25th anniversary of the founding of the Peace Corps.

Multicraft division wins Ford Q1 award

PELAHATCHIE, Miss.—United Electrical Assemblies has received a Q-1 award from Ford Motor Co.'s Plastics, Paint and Vinyl Division.

United Electrical Assemblies is a division of Multicraft Enterprises, an automobile components manufacturer based in Mississippi.

Truck production remains above 74,000 for week

Domestic truck manufacturers' estimated production of 74,657 units last week was about the same as (down 0.12 percent) the previous week's 74,750.

The prior week's output was the highest since the week ended June 24, when 74,751 trucks were built.

Last week's targeted build was 17.92 percent ahead of the year-ago week's 63,312.

So far this year, 2,730,055 trucks have been assembled, 10.72 percent more than the 2,465,733 units completed last year at this point.

Ford Motor Co. plants in Kansas City; Louisville; Norfolk; Lorain, O., and Wayne, Mich., have scheduled daily overtime this week (Oct. 14).

Saturday (Oct. 19) overtime has been scheduled for Ford's Wayne plant.

Saturday (Oct. 12) overtime was scheduled at Chrysler Corp.'s Warren (Mich.) plant.

The Warren plant is scheduled to work two nine-hour shifts Monday through Friday this week.

Year's car output in Canada moves ahead of 1984

Auto production in Canada has finally caught up with the year-ago total after lagging behind the 1984 aggregate since mid-January.

So far this year, 836,774 cars have been assembled, slightly higher (0.07) than the 836,227 built last year at this point.

Scheduled output of 25,141 last week was up 4.47 percent over the previous week's 24,065 and was 35.39 percent more than the year-ago week's 18,570.

Truck makers scheduled production of 16,998 units last week, down 9.45 percent from the previous week's 18,772 and down 0.94 percent from the year-ago week's 17,160.

All assembly plants in Canada are closed today (Oct. 14) because of the Thanksgiving Day holiday.

Year-to-date, 675,553 trucks have been assembled, 6.43 percent more than the 634,753 units assembled last year at this point.

Allied donates

DETROIT.—The Allied Automotive Sector of Allied Corp. donated $5,000 to the Detroit Science Center.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 12, 1985	Week Ended Oct. 13, 1984	Week Ended Oct. 5, 1985	Oct. to Date	Jan. 1 to Oct. 13, 1984	Jan. 1 to Oct. 12, 1985
AMERICAN MOTORS	328	488	0	328	17,462	8,607
FORD MOTOR	10,848	8,423	9,876	18,749	338,606	390,450
GENERAL MOTORS	13,740	9,479	13,964	24,911	471,968	429,844
VOLVO	225	180	225	405	8,191	7,873
Total Cars, Canada	25,141	18,570	24,065	44,393	836,227	836,774

U.S. TRUCK PRODUCTION☆

	Week Ended Oct. 12, 1985	Week Ended Oct. 13, 1984	Week Ended Oct. 5, 1985	Oct. to Date	Jan. 1 to Oct. 13, 1984	Jan. 1 to Oct. 12, 1985
CHEVROLET	21,723	17,878	24,046	40,960	785,776	933,006
DODGE	5,200	4,172	4,647	8,918	162,421	173,556
FORD	28,854	26,443	27,242	50,648	936,694	937,578
GMC	7,055	6,509	6,659	12,382	255,015	289,677
INTERNATIONAL	1,295	1,557	1,538	2,525	60,196	59,949
JEEP	5,600	3,491	5,689	10,151	147,204	173,197
NISSAN	2,880	2,212	2,879	5,183	75,367	86,559
AM GENERAL	50	50	50	90	2,060	1,980
MISCELLANEOUS	2,000	1,000	2,000	3,600	41,000	74,553
Total Trucks, U.S.	74,657	63,312	74,750	134,457	2,465,733	2,730,055

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 12, 1985	Week Ended Oct. 13, 1984	Week Ended Oct. 5, 1985	Oct. to Date	Jan. 1 to Oct. 13, 1984	Jan. 1 to Oct. 12, 1985
CHRYSLER	7,360	8,735	9,156	14,685	281,581	316,209
FORD	3,648	3,496	3,648	6,566	120,032	128,775
GENERAL MOTORS	5,760	4,757	5,734	10,347	226,587	222,335
INTERNATIONAL	230	172	234	417	6,553	8,234
Total Trucks, Canada	16,998	17,160	18,772	32,016	634,753	675,553
N. American Trucks	91,655	80,472	93,522	166,473	3,100,486	3,405,608

☆—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Oct. 12, 1985	Week Ended Oct. 13, 1984	Week Ended Oct. 5, 1985	Oct. to Date	Jan. 1 to Oct. 13, 1984	Jan. 1 to Oct. 12, 1985
AMERICAN MOTORS	2,750	4,737	2,863	5,040	154,365	92,387
Renault Total	2,750	4,737	2,863	5,040	154,365	92,387
Alliance	1,900	2,937	1,922	3,438	87,773	59,647
Encore	850	1,800	941	1,603	66,592	32,740
CHRYSLER CORP.	29,250	26,185	30,796	53,887	975,543	1,041,343
Plymouth Total	7,950	8,960	8,033	14,376	295,620	301,365
Horizon	2,800	3,469	2,792	5,034	127,121	115,693
Reliant	3,800	4,025	3,776	6,821	138,401	133,232
Caravelle	1,000	995	1,043	1,834	13,222	38,713
Gran Fury	350	471	422	688	16,876	13,727
Chrysler Total	10,400	7,472	11,366	19,493	318,711	342,406
LeBaron	2,500	2,200	2,635	4,608	92,971	74,377
LeBaron GTS	2,700	222	2,654	4,823	390	78,807
Laser	1,200	1,517	1,520	2,416	56,445	43,467
New Yorker/E-Class	1,400	1,498	1,431	2,545	75,093	53,518
Fifth Avenue	2,600	2,035	3,126	5,101	93,812	92,237
Dodge Total	10,900	9,753	11,397	20,018	361,212	397,572
Omni	2,600	2,776	2,696	4,757	118,498	111,657
Aries	3,200	3,318	3,146	5,717	110,189	111,910
Daytona	1,200	1,046	1,300	2,240	42,086	38,919
Dodge 600	1,700	1,335	1,862	3,196	59,963	52,920
Lancer	1,600	184	1,686	2,949	348	54,008
Diplomat	600	1,094	707	1,166	30,128	28,158
FORD MOTOR	33,203	41,002	34,375	60,703	1,393,566	1,302,448
Ford Division	23,288	26,497	24,209	42,655	903,632	872,664
Escort	9,159	7,611	7,721	15,336	275,005	266,765
Mustang	4,815	3,221	4,221	8,192	108,882	144,502
LTD	4,196	5,433	4,417	7,730	178,053	167,313
Taurus***	0	0	0	0	0	0
Thunderbird	3,487	3,249	4,756	7,292	117,459	138,286
Crown Victoria	0	1,878	0	0	65,812	7,122
EXP	0	1,291	0	0	32,220	3,863
Tempo	1,631	3,814	3,094	4,106	126,201	144,813
L-M Division	9,915	14,505	10,166	18,048	489,934	429,784
Mercury Total	6,286	10,879	6,499	11,485	357,690	302,195
Lynx	1,698	1,550	1,412	2,828	55,453	57,255
Capri	435	732	388	745	13,529	15,084
Marquis	1,124	2,799	1,552	2,366	92,505	79,963
Sable***	0	0	0	0	0	0
Cougar	2,571	2,689	2,389	4,482	89,734	99,964
Grand Marquis	0	1,736	0	0	73,420	7,915
Topaz	458	1,373	758	1,064	33,049	42,014
Lincoln Total	3,629	3,626	3,667	6,563	132,244	127,589
Continental	503	652	502	905	29,436	20,390
Lincoln	2,725	2,569	2,758	4,331	81,150	93,045
Mark VI/VII	401	405	407	727	21,658	14,154
GENERAL MOTORS	98,975	85,522	99,262	178,385	3,529,835	3,834,595
Buick Total	22,113	24,206	21,831	39,578	783,614	799,319
Skylark	0	3,214	0	0	86,759	40,953
Skyhawk	2,236	2,329	2,086	3,905	110,811	83,718
Somerset Regal	2,670	1,704	2,914	5,001	10,098	99,205
Century	7,717	5,626	8,090	14,189	179,529	224,078
Regal	3,427	3,222	3,964	6,598	147,695	106,874
LeSabre/Electra(rwd)	830	4,275	767	1,444	164,359	91,440
LeSabre (fwd)	883	0	178	1,025	0	1,218
Riviera	310	1,496	98	388	40,308	45,855
Electra(fwd)	4,040	2,338	3,734	7,027	44,055	103,978
Cadillac Total	6,715	7,672	4,675	10,455	261,029	269,419
Cimarron	746	0	552	1,188	13,374	21,204
Seville	661	1,046	61	710	30,064	28,109
Eldorado	866	1,680	106	951	59,989	52,923
Cadillac (rwd)	665	1,552	390	977	95,554	32,169
DeVille (fwd)	3,777	3,394	3,566	6,630	62,048	135,014
Chevrolet Total	33,318	22,585	32,494	59,313	1,209,517	1,291,607
Chevette	2,561	2,813	2,976	4,942	145,811	125,711
Cavalier	10,164	4,708	9,161	17,493	331,581	391,931
Celebrity	4,149	5,709	4,535	7,777	231,092	214,186
Camaro	5,029	1,239	4,631	8,734	187,558	167,386
Citation	0	2,178	0	0	88,795	28,697
Malibu/El Camino	0	275	0	0	19,495	1,199
Monte Carlo	2,400	2,313	3,419	5,135	83,828	110,951
Chevrolet	8,015	2,550	6,769	13,430	95,372	214,808
Corvette	1,000	800	1,003	1,802	25,985	36,738
Oldsmobile Total	22,066	19,308	23,549	40,905	847,578	940,022
Omega	0	0	0	0	29,289	0
Firenza	1,259	1,550	1,232	2,245	56,661	50,403
Cutlass Supreme	4,886	3,535	5,717	9,460	206,155	184,376
Cutlass Ciera	7,412	2,982	8,608	14,298	197,314	281,330
88/96 (rwd)	600	5,756	635	1,108	254,793	162,173
88 (fwd)***	1,200	0	938	1,950	0	2,138
Olds 98	3,213	2,732	3,396	5,930	57,671	114,102
Calais	3,275	1,673	2,962	5,645	10,789	118,485
Toronado	221	1,080	61	270	34,906	27,555
Pontiac Total	14,763	11,751	16,713	28,133	428,097	534,228
Acadian**	0	299	619	495	11,948	12,177
2000 Sunbird	2,217	2,709	3,400	4,937	116,101	111,232
1000	1,053	867	1,292	2,087	32,591	23,686
Firebird	2,382	673	2,188	4,132	87,379	88,676
Phoenix	0	0	0	0	14,116	0
6000	1,700	0	1,119	2,595	0	41,561
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,519	2,392	2,692	4,673	33,544	64,310
Fiero	2,206	3,237	1,935	3,754	96,082	88,179
Grand Am	2,686	1,574	3,468	5,460	6,603	104,407
HONDA	2,920	3,142	1,786	4,349	106,451	116,952
NISSAN	1,450	0	1,462	2,620	0	27,353
NUMMI (Nova)*	1,900	0	1,900	3,420	0	38,549
VOLKSWAGEN	2,350	1,017	2,337	4,220	58,968	75,202
Total Cars, U.S.	172,796	161,605	174,781	312,623	6,218,728	6,528,829
Total Cars, Canada	25,141	18,570	24,065	44,393	836,227	836,774
N. American Cars	197,939	180,175	198,846	357,016	7,054,955	7,365,603
N. American Trucks	91,655	80,472	93,522	363,623	3,100,486	3,405,608
North American Cars and Trucks	289,594	260,647	292,368	720,639	10,155,441	10,771,211

*—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

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Automotive News

October 21, 1985

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Imports fall to 5-month stockpile low

By Kathleen Hamilton
Assistant Managing Editor

The stockpile of new imported cars fell to a five-month low on Oct. 1, fostered by strong sales and muddled by varying new-model introduction dates.

There were 280,248 new imported cars in inventory at dealerships, ports and in transit as the month opened, a 29-day supply.

The days-supply figure has been hovering within five days either side of the recent number for a year. Last month, for example, there was a 31-day supply (293,268 units); on Oct. 1 a year ago, it was 24 days (179,171 units).

Import truck supplies plummeted in the face of strong sales. On Sept. 1 there was a 40-day supply (99,748 units); on Oct. 1, it fell to a 26-day supply (84,957 units).

Adding imported cars and trucks, this month's vehicle stockpile numbered 365,205, a 29-day supply. One month earlier there were 393,016 vehicles in stock, a 33-day supply. One year earlier, the import-vehicle stockpile stood at 257,941, a 27-day supply.

The stockpile of imported cars was split this way on Oct. 1: Japan, 62.84 percent; Germany, 26.29 percent; other countries, 10.87 percent. A month earlier, the split by country was Japan, 65.02 percent; Germany, 25.61 percent, and other countries, 9.37 percent.

Honors for the lowest inventory this month went to Yugo, which

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On strike

Joe Wilsons

UAW shuts down Chrysler

Signs carried by pickets at Chrysler's Jefferson assembly plant in Detroit tell the story: The company and the two UAWs failed to reach agreement by the deadline last week, and 80,000 workers in the U.S. and Canada walked off their jobs.

Big Three profits to total $7.7 billion for 2nd-best year

By Michelle Krebs
Financial Editor

The Big Three auto manufacturers collectively are well on their way to the second best year in their history, but their combined earnings will be about 21 percent below the 1984 record.

The Big Three will earn about $7.7 billion for 1985, based on an average of forecasts of auto analysts surveyed by Automotive News.

The $7.7 billion would put the domestic industry behind 1984's record $9.8 billion but ahead of the $6.3 billion earned in 1983, currently the second best year.

The third quarter is expected to be the Big Three's second best third-quarter with combined earnings totaling $1.07 billion, just ahead of 1984's combined $1.06 billion. The record for the third quarter is $1.17 billion in 1983.

Third-quarter earnings for the Big Three will be announced this week. American Motors will announce its financial results next week.

General Motors will earn about $513 million for the quarter, ahead of last year's $417 million. That would be GM's second-best third quarter; the third quarter of 1983 was GM's best ever with earnings of $737 million.

The analysts' forecasts for GM's third-quarter earnings range from about $475 million to $600 million.

For the year, GM is in line to earn about $3.66 billion, based on the analysts' average. GM earned a record $4.52 billion in 1984 and $3.73 billion in 1983.

The analysts' forecasts for GM's earnings for the year ranged from a low of $3.33 billion to a high of $4.10 billion.

For the third quarter, Ford Motor Co. will earn $291 million. If the analysts' average projection proves accurate, the third quarter will be Ford's second best, behind 1984's record $380 million.

Quarterly earnings estimates ranged from about $260 million to $370 million.

Ford is headed for its second best year ever with earnings to total about $2.34 billion. Earnings for 1984 were a record $2.91 billion.

Forecasts for the year ranged from $2.20 billion to $2.70 billion.

Chrysler Corp., which is paying taxes this year, will earn about $262 million in the third quarter, based on the analysts' average. That would be virtually un-

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Key economic and non-economic issues involved

Strike costs Chrysler millions daily

By Mary Connelly
Detroit Reporter

Key economic and non-economic issues impeded settlement of a contract between Chrysler Corp. and 80,000 striking UAW members in the U.S. and Canada late last week.

The strike is costing Chrysler an estimated $10 million to $15 million a day.

Both sides expressed hoped for a short strike when the picketing began at 12:01 a.m. Wednesday.

But the two sides differed on how far they had to travel to reach contract settlement.

UAW President Owen Bieber, in announcing the strike, said "the gulf separating us on key issues is simply too great to bridge at this point."

"We believe every avenue has been explored and every alternative examined," he said.

Still unresolved when the strike began were issues central to the negotiations, he said. They included the UAW's demand that Chrysler workers achieve wage and benefit parity with employes at General Motors and Ford Motor Co., job security and a critical UAW demand that Chrysler curtail the use of outside suppliers thereby providing additional jobs for union workers in the corporation.

However, Thomas W. Miner, Chrysler industrial relations vice president, maintained that the "basics" of a tentative settlement were in place when the strike was authorized.

"We think it's a damn shame and it shouldn't have happened," said Miner, Chrysler's chief negotiator.

"I don't think Chrysler deserves it, but we got it."

The two sides were "well on the way" to an agreement which would have provided parity with workers at GM and Ford, he said.

"The proposal being discussed at the time of the union's decision to break off negotiations would have provided the company's U.S. employes with a series of benefits and wage increases to bring the Chrysler worker's wage and benefit package in line with those en-

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15,576 compares with 12,427 on Jan. 1

Import dealerships up 25 pct.

By Dan McCosh
Detroit Reporter

New import franchises added by domestic dealers continue to inflate the import-dealer total, which reached 15,576 at mid-year, up about 25 percent from the end of last year when import-car dealerships totaled 12,427, according to an Automotive News survey.

Chevrolet's extension of its Isuzu Spectrum and Suzuki Sprint lines to virtually all its U.S. dealerships and the addition of the Merkur cars built by Ford in West Germany to Lincoln-Mercury dealerships produced the upswing in "new" import outlets.

The "captive" trend is likely to accelerate, and if plans to add captive imports and offshore-produced cars to domestic dealerships all materialize, by 1987 there will be few dealerships left in the U.S. handling only U.S.-built products.

But the growth in the number of dealers handling imports does not mean a huge addition of new dealerships. The 130 new dealers that handle only import cars, bringing the total to 3,952 at mid-year, represented a slight reversal of the decline that was noted at the end of last year.

The remainder of the total—11,624 dealerships, up from 8,605 at the beginning of the year—reflects the aforementioned Chevrolet and Lincoln-Mercury franchising of Suzuki, Isuzu and Merkur cars.

Regardless, real growth in import outlets is anticipated in the near future. Korea's Hyundai expects to open about 200 new Hyundai-exclusive shops in 1986, while Honda is also asking for "exclusive" status for its Acura car line, which will also add to the import dealer population.

In addition, domestic dealers adding a noncaptive import line continued to grow in the first half of 1985, with the 2,580 domestic dealers covering two bases representing an increase of 40 outlets in the period.

Shifts in the franchising pattern likewise were highlighted by the rush by domestic auto makers to

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IMPORTED-CAR RETAIL OUTLETS

	July 1, 1985		Jan. 1, 1985	
Imported cars only:				
Exclusives	2,908		2,833	
Duals	1,044		989	
		3,952		3,822
Import-domestic duals:				
Domestics with captive imports	9,044		6,065	
Domestics with other imports	2,580		2,540	
		11,624		8,605
Total imported-car dealers		15,576		12,427

Notes: Renault and Volkswagen are counted as domestics. Captive imports are Chevrolet Sprint and Spectrum; Dodge Colt, Conquest and Vista; Plymouth Colt, Conquest and Vista.

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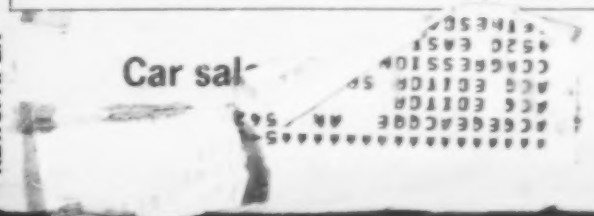

NEWSPAPER

breaking news

NADA's Daly to join Toyota

WASHINGTON—Robert C. Daly, NADA executive director of communications and industry relations, has accepted a similar post with Toyota Motor Sales. The announcement that Daly will become Toyota's national industry affairs manager is scheduled to be made later this week.

Isuzu slates ceramic engine for 1990

TOKYO.—Isuzu Motors, Ltd., said it will install an 1,800-cc diesel-based ceramic engine in one of its 1990 models. The composite engine system, which has a small turbine generator powered by emission gas, uses ceramics in all combustion chamber components—such as piston rings and valves—that are exposed to high temperatures. The engine is about 14 percent lighter than a conventional engine. Generating power and fuel efficiency will be improved by 30 percent, according to the company. Isuzu has already developed a ceramic engine for industrial use.

See BREAKING NEWS, Page 4, Col. 1

Chrysler runs against the tide

Early-month car sales dip 10 pct.

By Jenny L. King
Detroit Reporter

Come early October, the party officially was over.

At Chrysler Corp., the sales celebration continued, in spite of the temporary return to higher interest rates on loans to consumers which took the fizz out of General Motors and Ford Motor Co. sales in the first 10 days of the month.

Special interest rates brought buyers and 1985-model domestic cars together in record numbers from mid-August through September. October was awaited with some anxiety: Loans would be more expensive and the new 1986 models carried bigger price tags. Also, carryover inventories were at record lows.

The result was a combined 10.14-percent sales decline for Oct. 1-10, despite the fact that the period included the formal introduction dates for the domestic makers' 1986 models.

Ford and GM said their individual drops were less than expected while Chrysler reported a 39.24-percent sales increase compared with its year-ago total.

The domestic total of 202,002 was off some 22,000 units from 224,792 in 1984. Record for the period is 272,689 in 1978. The 10.14-percent drop broke a string of four consecutive record-breaking periods which began Aug. 21.

GM suffered a 14.84-percent decline, dropping to 106,549 from 125,121 a year ago. Ford was down even more, 23.66 percent, to 49,004 from 64,192. Both companies plus American Motors announced new 8.8-percent finance incentive programs on specific models beginning Oct. 7 for GM, Oct. 9 for Ford and AMC.

American Motors tumbled 32.47 percent to 2,465 from 3,650. Volkswagen notched a healthy 43.35-percent gain, its sales up to 1,508 from 1,052. Honda was off 35.69 percent, to 2,060 from 3,203. Nissan reported sales of 2,022 for the early-October period.

Chrysler carved out a 19.01-percent hunk of the market, its largest share this year and a substantial gain from 12.27 a year ago. GM dropped to 52.74 percent from 55.66 percent. Ford lost more than four percentage points, slipping to 24.26 percent from 28.56 percent.

AMC was down to 1.22 percent from 1.62 percent. Honda had 1.02 percent, off from 1.42 percent; VW was up to 0.75 percent from 0.47 percent, and Nissan had an even 1.00 percent its first early October on the market.

Only four of the Big Three-produced makes reported Oct. 1-10 sales gains. Plymouth was up 32.16 percent, Chrysler was up 46.66 percent, Dodge was up 38.34 percent and Pontiac was up 7.45 percent.

Minus signs were posted before the remaining year-to-year comparisons. Ford was down 18.29 percent, Mercury was down 34.51 percent and Lincoln was down 30.44 percent. Buick dropped 29.20 percent, Cadillac was off 26.10 percent, Chevrolet was down 15.84 percent and Oldsmobile was down 11.35 percent.

AMC Eagle sales were estimated the same as last year, Renault was down an estimated 36.46 percent, VW was up 43.35 percent and Honda plunged 35.69 percent.

The Oct. 1-10 daily selling rate averaged 22,445, down 10.14 percent from 24,977 in 1984. There were nine selling days in the period both years.

Year-to-date sales were up 6.58 percent, to 6,741,340 from 6,325,382.

Ford Escort was the top-selling nameplate in early October with a tally of 11,202. Oldsmobile Ciera was next at 8,099, followed by Chevrolet Celebrity at 7,878, Cavalier at 7,557 and Plymouth Reliant at 5,818.

DOMESTIC SALES

	Oct. 1-10, 1985	Oct. 1-10, 1984
Renault Alliance-Encore	2,065†	3,250†
AMC	400†	400†
AMERICAN MOTORS	2,465†	3,650†
Chrysler	13,500	9,205
Plymouth	11,078	8,382
Dodge	13,816	9,987
CHRYSLER CORP	38,394	27,574
Ford	34,052	41,676
Mercury	11,430	17,453
Lincoln	3,522	5,063
FORD MOTOR CO.	49,004	64,192
Buick	18,095	25,559
Cadillac	7,799	10,553
Chevrolet	34,463	40,948
Oldsmobile	25,698	28,988
Pontiac	20,494	19,073
GENERAL MOTORS	106,549	125,121
VOLKSWAGEN	1,508	1,052
HONDA	2,060	3,203
NISSAN	2,022	0
U.S. INDUSTRY TOTAL	202,002	224,792

†—Estimate

Longo Toyota sells 100,000th vehicle

Longo Toyota, El Monte, Calif., has sold its 100,00th new vehicle. Chris Sollom and his mother, Sue Sollom, received a plaque from Bruce Fay, right, Longo general manager, and John Clark, left, dealership general sales manager, commemorating Chris' purchase of the milestone vehicle, a 1985 Toyota pickup. Chris also will receive free service on the pickup for 100,000 miles. Longo has been the largest-volume Toyota dealership in the U.S. for 18 years.

2 Yugo dealers join board; advisors set

By John A. Russell
New York Staff Writer

NEW YORK.—Yugo America broke new ground for the auto industry last week as it announced the appointment of two of its dealers to the corporate board of directors.

The company also formed a retail consumer advisory group which will report directly to corporate executives.

William Prior, president of Yugo America, termed both moves important because they give the company more input from various sources.

Yugo may be the first auto company to have dealers on the board of directors. Prior said the two dealers will provide the "retail conscience" for the board, which he considers essential.

The two dealers named to the board are Richard I. Loehr Jr., president of Dick Loehr's, Inc., Kalamazoo, Mich., and Raymond Van Duren, president of Ramsey Auto Imports of 17, Inc., Ramsey, N.J.

Prior told Automotive News that the program for the consumer advisory group is being formulated and that he expects the group to be active within a few months.

In some ways, it will operate in a manner similar to that of the dealer advisory group. The con-

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Wisconsin appoints 'envoy' in AMC talks

By Richard Johnson
Detroit Reporter

Patrick Lucey, former U.S. ambassador to Mexico, has been appointed by Wisconsin Gov. Anthony Earl as special envoy to American Motors during discussions on the future of AMC assembly operations in the state, Automotive News has learned.

Lucey, a former Wisconsin governor, took part in an Oct. 16 meeting between Earl and AMC President and Chief Executive Officer Jose Dedeurwaerder. Lucey's first task will be to review a needs analysis being prepared by AMC.

AMC has said it will continue to build the Alliance/Encore subcompacts in Kenosha through the 1988 model year, but Dedeurwaerder wants the state to assist in improving the company's competitive position. AMC wants a commitment by next spring, when it must set plans for the 1989 model year.

Several other states have already approached AMC, should it decide to stop building cars in Kenosha after 1988. Preliminary meetings with representatives of interested states have begun.

Dedeurwaerder has insisted on something akin to the incentive package Wisconsin used to try to lure General Motors' Saturn project earlier this year. But state officials have maintained that Wisconsin's proposal embodied incentives already available to all manufacturers in the state.

Last week's meeting launched negotiations on an incentive package. Participants included Earl; Lucey; Dedeurwaerder; Marvin Stucky, AMC vice president—civic and government affairs, and Sherman Stock, a top policy advisor to Earl.

Stock said AMC has agreed to prepare an analysis of its needs and present it to the governor's office. Once the report is completed, Stock said he will join with Lucey "to see if we can accommodate them."

"I thought it was a very good meeting," Stock said. "Mr. Dedeurwaerder laid out what the company's needs are and expressed a desire to grow in Wisconsin. The governor said he would like to help in any way he can."

Stock said he believes a meeting of the minds between the two parties is possible.

"It has become a numbers game, but no one has broken down what the numbers mean," he said. He noted that huge dollar amounts linked to incentive packages in other states often include road, sewer and land arrangements which may be possible in Wisconsin.

"We're anxious to get a handle on what their needs are," he said.

An AMC spokesman said last week that the dinner meeting at the governor's residence "went well."

"It was very friendly," he said. "We exchanged our views. We expect to be having further discussions."

Success of Cargo truck could influence decision

Will Ford import Brazilian cars?

By Richard Johnson
Detroit Reporter

The success of Ford Motor Co.'s new Brazilian-built Cargo truck, which will go on sale in the U.S. next month, could help determine whether the South American country develops into a key, low-cost source of Ford passenger cars for North America.

Ford has acknowledged no plans to export autos from Brazil to the U.S., although there has been industry talk of a Brazil-sourced addition to the Merkur line later in the decade.

Ford plans to be receiving small cars from Mexico and Korea by 1988, and Ford of Canada will import subcompacts from Ford Lio Ho in Taiwan beginning next year. The outcome of the Cargo project is expected to help Ford officials decide Brazil's role in the increasingly internationalized U.S. car market.

"There is an indication that Brazil has the capacity to be a competitive low-cost source," said Lindsey Halstead, vice president—Ford Latin American Automotive Operations, in an interview with Automotive News.

"They're not totally there yet. We're pleased with the results that we've achieved to date on Cargo (and) we're meeting our projections. But time will tell."

The first Brazilian-built entries in the U.S. auto market were announced earlier this month by Volkswagen of America.

VWoA President Noel Phillips confirmed that the company will import two Brazilian-made entry-level products to the U.S. for the 1987 model year, a sedan and a three-door station wagon. Both will be priced at approximately $5,000.

"I wouldn't classify Brazil as a fully competitive low-cost source with Japan at this point," Halstead said. "I would only say that if we work at it hard enough and long enough, I think we have a prospect of at least having an alternative."

However, Halstead said Ford has no Brazilian passenger-car program set for the U.S.

"We don't have any particular plans in that regard," he said. "We'd like to swallow Cargo and make sure that we have our act totally together on that one and see how we do."

The Cargo, which will be offered initially as a Class 6 or 7 vehicle, went into production in Sao Paulo in March, and factories began turning out Cargos for the North American market in July.

Part of the reason for sourcing Cargo in Brazil, he said, is to avoid the same kind of erosion to the Japanese in heavier trucks that the U.S. has been experiencing in cars.

Of 25,000 planned for the first full year's production, 3,000-4,000 are due to be brought to the U.S. Brazilian content of the Cargo is in excess of 75 percent and is figured to reach 90 percent by 1990.

Please turn to Page 54, Col. 4

AMC offers 8.8 on some Jeeps

DETROIT.—American Motors last week extended its 8.8 annual percentage rate financing incentive to include some Jeep models.

Included are 1986 Jeep Cherokee, Wagoneer and Comanche.

The Jeep 8.8 APR program, like the one on Renault Alliance and Encore announced the preceding week, has a 36-month cap and runs until Nov. 20.

A 9.9 APR financing rate is available for loans of 37 to 48 months.

General Motors and Ford Motor Co. also have 8.8 APR programs on certain car and truck models.

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60th year—No. 5097

AUTOMOTIVE NEWS (ISSN 0005-1551) is published weekly except semiweekly the fourth week in April at 1400 Woodbridge, Detroit, MI 48207. Second-class postage is paid at Detroit, MI and at additional mailing offices. Postmaster: Send address changes to AUTOMOTIVE NEWS, Circulation Department, 740 Rush Street, Chicago, IL 60611.

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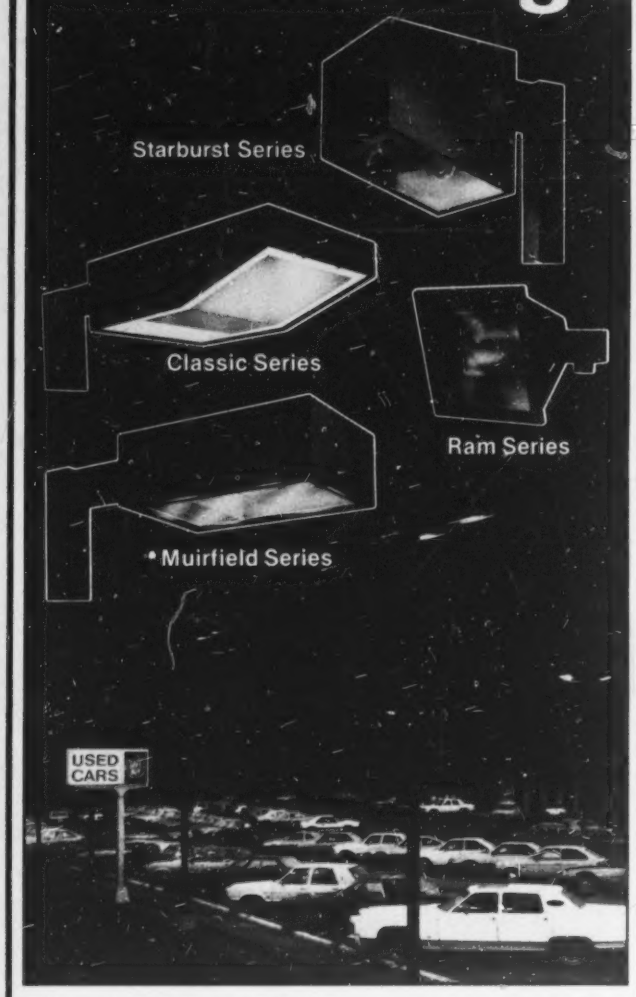

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IMPORT SALES BY MODEL

	September, 1985	September, 1984	9 Mos., 1985	9 Mos., 1984
ALFA ROMEO	433	250	3,636	2,853
AUDI	4,699	5,781	55,232	53,974
4000	0	483	0	9,781
4000S	1,254	1,011	13,306	2,627
4000S Quattro	401	345	3,454	3,211
5000S	2,339	3,241	29,492	31,111
5000S turbo gas	530	450	6,170	4,338
Quattro turbo	6	6	67	55
Coupe	169	245	2,743	2,851
BMW	8,180	5,463	66,290	51,757
318/320	2,363	1,796	19,590	23,372
325e	238	1,622	1,016	9,617
524 TD	2,696	0	22,154	0
528/533	1,606	1,201	13,355	10,936
633CSI	379	171	3,338	2,023
733	898	673	6,838	5,809
CHEVROLET	6,920	1,215	52,658	7,312
Spectrum	4,499	0	37,547	0
Sprint	2,421	1,215	15,111	7,312
CHRYSLER/MITSUBISHI	12,435	8,370	66,867	63,280
Colt	9,416	6,314	47,167	47,026
Conquest	393	462	3,955	5,676
Vista	2,626	1,594	15,745	10,578
FIAT	0	0	0	316
HONDA	20,442	26,674	284,973	280,821
Civic	9,864	9,645	110,407	99,494
Civic CRX	2,570	4,254	36,691	31,625
Accord	1,063	7,835	80,835	97,749
Prelude	6,945	4,940	57,040	51,953
I.A.I.	0	100	0	1,366
ISUZU	3,115	1,665	20,679	12,999
I-Mark	1,952	465	8,911	3,110
Impulse	1,163	1,200	11,768	9,889
JAGUAR	767	1,166	13,265	12,669
XJ6	642	887	10,844	10,272
XJS	125	279	2,421	2,397
LANCIA	2	0	2	21
MASERATI BITURBO	99	185	953	643
MAZDA	19,734	14,874	142,569	128,197
GLC	8,052	3,958	36,380	34,108
626	7,647	6,430	63,412	53,762
RX-7	4,035	4,486	40,777	40,327
MERCEDES BENZ	6,787	5,710	65,006	54,577
190D	173	257	2,548	4,220
190E	1,928	1,966	17,919	11,227
240D	0	2	6	23
300D	880	1,189	12,940	11,747
300E	316	0	316	0
300CD	126	85	1,337	1,118
300TD	285	168	2,700	1,751
300SD	642	748	5,825	10,193
380SE	771	550	7,059	4,393
500SEL	831	312	5,644	2,735
380SL/SLC	734	367	7,600	6,030
500SEC	101	66	1,112	1,140
MERCURY MERKUR	1,594	0	5,975	0
MITSUBISHI	5,882	3,763	37,169	28,690
Starion	207	412	3,974	4,875
Cordia	1,043	715	6,558	11,090
Tredia	1,426	1,011	7,922	11,100
Mirage	1,388	946	9,782	946
Galant	1,818	679	8,933	679
NISSAN	51,747	33,767	407,733	367,029
Sentra/210	20,555	13,555	143,026	147,809
Pulsar/310	3,328	4,393	36,967	29,429
Stanza	7,821	3,944	46,310	34,351
Maxima	9,372	1,528	72,387	44,821
200SX	5,250	4,547	51,712	48,425
300ZX	5,014	5,505	51,875	57,417
Hawaii	407	295	5,456	4,777
PEUGEOT	1,484	1,635	12,417	14,527
PORSCHE	1,904	1,256	17,740	15,186
944	1,221	821	11,773	9,631
911	494	276	4,157	3,707
928	189	159	1,810	1,848
RENAULT	458	777	5,674	9,678
LeCar	0	0	207	0
18i	199	235	2,066	2,436
Fuego	259	542	3,401	7,242
SAAB	2,107	1,749	29,377	24,922
900	571	325	8,407	5,860
900S	536	363	8,729	7,136
Turbo	916	1,022	11,332	11,292
Tourist	84	39	909	634
SUBARU	19,675	15,179	130,291	120,793
TOYOTA	40,578	34,805	456,561	413,781
Starlet	0	1	0	259
Corolla	12,054	9,707	127,058	118,385
Tercel	6,793	7,442	70,215	75,430
Celica	663	5,076	52,167	65,872
Supra	1,516	2,262	20,078	22,530
Camry	9,687	5,483	90,672	67,842
Cressida	3,643	1,406	34,494	24,914
Land Cruiser	608	499	2,574	2,879
Van	2,008	1,880	26,425	25,729
4Runner SR 5	182	561	3,949	4,074
MR2	2,918	0	23,800	0
Hawaii	506	488	5,326	5,866
Other	0	0	3	1
VOLKSWAGEN	13,285	6,696	108,166	81,051
Rabbit Convertible	986	749	10,203	9,573
Jetta	8,465	1,525	61,609	29,151
Vanagon	1,292	1,141	14,277	14,656
Quantum	1,407	1,723	10,656	13,526
Scirocco	1,135	1,558	11,421	14,145
VOLVO	6,744	6,171	83,693	80,870
DL	1,916	2,778	30,786	36,929
GL	463	1,432	7,459	21,666
GLT Turbo	64	508	2,088	7,675
Diesel	11	367	1,933	3,596
740 Series - Gas	2,150	0	26,155	0
740 Series - Diesel	1,167	0	3,686	0
760 Series - Gas	708	733	8,091	7,126
760 Series - Diesel	71	275	1,975	2,607
Tourist	194	78	1,520	1,271
IMPORT TOTAL	229,071	177,251	2,066,926	1,827,312

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Britax
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Precision Auto Works
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Sunroof of Florida, Inc.
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Davenport
Spectrum Automotive Center
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Dallas
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Auto Trends
Houston
Clear VU & Dr. Glass
Lubbock

Utah
Custom Van of Utah
Salt Lake City

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Redmond

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Mississauga, Ontario
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Richmond, BC
Custom Coachcraft Corp. of Canada
Regina, Saskatchewen
Dima's Auto Trim
Windsor, Ontario
G. Lebeau Ltd.
Montreal, PQ
Houghton Appearance Centre
Guelph, Ontario
Hy's Auto Trim Co., Ltd.
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Japanese chalk up another record year

Auto makers post profits of $2.3 billion on sales of $67 billion

By Michelle Krebs
Financial Editor

Japanese auto makers enjoyed another year of record-setting sales and profits.

For the third year running, the Japanese auto makers were successful in boosting income and revenue to record levels on not-so-dramatic increases in overall vehicle sales.

They have achieved those records by upgrading product mix and through the favorable relationship of yen to the U.S. dollar. The yen continued to be undervalued against the strong U.S. dollar, running at about 254 yen to $1 during the past year.

The Japanese companies also exported more vehicles, thanks to the lifting of the Voluntary Restraint Agreement (VRA) in the U.S., which expired in April. The Japanese government set new limits on Japanese cars exported to the U.S. but at significantly higher levels, making for a virtually free market.

The seven major Japanese auto companies had combined profits during their most recent fiscal years of about $2.3 billion on $67 billion in sales.

The four U.S. auto makers earned a record $9.8 billion in 1984 on $160 billion in sales. This year, without the benefit of VRA, the Big Four are on target to earn $8 billion.

Financial results of the U.S. companies are for calender year 1984, when the VRA remained in place. The fiscal years of the Japanese companies end at various times throughout the year so that some of them have ended and they are into their 1986 fiscal year. The fiscal years of the others end this fall so that 12-month periods, which ended earlier this year were used for calculations when possible.

In addition, the Japanese companies have strengthened their balance sheets considerably by retiring debt and putting them in a more liquid position.

Only the balance sheets of Nissan and Isuzu are less than outstanding. Nissan is in a turnaround situation after suffering a 26-percent decline in earnings in the previous fiscal year. Isuzu lost money in its most recent fiscal year.

There is little disagreement that the Japanese makers will continue to increase unit sales in the U.S. Japanese companies also have made plans to produce cars in the U.S. so that they will not be caught by the buzzsaw of protectionism.

However, what happens now that the yen is appreciating against the U.S. dollar is anyone's guess, and opinions run the entire spectrum.

The exchange rate during the past year has averaged about 240 yen to the U.S. dollar. Since the five top industrial nations recently announced they intend to drive the U.S. dollar down, the yen has appreciated to about 217 yen to the dollar.

One analyst believes the gravy train for Japanese auto makers may be grinding to a screeching halt.

Mori Matsumoto, vice president of institutional sales of Yamaichi International (America) Inc., the New York-based unit of one of Japan's major securities firms, said next year's earnings for Japanese auto makers' could decline. For some companies, it would be the first decline ever.

While most economists remain skeptical that the yen will stay at 210, Matsumoto sees that as a "very, very strong possibility." He gives it a 70-percent chance of happening.

If that indeed occurs, earnings of the individual companies could decline 10 percent or more.

He uses Honda Motor Co. Ltd. as an example. He estimates Honda earnings for the fiscal year which ends Feb. 28, 1986, will be 167 million yen, a 30-percent increase over the fiscal year ended Feb. 29, 1985.

Before the appreciation of the yen, he had forecasted a 19-percent earnings increase for the fiscal year ended Feb. 28, 1987. However, he has since downgraded his estimate. Honda's earnings, if the yen hovers at 210, will be 167 million yen, or flat, at best and 150 million yen in the worst case scenario.

What's more, Matsumoto sees Honda as being in the best position. Honda has been successful in upgrading its product mix, which will be even more enhanced by the introduction of a Honda-British Leyland made model. Also Honda's U.S. assembly operations have been a success and the new Accord has become popular in Japan, where unit sales for the industry have not increased.

The other Japanese auto companies could suffer earnings declines of more than 10 percent, Matsumoto said.

Further, he pointed out that in the past, if the yen appreciated, Japanese car producers raised prices to make up the difference. In fact, he said, that is the only choice to make up the difference.

This time, however, it will be a more difficult environment in which to raise prices.

Matsumoto said the South Korean producer, Hyundai, will cause "chaos in the price structure" of the U.S. market if it follows the same discount pricing strategy it has established in Canada.

At the same time, U.S. producers will be in the position to choose whether or not to raise prices, he said. In fact, they will have room to maneuver through incentives.

If the U.S. economy slows down, as is forecasted by 1986 or 1987, U.S. makers have high profit margins, giving them room to cut margins or to offer incentives.

Matsumoto pointed out that during the U.S. makers 7.7- and 7.5-percent financing incentives binge, Japanese producers began discounting, or at least eliminating premiums, on their products.

He further sees that if the U.S. economy slows, Japanese car producers may be vulnerable to fewer exports, which are expected to hit 2.3 million units this year. Exports will be slowed, he said, by general economic conditions or by quotas set by the Japanese or the U.S.

However, most other analysts see nothing but a bright future for the Japanese companies. They expect the Japanese to continue making headway in market share in the U.S. They see sales and profits continually increasing.

Donald DeScenza, senior securities specializing in the auto industry for Nomura Securities International, another Japanese firm with New York offices, is one of those who looks for continuation of good sales and profits for the Japanese makers.

Even if the yen rises to 210, which would represent a 15-percent increase, DeScenza said earnings will not be affected. Instead, the companies could hike the wholesale price. Dealers, who have been making "exorbitant margins," then would bear the brunt of appreciation in the yen.

He said the average Honda sells for $1,700 over sticker price; a Toyota $1,200 over sticker. With a 15-percent boost in the yen's strength, the average Honda would still sell for $975 over sticker and a Toyota $825 over sticker.

The margin over sticker, however, is not as large for the other Japanese makes, he pointed out. Another downward economic cycle would wipe out the premiums quicker than would the appreciating yen, he added.

A study by Data Resources Inc. (DRI), a Massachusetts economic forecasting firm, shows Japanese makers would not be pushed to the wall until the yen appreciated to 180, a highly unlikely level.

"The question becomes does it go far enough to force them to raise prices," said John Hammond, DRI's U.S.-based economist.

"We can't stand still any longer"

How China plans to fill the gap between vehicle supply and demand

BEIJING — China's auto industry will expand rapidly in the next two decades to meet the needs of the developing national economy and road transportation, according to Chen Zutao, chief engineer of the China Automotive Industry Corp. (CAIC), which oversees auto production in China.

Chen said that CAIC is mapping out a plan to quadruple the present auto output by the end of this century. The target will be reached in two stages: First, annual capacity will be doubled from the present 300,000 motor vehicles to 600,000 and annual output will be doubled again from 250,000 to 500,000 by 1990.

Next, capacity and production will be increased again to 1,300,000 and 1,200,000 vehicles, respectively, by the year 2000, while turning out new products of the 1990s level.

"We can't stand still any longer," said Chen. "Supply falls short of demand. Letters asking for trucks and other motor vehicles pour in and are piled high on my desk and on the manager's desk. We must speed up auto production immediately."

Production in 1984 totaled 290,000. In 1983, 240,000 units were produced, a 22.4 percent increase over 1982. Still, this output falls short of demand generated by developing freight transportation, containerized traffic, tourism and urban traffic.

Highway transportation plays a leading role in the total transportation system in China. There are few airlines, and railways link only about 30 percent of the country's 2,000 counties. Transport of commodities in and between villages is mainly handled by motor vehicles.

There is an increasing demand for motor cars, especially in the rural areas. Stimulated by China's new economic policies, farm output is rising, boosting rural incomes.

For the first time, peasants are pooling their money to buy trucks to transport their products to city markets and to haul cement, chemical fertilizers and other manufactured goods back.

Moreover, China is planning a network of expressways. Construction of the first four sections — between Tianjin and Beijing in the north, Shenyang and Dalian in the northeast, Shanghai and Nanjing in the east and Guangzhou and Shenzhen in the south — will begin soon.

When these expressways are completed, highway freight transportation volume will soar and more motor vehicles will be needed. Demand for public transportation is also expected to increase. There is now one bus for every 2,000 urban dwellers on average, and about half of China's cities have no taxi service.

Zutao outlined the two chief measures China is adopting to meet the planned target for automotive production: Reform of the management system at home and introduction of advanced technology from abroad.

Formerly, each auto plant was a self-sufficient factory that made everything from engines to the smallest screw and then did its own assembly work. Now emphasis has shifted to specialized production.

"The government's investments in the auto industry during the seventh five-year plan period (1986-1990) will be more than those in the sixth-plan period (1981-85)," said Chen. "Nevertheless, the industry will have financial difficulties. But I think it is feasible to collect funds by diversified channels, such as having users pay in advance, or by issuing stocks or getting bank loans. Also, we are willing to accept foreign investments and loans given on favorable terms."

He said the gap between supply and demand is difficult for China to fill if it relies solely on the resources at home. "We are willing, on the basis of equality and mutual benefit, to run joint ventures, undertake co-production, do cooperative designing or conduct compensation trade in cooperation with foreign firms, or do assembly work with parts and accessories provided by them."

Chen is optimistic about the future of the auto industry. It has a solid foundation and is making improvements, he said.

The No. 1 Plant at Changchun in the northeast is modifying its production lines to make a number of models instead of a single one. Computer controls are also being installed. The No. 2 Plant in Hubei now has 117 automated production lines fitted with 20,000 pieces of advanced equipment. Up-to-date testing and quality-control devices have also been installed.

Many new models are in the development stage, including a bus equipped to serve meals to 60 people; a mobile medical unit equipped with an operating table; container trailers; mining trucks with a load capacity of 30 tons; mini-trucks of all kinds; and a high-grade six-cylinder limousine. In 1984 alone, a dozen new models passed tests and were put into production.

Chen pointed out that China is producing 100 million tons of oil and 40 million tons of steel a year and that the country is fourth in the world in annual rubber output — a good foundation on which the Chinese auto industry can develop further.

This article was written by Zong Bian, correspondent for Xinhua (New China) News Agency, government news agency of the People's Republic of China, and appears by permission of China Features, a division of Xinhua.

FINANCIAL RESULTS FOR JAPAN'S AUTO MAKERS

	Yen Sales (In Billions)	Dollar Sales (In Millions)	Percent Change	Net Income Yen (Billions)	Net Income Dollars (Millions)	Percent Change	Total Unit Sales	Percent Change	Overseas Unit Sales	Percent Change
TOYOTA—For fiscal year ended June 30, 1985	6,064.4	$25,635	+10.8%	308.3	$1,304	+22.6%	3,535,495[1]	+ 4.8%	1,901,786	+11.2%
NISSAN—For fiscal year ended March 31, 1985	3,618.1	14,244	+ 4.6	74.3	293	+ 5.3	2,473,191[2]	– 1.8	1,375,075	– 0.6
HONDA—For fiscal year ended Feb. 29, 1985	2,652.2	10,222	+11.7	128.5	495	+34.5	1,252,000[3]	+11.6	865,000	+20.5
MAZDA—For 12 months ended April 30,1985[4]	1,476.3	5,695	+ 4.8	32.9	129	+23.4	1,304,144	– 2.8	969,010	+ 1.9
MITSUBISHI—For fiscal year ended March 31, 1985	1,408.3	5,544	+20.0	6.6	26	+20.0	1,161,200[5]	+11.2	628,500	+27.6
ISUZU—For fiscal year ended Oct. 31, 1984	769.1	3,140	+12.3	(17.7)	(.072)		411,966[6]	+ 9.2	261,984	+35.0
FUJI HEAVY INDUSTRIES[7]—For fiscal year ended March 31, 1985	672.1	2,688	+11.5	14.9	60	– 2.0	623,286[8]	– 0.8	246,000	+ 1.2

Notes: (1) Includes cars, trucks and buses, but excludes KD sets of 159,197 units, up 1.5 percent. Also excludes industrial vehicles and houses. (2) Includes all motor vehicles. Excludes KD sets. (3) Includes passenger cars only. Excludes power products and motorcycles. (4) Fiscal year ends Oct. 31. (5) Includes passenger cars, trucks and buses. (6) Includes cars, trucks and buses. Excludes 20,790 KD sets. (7) Parent company of Subaru of America. (8) Includes passenger cars only. Dollar figures translated at average exchange rate during particular fiscal period.

Competing in South Africa's tough market

Makers face stiff local content laws, increased taxes and fuel prices

By Jeremy Sinek
Staff Correspondent

There are three dominant factors that shape the nature of the South African motor industry as well as its problems.

First, it manufactures a disproportionately large number of models in relation to the overall size of the market. Second, there is a stringent local content requirement, backed up by heavy excise duties on imported vehicles. And third, South Africa has been considered to be a potential growth market unequalled by any other developed nation in the Western World.

In 1983 and 1984, the South African vehicle market was just over 400,000 units. This included approximately 270,000 passenger cars and 115,000 light commercial vehicles. The balance was medium and heavy trucks.

Yet serving the passenger car market alone, there are presently 10 different manufacturers, producing 16 different car brands. These in turn encompass some 30 basic model lines, comprising over 200 individual model variations.

Not surprisingly, "rationalization" is the current buzzword in SA motor industry circles. But, while similar markets like Australia have seen rationalization effectively enforced by government measures, the policy in South Africa has been to let market forces achieve the same ends.

As yet, despite the recent merger between Amcar (which manufactures Mazda, Mitsubishi and Peugeot products) and Ford, there is little sign of that happening.

Where the government does take a hand is in the form of the local content program, which requires that 66 percent of the vehicle by weight be manufactured locally in South Africa.

As with CAFE in the U.S., a certain amount of flexibility is permitted. Car makers can offset some models that achieve more than 66 percent against others that achieve a lower degree of local content.

A recent development, pioneered by BMW, is the large-scale manufacture of certain components in South Africa, with the surplus being exported to the parent or associated companies abroad.

Nonetheless, the combined effect of the above factors is that it is impossible for manufacturers to achieve worthwhile economies of scale on domestically produced components. So despite the availability of relatively cheap labor (the minimum rate is approximately $1.50 per hour), vehicle prices are among the highest in the world.

On the more positive side, the burgeoning spending power of the majority black population provides scope for long-term market growth that is possibly unparalleled anywhere else in the Western world.

This explains why so many car makers have established themselves here in the first place. Current political and economic developments, however, suggest that, at best, the black market explosion will be smaller and slower than originally anticipated.

Since 1980, the South African vehicle market has been dominated by Toyota. This South African-owned and managed company — the only SA auto maker listed on the Johannesburg stock exchange — accounted for 24.8 percent of all vehicle sales in 1984.

It was market leader in passenger cars and light trucks (21.9 and 32.8 percent, respectively), and placed second and third in medium and heavy trucks with 24.6 and 13.0 percent, respectively.

Amcar and Mercedes-Benz were the respective medium and heavy commercial vehicle market leaders.

Apart from skillful management and the inherent qualities of the vehicles, Toyota's success has also been attributed in no small part to economies of scale achieved by keeping the basic model lines to a minimum number (for example, just Corolla and Cressida among passenger cars), while producing a wide number of derivatives for maximum market coverage.

While Toyota has extended its dominance into 1985, the other 1984 front-runners have fared badly so far this year. Ford (second in the first half of 1984 with 14.0 percent of the total market) had slipped to sixth (9.5 percent) in the same period this year, while Amcar fell from third with 12.2 percent to fifth with 10.0 percent. Other losers were Nissan, down from 12.1 percent in 1984 to 10.3 in 1985, and GM, down from 11.4 to 10.6 percent.

The greatest headway has been made by Volkswagen/Audi, which due largely to the acceptance of the new Golf/Jetta has increased its market share from 9.8 to 11.4 percent, to take second spot behind Toyota; and Mercedes-Benz, which is up from 6.9 percent in 1984 to 8.6 percent in 1985. Although unchanged in the rankings, BMW has also improved its market share, from 3.7 to 4.3 percent.

All these gains and losses should, however, be seen in the context of a major slump in the overall market, which has seen first-six-months sales slide by 38 percent compared with the same period last year. For over and above the generally poor state of the South African economy, the auto makers have been battered by a series of fiscal body blows.

There is quite a market for pickups, called bakkies, which has led to several local derivatives such as this Ford Escort-based Bantam.

Up to and including June 1984 the market was booming. Then General Sales Tax was increased from 7 to 10 percent on July 1; interest rates went up later the same month; and stiff hire-purchase restrictions were introduced in August.

In January this year there was a 40 percent increase on the price of fuel, followed in March by a new personal income tax on the use of company-provided cars. Also in March, GST went up again from 10 to 12 percent, and the excise duty on imported cars was increased from 100 to 125 percent.

Simultaneously, a drastic fall in the value of the Rand greatly increased the cost of imported components, which account for an estimated 40 percent of the total price of a car.

Consequently, the latest predictions put the car market at no more than 200,000 in 1985, compared with last year's 269,000, with a marked swing towards smaller cars in the VW Golf/Toyota Corolla bracket. At mid-year the auto industry was operating at an estimated 50 percent of single-shift capacity.

South Africa's best sellers

Passenger cars and commercial vehicles, six months 1985 vs. 1984

1985 Pos.	Make	6 mos. 1985	Mkt. Share	6 mos. 1984	Mkt. Share	1984 Pos.
1	Toyota	40,783	27.8	51,885	22.0	1
2	Volkswagen-Audi	16,749	11.4	23,083	9.8	6
3	General Motors	15,617	10.6	26,953	11.4	5
4	Nissan	15,109	10.3	28,712	12.1	4
5	Amcar (Sigma)*	14,701	10.0	28,778	12.2	3
6	Ford	13,902	9.5	33,011	14.0	2
7	Mercedes Benz-Honda	12,642	8.6	16,355	6.9	7
8	BMW	6,287	4.3	8,634	3.7	8
9	Renault	4,916	3.4	6,390	3.6	9
10	Alfa Romeo-Fiat	3,687	2.5	6,701	2.8	10

*—Mitsubishi, Mazda, Peugeot

South Africa's top ten

Passenger car sales, six months 1985 vs. 1984

1985 Pos.	Make	6 mos. 1985	Mkt. Share	6 mos. 1984	Mkt. Share	1984 Pos.
1	Toyota	23,431	23.7	31,587	19.8	1
2	Volkswagen-Audi	14,177	14.4	16,809	10.6	4
3	Mercedes Benz-Honda	10,659	10.8	14,158	8.9	6
4	Amcar (Sigma)*	10,104	10.2	20,484	12.9	3
5	Ford	10,033	10.2	23,835	15.0	2
6	General Motors	8,641	8.8	13,395	8.4	7
7	Nissan	7,041	7.1	14,894	9.4	5
8	BMW	6,287	6.4	8,634	5.4	8
9	Renault	4,911	5.0	8,190	5.1	9
10	Alfa Romeo	3,285	3.3	6,364	4.0	10

*—Mitsubishi, Mazda, Peugeot

Top car models in South Africa

Six months 1985 vs. 1984

1985 Pos.	6 mos. 1985	Model	6 mos. 1984	1984 Pos.
1	15,676	Toyota Corolla	18,611	1
2	10,191	VW Golf-Jetta	8,402	6
3	7,659	Toyota Cressida	12,681	3
4	5,549	Ford Sierra	12,951	2
5	5,269	Honda Ballade	—	—
6	4,815	Nissan-Langley-Pulsar	8,920	5
7	4,708	BMW 3 Series	—	—
8	4,408	Opel Kadett	—	—
9	4,190	Renault 9-11	—	—
10	4,082	Ford Escort	9,265	4
—	—	Mazda 626	8,275	7
—	—	Mazda 323	7,518	8
—	—	Opel Rekord-Commodore-Senator	6,738	9
—	—	MB W123	5,955	10

How they performed in South Africa

Passenger car and commercial vehicle sales, 1984 vs. 1983

1985 Pos.	Make	6 mos. 1985	Mkt. Share	6 mos. 1984	Mkt. Share	1984 Pos.
1	Toyota	100,604	24.8	92,386	22.8	1
2	Ford	53,956	13.3	56,073	13.8	3
3	Nissan	49,088	12.1	57,323	14.1	2
4	Amcar*	45,636	11.2	44,689	11.0	4
5	General Motors**	43,464	10.7	38,225	9.4	6
6	Volkswagen-Audi	38,323	9.4	44,420	11.0	5
7	Mercedes Benz-Honda	30,287	7.5	27,951	6.9	7
8	BMW	15,967	3.9	13,168	3.3	8
9	Renault	14,108	3.5	10,983	2.7	10
10	Alfa Romeo-Fiat	10,264	2.5	11,560	2.9	9

*—Mitsubishi, Mazda, Peugeot
**—Includes Opel, Isuzu, Suzuki

The major players

Following are the major auto manufacturers currently operating in South Africa:

Alfa Romeo South Africa —Wholly-owned subsidiary of Alfa Romeo. Due to its current performance, Alfa Romeo will be withdrawing from South Africa. In addition to Alfa Romeo sedans and sports cars, it has been manufacturing the Daihatsu Charade minicar. Production of a Fiat-based half-ton pickup has already ceased.

Amcar Motor Holdings — Formerly Sigma, Amcar manufactures Mazda and Mitsubishi sedans and commercial trucks (sold through MMI dealer network), and, under contract, Peugeot sedans. Wholly owned by Anglo-American since 1983, recently merged with Ford of South Africa to form Samcor, with A-A holding 60 percent, Ford of Canada the balance. Aims to rationalize production in the long term, but immediate post-merger buyer uncertainty has in the short term damaged sales of both companies.

BMW (South Africa) — Wholly-owned subsidiary of Munich parent company. Makes most European 3, 5 and 7 Series derivatives, plus some local variations of its own. Has pioneered concept of exporting SA-built components to offset imported ones in meeting local content requirements.

Ford Motor Co. of SA — (See Amcar.) Makes Escort, Sierra and until recently Granada sedans, as well as South African versions of Escort and Cortina-based pick-ups. Escort sedans and Cortina pickups will likely be the first casualties of post-merger rationalization, but will continue to have separate marketing organization from MMI, selling badge-engineered Mazdas.

General Motors South African Ltd. —Wholly-owned GM subsidiary. One of the longest-established (since 1926) SA auto makers. Makes Opel Kadett, Ascona and Rekord/Commodore sedans, plus Isuzu commercial vehicles. Imports Suzuki microvans and four-wheel drives.

Mercedes-Benz of South Africa — Previously partly South African-owned (39.9 percent), under UCDD name. Became 50.1 percent Stuttgart-owned in 1984 and name changed to Mercedes-Benz South Africa. Manufacturing Mercedes-Benz W123 and S-Class sedans, and also the Honda Ballade car under license. Market leader in heavy commercial vehicles.

Nissan SA — Established in SA 25 years ago and formerly owned by Messina. Recently acquired with Magnig trucks by a subsidiary of South African Sanlam insurance group. Makes Langley/Pulsar, Laurel and Skyline sedan ranges, and is second only to Toyota in the light commercial vehicle market.

Renault Africa — Recently returned, via a South African holding company, to ownership of Renault France, after a 13-year period of absence during which the Renault 5 was made and marketed in SA by Toyota. Current range relies heavily on the R9/R11 car, which is assembled under contract alongside Land-Rover four-wheel drives by Leyland (which ceased manufacturing its own cars in 1983).

Toyota South Africa — The only independent South African owned auto maker, and the most successful. Manufacturing in SA since 1965. Achieves wide market coverage yet good economies of scale with numerous derivatives of just two sedan (Corolla and Cressida) and two light commercial (Hilux and Hi-Ace) model lines.

Volkswagen of South Africa — German-owned subsidiary, enjoying something of a revival in 1985, having slumped heavily in the early '80s. Makes Golf/Jetta, Passat and Audi 500 sedans, plus Microbus and Golf-based light pickups.

VW-Audi holds lead as sales swell in Europe

Car buying booms in the U.K. but remains in the doldrums in France

By Richard Feast
European Editor

Preliminary returns for July and August suggest that new-car buying is accelerating across Europe following a first half-year in which zero growth was recorded.

The unofficial registration statistics also reveal that the VW-Audi group has held on to its market lead despite a small decline in penetration. Second place Fiat Auto has slipped as well, while Ford of Europe and GM's Opel-Vauxhall improved in the eight-month period compared with their positions at the end of six months.

Werner Schmidt, VW sales director, had anticipated the slight erosion of his company's market share during July and August. The company is short of all stocks, but particularly the Golf, and the long summer vacations at the factories were expected to result in lost business.

Companies which had not been achieving such high results earlier in the year, and thus had plentiful stocks, were able to take advantage of VW's temporary shortfall.

The other major factor that contributed towards the sudden rise of Ford and GM was the unique August boom which occurs in the U.K. While the rest of Europe generally regards August as a slow sales month, the U.K. is at its peak then. As No. 1 and No. 2 respectively in the U.K., Ford and GM were able to benefit.

August registrations in the U.K. were 373,300, compared with 986,100 for the previous seven months combined. During August Ford recorded 102,200 cars and GM, 59,900. The U.K. tallies considerably enhanced the two companies' overall European standings.

For the first eight months of 1985 European sales totaled 7,436,600, about 3.3 percent more than the same period last year. This compares with 5,584,600 registered in the first six months, which was equivalent to last year's performance.

While much of the increase came from the U.K., there was a general upturn across Europe during July and August with one notable exception. French sales remained in the doldrums. As the second largest market in Europe, it had a large bearing on the overall trend.

France enjoyed two exceptional years in 1982 and 1983 when annual sales exceeded 2 million, but the government squeeze on the economy has dampened spending. This year may finish lower than 1984, which was the worst for new-car sales since 1975.

The environmental debate in Germany slashed demand in early 1985. Now that exhaust emission regulations have been settled, German buying is picking up.

Among the other major national markets, Italy and the U.K. are now ahead of 1984 levels. Even Spain, which had been in the doldrums, has picked up. The Netherlands has moved from deficit to advance within a space of two months.

With German buying on the rebound, there seems little doubt that VW-Audi will hang on to its advantage in the remaining four months. Its nearest rival, Fiat, has lost market share across Europe, but has maintained its position because Italian sales are firm. Even there Fiat has come under pressure from importers (notably VW and Renault) and its huge domestic market share has been dented.

There is little to choose between the two U.S.-owned companies. Ford still maintains its historical small advantages, but GM has ambitious targets for the new Kadett, its most important volume model. The Kadett has not been well received in Germany, where VW's Golf remains the favorite, but has worked wonders in the rest of Europe for Opel and Vauxhall.

The Peugeot group's position has been maintained solely by the Peugeot 205, and to a lesser extent by the Citroen BX. The new Peugeot 309, which is going on sale in France, will be a welcome model following the steady demise of the Talbot brand.

Renault's new R5 is selling quite well across Europe, but it has not made the anticipated impact in France where the company's market share has fallen since the model's announcement. The introduction of the five-door R5 and next March's launch of the R21 (the R18 replacement) are the keys to the company's overall European standing.

Among the other makers, the climb by Benz is the most remarkable. An 18 percent first-half increase in registrations in Europe was unmatched in the industry.

Mercedes' big gain was in Germany, where its market share shot from below 9 percent to over 11 percent. There were small gains across the board. The 190 series is selling briskly, and the new mid-range 200/300 has exceeded all expectations. Plans are to lift Mercedes production volume next year.

BMW is recovering from setbacks in Germany earlier this year. It has introduced a diesel version of the 3-series. Need for this version was highlighted by sales of the Mercedes 190 diesel. BMW is giving priority to recovering lost domestic market share, but the concern is that the new mid-range Mercedes will harm sales of the BMW 5-series.

Volvo continues to make small market share gains. Saab, Seat and Austin Rover were down marginally at the halfway point.

The VW Golf II has helped maintain the company's No. 1 spot in Europe.

Scorpio has been well received and Ford will build 60,000 this year.

European car sales by country

Country	6 mos '85 vs. '84	8 mos '85 vs. '84
Austria	+ 8.5	+ 12.9
Belgium/Lux.	− 3.1	+ 1.7
Denmark	+ 4.5	+ 10.3
Finland	+ 3.2	+ 9.9
France	− 0.6	− 0.7
Ireland	+ 1.8	+ 4.0
Italy	+ 5.6	+ 6.6
Netherlands	+ 2.6	+ 4.8
Norway	+ 34.4	+ 41.1
Portugal	+ 11.2	+ 21.7
Spain	− 0.9	+ 1.2
Sweden	+ 23.8	+ 22.6
Switzerland	− 3.4	− 3.1
United Kingdom	0	+ 5.3
West Germany	− 7.9	− 2.1
Total	0	+ 3.3

Figures are for penetration changes in relation to the same period last year.

EUROPEAN NEW-CAR REGISTRATIONS AND MARKET SHARES FOR SIX MONTHS BY COUNTRY

Country		Units	Alfa Romeo	Austin Rover	BMW	Fiat Auto	Ford	General Motors	Japan (all)	Mercedes-Benz	Peugeot group	Renault	Saab	Seat	VW-Audi	Volvo
Austria	'85	131,419	0.97	0.13	3.16	5.93	10.03	14.84	25.64	3.63	6.66	4.71	0.13	0.44	20.88	1.44
	'84	121,067	1.25	0.10	4.04	7.69	10.54	13.54	25.02	3.00	7.21	4.83	0.20	0.37	19.15	1.68
Belgium/Lux.	'85	210,401	0.76	1.43	2.37	3.88	9.05	12.53	19.49	2.77	14.32	9.73	0.34	1.11	14.56	2.34
	'84	217,035	1.11	1.79	2.76	7.27	9.34	11.93	20.07	2.52	13.38	8.27	0.44	1.68	12.77	2.12
Denmark	'85	83,999	0.12	0.24	2.17	5.17	15.94	17.50	29.82	0.68	5.88	0.79	1.14	0.21	7.22	4.00
	'84	80,393	0.22	0.33	1.97	5.70	16.64	15.06	28.48	0.58	6.74	0.43	1.25	0	6.71	4.33
Finland	'85	75,201	0.11	0.02	2.05	4.67	7.94	9.78	38.72	2.08	5.96	0.70	4.90	0	7.67	5.33
	'84	72,836	0.10	0.07	2.10	5.63	9.02	9.02	36.88	2.09	6.89	0.72	5.28	0	6.26	4.49
France	'85	895,888	0.82	1.55	1.34	4.69	7.56	4.65	2.96	0.97	35.29	29.96	0.07	1.12	6.27	1.04
	'84	903,043	1.19	1.82	1.65	5.46	7.93	4.15	2.38	0.95	33.22	31.84	0.06	0.80	5.63	0.93
Ireland	'85	38,384	0.25	6.08	0.79	5.48	20.35	13.63	32.73	0.64	3.14	7.62	0.27	0	7.11	1.67
	'84	37,707	0.60	5.52	0.73	8.61	23.10	14.25	26.46	0.45	4.38	8.62	0.33	0	4.69	1.64
Italy	'85	994,389	6.52	1.17	1.25	52.51	4.12	2.98	**	1.12	7.01	10.50	**	1.98	7.83	1.06
	'84	941,858	7.59	1.26	1.78	55.17	4.32	3.33	**	0.87	6.80	8.98	**	1.53	5.03	1.24
Netherlands	'85	306,960	0.76	1.08	2.75	6.09	11.97	18.65	21.11	2.30	9.86	6.28	0.50	1.35	9.26	5.36
	'84	299,072	0.95	1.34	2.94	7.80	12.48	15.88	21.00	1.87	10.67	5.60	0.69	1.31	9.11	5.21
Norway	'85	72,256	0.14	0	2.81	4.17	14.95	14.40	34.83	1.73	5.54	0.67	1.86	0	12.70	8.18
	'84	53,764	0.05	0	2.29	4.69	15.02	12.02	33.28	1.71	6.41	0.42	2.40	0	10.69	7.97
Portugal	'85	46,591	1.03	5.67	0.59	12.59	5.93	15.15	7.48	2.54	15.65	30.22	**	0.22	1.05	0.72
	'84	41,913	1.03	3.61	0.76	13.15	5.38	12.81	8.11	3.53	14.21	32.70	**	0.29	2.30	0.98
Spain*	'85	232,767	0.34	0.45	0.86	1.18	14.56	11.46	0.68	0.78	18.12	30.74	0.03	12.04	8.08	0.33
	'84	234,828	0.25	0.54	0.81	0.93	13.63	7.86	0.62	0.83	19.38	27.67	0.02	19.48	3.56	0.33
Sweden	'85	146,616	0.49	0	1.67	2.57	11.63	11.05	15.16	3.65	2.78	0.76	10.64	0	12.33	26.36
	'84	119,022	0.47	0	1.98	2.63	11.33	10.03	14.05	2.57	3.30	1.07	12.94	0	11.86	26.79
Switzerland	'85	149,385	2.58	0.85	4.26	7.72	7.86	14.03	24.61	2.47	8.56	6.46	0.47	0	16.36	1.94
	'84	154,640	2.94	0.89	4.80	8.26	8.90	14.60	23.49	2.33	8.72	5.20	0.49	0	15.60	2.40
United Kingdom	'85	943,636	0.16	17.87	1.89	3.10	26.17	17.29	9.44	1.02	5.64	4.18	0.45	0	6.09	3.36
	'84	943,863	0.24	17.74	1.45	2.66	28.64	17.61	9.14	0.88	5.50	3.28	0.50	0	5.75	3.26
West Germany	'85	1,256,697	0.36	0.30	6.21	4.46	9.92	15.81	13.15	11.19	4.05	3.55	0.13	0.16	28.68	0.58
	'84	1,364,044	0.54	0.31	6.56	4.63	12.36	17.45	11.98	8.70	4.18	3.60	0.16	0.20	27.57	0.64
Total units	'85	5,584,589	89,792	211,905	154,782	720,979	652,819	644,777	576,254	202,626	640,030	603,799	31,477	67,945	726,405	138,721
	'84	5,585,253	105,253	214,585	171,086	743,575	719,812	651,856	543,332	171,613	627,091	585,083	33,083	76,204	671,753	130,336
Market share	'85	100	1.61	3.79	2.77	12.91	11.69	11.55	10.32	3.63	11.46	10.81	0.56	1.22	13.01	2.48
	'84	100	1.88	3.84	3.06	13.31	12.89	11.67	9.73	3.07	11.23	10.48	0.59	1.40	12.03	2.33

The statistics are market shares for the first half of this year compared with the same period last year. They are based on official registration statistics from each country.
*—Spanish entries are five months only.
**—Not available, but negligible.

European auto industry eyes record sales

Will 1979 record be broken in 1986 or 1987?

Demand for new cars in Western Europe next year may be heading back to the peak levels reached in 1979. Buying patterns across the continent have accelerated in the second half of this year following a no-growth first half.

If the trend continues into 1986 and 1987 the record will almost certainly be broken. "People do seem to want cars, good cars in particular, and they are spending more and more of their income proportionally on them," comments DRI Europe's John Lawson.

Statistics compiled by CSCA, the French trade and industry association, show car sales steadily increasing through the 1970s to peak at 10.35 million in 1979. Its figures include 14 European countries, but omit returns from Greece (65,700 last year) and Finland (125,000).

The second oil crisis resulted in a 1980-81 slump from which demand has not yet fully recovered. The total rallied in 1982 and in 1983 rose to 10.21 million. But the setbacks in France and Germany saw last year's total drop back once more to just under 9.90 million.

Continuing environmental problems in Germany and economic problems in France ensured that in the first six months of this year overall demand remained unchanged. However, two months later the early sales results indicate that buying is on the increase. Germany's deficit has been cut, Italian sales remain strong and there have been improvements in Britain, Spain and Belgium. Only French buying remains stagnant.

This diversity in national cycles is what distinguishes Europe from the U.S. Overall demand in each region is broadly similar: 9.9 million in Europe last year, 10.12 million in the U.S. But in America, when auto buying slumps as it did in 1982, results are horrendous.

By contrast, the lack of commonality within the various European national markets creates far less pronounced business cycles overall. In 1982, for example, France enjoyed its best year ever, just under 2.06 million new-car registrations. Over the border in West Germany the total, 2.15 million, was the lowest in seven years and nearly 20 percent below the national record.

The peaks and lows in Europe and the U.S. illustrate the point. Over the past decade U.S. demand has varied by 3.19 million units, while in Europe demand has fluctuated by 2.14 million.

U.S. buying reached its peak in 1978 at almost 10.95 million. Yet within four years it had sunk by 20 percent to 7.75 million. Europe's best year was 1979, when just under 10.35 million new cars were registered. The worst performance since then was 9.6 million in 1981, a drop of 7 percent. Even in 1974, in the immediate aftermath of the oil crisis and when the European market was less mature, 8 million new cars were bought.

The sequence of national peaks is evenly spread across the past decade. Over the past 10 years the country-by-country peaks amounted to 11.3 million sales. By way of contrast, the various low points added up to 7.8 million.

—Richard Feast

European new-car market shares by manufacturer

Manufacturer	6 mos. 1985	1984 Total	1983 Total	1982 Total	1981 Total	1980 Total	1979 Total	1978 Total
Fiat Auto	12.9	12.7	12.0	12.3	12.7	11.8	10.0	10.0
Ford	11.7	12.8	12.5	12.3	12.2	11.1	12.0	12.2
General Motors	11.5	11.1	11.1	9.6	8.3	8.7	9.6	10.3
Japan (all)	10.3	10.2	10.1	9.5	9.6	9.8	7.3	6.4
Peugeot SA	11.5	11.5	11.8	12.3	13.1	14.6	17.1	17.9
Renault	10.8	10.9	12.6	14.4	13.7	14.9	13.5	12.8
VW-Audi	13.0	12.0	11.8	11.9	12.8	11.8	12.2	11.5

These six manufacturers, together with the combined Japanese importers, represent the dominant sales blocks in the 16 western European countries. All market shares have moved steadily closer following the periods of record demand in the late 1970s.

Western European sales results by country

Country	Record	Year	Low	Year	Difference
Austria	295,900	1977	158,300	1978	137,600
Belgium	428,900	1977	338,900	1983	89,900
Danmark	151,700	1976	71,900	1981	79,800
France	2,056,500	1982	1,482,300	1974	574,200
Ireland	107,800	1978	53,100	1974	54,700
Italy	1,739,300	1981	1,050,900	1974	688,400
Netherlands	584,600	1978	386,800	1981	197,800
Norway	145,200	1977	77,800	1978	67,400
Portugal	97,900	1976	51,900	1979	46,000
Spain	632,100	1977	435,100	1981	197,000
Sweden	312,900	1976	188,500	1981	124,400
Switzerland	291,100	1981	189,900	1974	101,200
United Kingdom	1,791,700	1983	1,196,200	1974	595,500
West Germany	2,663,700	1978	2,106,000	1974	557,700
TOTAL	11,299,200	—	7,787,600	—	3,511,600

Source: CSCA. Statistics indicate the high and low sales years in western European countries over the past 10 years.

Renault calls its R5 the Superfive or Superclone.

The R25 has sold well for Renault but volumes are comparatively small.

The Opel Corsa, made in Spain, has rounded out GM's lineup in Europe.

The new Mercedes-Benz 200/300 models have boosted company sales.

Slugging it out in France

European and Japanese competition dent Renault and Peugeot

The two big French auto makers, Renault and the Peugeot group, dominated Western-European car sales at the end of the 1970s. At that time they accounted for nearly one in three new cars sold there. Now, in the mid 1980s, the proportion is just one in five.

The results indicate competition has highlighted the weaknesses inherent in the two companies. They have declined while enjoying protection from Japanese imports in the two countries that are most important to their manufacturing and sales base, France and Spain.

The increased competition came from three sources: General Motors, Fiat Auto and Japan. The relative stability of Ford of Europe and the VW-Audi group in terms of market share reflects a more substantial inner strength than that possessed by Renault and Peugeot (PSA).

The French companies achieved their late '70s success from different directions. Peugeot grew by acquisition, first Citroen in 1975 and then Chrysler-Europe in 1978. It produced an unwieldy, uncoordinated group which at the time had nearly 18 percent of western-European car sales. An early plan to run Talbot (formerly Chrysler) as a separate division was quickly dropped, and the painful start of absorbing it totally into Peugeot was begun.

There were too many conflicting products, and too many old ones. As sales declined, morale within the group sank. Financial losses were huge. Customers switched to Renault, particularly in France. Renault's internal growth was given a big boost.

This steady increase in Renault market share during the period coincided with continued good demand in France, where sales peaked at more than 2 million in 1982-83. It led directly to Renault's success as No. 1 in Europe from 1980 until 1983.

PSA's market share stabilized by 1983, as its reconstruction plans began to take effect. These involved integrated group products, sharing of components and factories and considerable reductions in personnel. The process is not yet complete. Citroen is still over-manned and losing money.

PSA is much further along in the rejuvenation program than Renault. As a state-owned concern, its high labor force and old-fashioned work practices were regarded as integral parts of its structure. While demand was brisk, its inefficiencies could be masked.

However, PSA began fighting back with new models (Peugeot 205 and Citroen BX) at a time when domestic demand went into reverse. At the same time investments in the U.S. to make Renault a global concern (AMC and Mack) were yielding negative results. The company was also under attack from its own employes for pursuing international aims rather than looking after French needs. A tardiness in renewing key products dampened Renault's showroom appeal.

Thus Renault sank into unprecedented financial losses, as employes vetoed a restructuring plan. It cost Bernard Hanon his job as president-director general — a similar fate had already befallen Jean-Paul Parayre at PSA —and brought a new hard man to the head of Renault. Oddly, Georges Besse's view of Renault's future includes retrenchment, modernization and a smaller workforce, much like PSA's aims a few years earlier.

These events in France took place while the Japanese made headway in all markets that allow free access. Their notable success was in the tough West German market, where the Japanese achieved 12 percent from a minimal base in a short time. They did so not at the expense of the local makers, but at the cost of French and Italian imports.

At the same time, two of Europe's major manufacturers began seriously to tackle their problems. Fiat's retrenchment and reorganization in the late '70s and early '80s followed a long period of neglect, anarchy and chaos. The effectiveness of its strategy is reflected in its much improved market share and solid financial progress.

At General Motors the decision to build powertrain factories in Austria and assembly plants in Spain was an indication of its European ambitions. It poured money into new products and facilities after concentrating all R&D with Adam Opel in West Germany.

GM's main contribution towards improving its European standing was putting a serious sales effort into an area that it had long neglected: Vauxhall Motors in the U.K. There, it doubled market share at a time when demand had never been higher. The results can be seen in its overall European standing.

There have been far fewer fluctuations in the market shares of Ford and VW-Audi. Ford's went steadily up, to the extent that it enjoyed brief European leadership last year. This year that honor has passed to the VW group, a remarkable effort when the depressed German demand earlier this year is taken into account.

The Big Six have moved closer during the 1980s. At the 1979 peak the No. 1, PSA, was separated from the sixth biggest retailer, GM, by 7.5 percent. Today's leader, VW, has only 2.2 percentage points advantage over Renault in sixth.

—Richard Feast

factories list auction dates

American Motors

Oct. 22—High Point Auto Auction, High Point, N.C., and Aptco Auto Auction, Taylor, Mich.

Oct. 23—Kansas City Auto Auction, Kansas City; Mid-States Auto Auction, South Bend, and Metro Milwaukee Auto Auction, Caledonia, Wis.

Oct. 24—Evansville Auto Auction, Evansville, Ind.; Northway Exchange, Clifton Park, N.Y., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

Model Breakdown
Auction Averages

	OCT. 1985	SEPT. 1985	AUG. 1985
1985	$9,681	$10,176	$11,068
1984	$6,777	$7,430	$7,766
1983	$6,129	$6,177	$5,923
1982	$4,857	$4,860	$5,094
1981	$3,519	$3,991	$4,228
1980	$2,841	$3,008	$3,165
1979	$2,368	$2,519	$2,585
1978	$1,805	$1,848	$2,099
Overall Average	$4,743	$4,883	$5,172

Oct. 25—Floyd Hauhe Auto Auction, Bridgeton, Mo.

Oct. 29—Arena Auto Auction, Chicago, and D-A Auto Auction, New Stanton, Pa.

Oct. 30—Columbus Fair Auto Auction, Obetz, O.; Central States Auto Auction, Mason City, Ia., and Mid-States Auto Auction, South Bend.

Oct. 31—Evansville Auto Auction, Evansville, Ind.; Todd Auto Auction, Telford, Pa.; Minneapolis Northstar Auto Auction, Shakopee, Minn., and Corry Auto Auction, Corry, Pa.

Chrysler Corp.

Oct. 22—Hatfield Auto Auction, Hatfield. Pa.; Arena Auto Auction, Chicago; Metro Auto Auction of Kansas City, Lee's Summit, Mo., and Florida Auto Auction of Orlando, Ocoee, Fla.

Oct. 23—Southern Auto Auction, Warehouse Point, Conn.; Columbus Fair Auto Auction, Obetz, O., and South Seattle Auto Auction, Kent, Wash.

Oct. 24—Atlanta Auto Auction, Red Oak, Ga., and Fredericksburg Auto Auction, Fredericksburg, Va.

Oct. 29—Hatfield Auto Auction, Hatfield, Pa.; Aptco Auto Auction, Taylor, Mich.; Golden Gate Auto Auction, Fremont, Calif., and Nu-CarPrep System, Santa Fe Springs, Calif.

Oct. 30—Butler Auto Auction, Gibsonia, Pa.; Sand Mountain Auto Auction, Boaz, Ala; Minneapolis Auto Auction, Plymouth, Minn., and Dallas Auto Auction, Grand Prairie, Tex.

Oct. 31—Clanton's Auto Auction, Darlington, S.C.

Used Car Sales
Auction Averages

Oct. to date	$4,743
Month ago	$4,892
Year ago	$4,902

Nov. 1—Concord Auto Auction, Acton, Mass., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Ford Motor Co.

Oct. 23—Clanton's Auto Auction, Darlington, S.C.

Oct. 24—Arena Auto Auction, Chicago, and Big H Auto Auction, Houston.

Oct. 30—Minneapolis Northstar Auto Auction, Shakopee, Minn.

General Motors

Oct. 22—Ohio Auto Auction, Columbus, O.

Oct. 23—Metro Auto Auction, Kansas City.

Oct. 24—Butler Auto Auction, Gibsonia, Pa., and Arena Auto Auction, Chicago.

Oct. 31—Southwest Auto Auction, Phoenix.

Nov. 5—Dallas Auto Auction, Dallas.

Nov. 6—Golden Gate Auto Auction, Fremont, Calif., and Hatfield Auto Auction, Hatfield, Pa.

Nov. 7—Aptco Auto Auction, Taylor, Mich., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Nov. 14—Nashville Auto Auction, Nashville.

Supreme Court refuses to hear libel-case appeal

WASHINGTON.—The U.S. Supreme Court has left standing a lower court opinion that a 1981 CBS program about the dangers of multi-piece rims did not libel Redco Corp., a Pennsylvania manufacturer of such rims.

The CBS program, 60 Minutes, used an explanatory and cautionary movie made by the Insurance Institute for Highway Safety in a segment called "Killer Wheels." It later won an Emmy Award.

The Supreme Court refused to hear an appeal from a Third Circuit ruling that had upheld an earlier Pennsylvania Federal District Court decision. The lower court in March, 1982, said the CBS program was a constitutionally protected opinion piece.

Redco had claimed its business was adversely and severely affected even though its name had not been mentioned. The judge agreed but denied the libel charge since Redco had admitted there had been accidents involving the multi-piece rims.

used-car auction directory

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Golden Shovel Award for Hinesville Ford

The Ford Golden Shovel Award is presented to Hinesville Ford Co., Hinesville, Ga., on its relcoation to new facilities. At the presentation, from left, are: Fred Mingledorff Jr., dealership president; J.D. Mingledorff, vice president and general manager; L.W. Cumbelich, district sales manager, and P.R. Accorti, market representation manager.

Chrysler plans to import 150,000 cars from Japan

Continued from Page 4

Base price of the Colt is $5,431, while the Turbo is being advertised as the lowest-priced turbo on the market at $7,894. Mitsubishi Motor Sales of America (MMSA), however, sells its Mirage Turbo at $7,879.

The truck price leader, equipped with a 2.0-liter engine, is $5,788. In keeping with the past several years, only Dodge outlets will be selling the Ram 50 truck series.

"We've found that we've been successful in marketing the Dodge franchise as the place to buy a truck," Cunningham said of the decision not to offer the pickup through Chrysler-Plymouth points. "We have different products coming, both import and domestic, that won't be sold through both Chrysler-Plymouth and Dodge."

The Colt Vista, which is a cross between a station wagon and a van, will again offer four-wheel drive, which was initially offered as an option midway through the 1985 model run.

Mike Coughlin, director of sales development for Import/Export Operations, said that nearly 40 percent of Vista sales include the 4WD option. Cunningham estimated that about 35,000 Vistas and 80,000 Colts will be sold during the 1986 model year.

Conquest will also return with the addition of a high-performance model called the TSi. The car features flared fenders and quarter panels, 15-inch wheels, and 176-HP intercooled turbo 2.6-liter power plant. The TSi produces 31 more horsepower than the non-intercooled turbo found in base models.

Estimated price of the TSi package is about $17,000, or about $3,000 more than the standard Conquest.

IMPORT OUTLETS
1957 to 1984

Jan. 1, 1957	2,930
Jan. 1, 1958	11,409
Jan. 1, 1959	14,031
Jan. 1, 1960	14,674
Jan. 1, 1961	13,135
Jan. 1, 1962	11,894
Jan. 1, 1963	7,138
Jan. 1, 1964	5,249
Jan. 1, 1965	5,856
Jan. 1, 1966	6,013
Jan. 1, 1967	6,588
Jan. 1, 1968	7,156
Jan. 1, 1969	7,869
Jan. 1, 1970	8,311
Jan. 1, 1971	9,860
Jan. 1, 1972	12,375
Jan. 1, 1973	13,332
Jan. 1, 1974	11,246
Jan. 1, 1975	11,489
Jan. 1, 1976	10,414
Jan. 1, 1977	11,387
Jan. 1, 1978	17,374
Jan. 1, 1978	17,700*
Jan. 1, 1979	17,114
Jan. 1, 1980	16,919
Jan. 1, 1981	16,681
Jan. 1, 1982	11,270**
Jan. 1, 1983	10,011***
Jan. 1, 1984	10,096
Jan. 1, 1985	12,427
July 1, 1985	15,576

*—Alltime high
**—VW counted as domestic in 1982 and subsequent years.
***—Renault counted as domestic in 1983 and subsequent years.

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Imports show 25-pct. increase in dealerships

Continued from Page 1

add new imports to their dealer networks.

Total import franchises jumped 23 percent, from 16,191 to 19,897 in the first six months of the year. But the 3,747 new outlets handling Chevrolet and L-M captives were more than the total increase of 3,706.

About half the import makes gained and half lost ground during the first half. Italian and French makes showed some loss, and the major gains were recorded by the Japanese, Swedish and West German marques, a pattern following sales trends.

Nissan, with 1,109, and sales leader Toyota, with 1,082, were the only independent imports with franchise totals in four figures.

Volkswagen builds regional quarters

TROY, Mich.—Volkswagen of America is constructing a new regional hedquarters office in Dublin, O. The 6,700-square-foot office building, which is expected to be completed in December, adjoins VWoA's Training Center and Parts Depot.

The new complex will provide sales, service and parts support for dealerships in VWoA's Columbus region, which covers lower Michigan, Ohio, Kentucky and Indiana. Paul Moneypenny is regional manager, and Paul Esenpreis is assistant regional manager.

Consumer advisory board formed

2 dealers named Yugo directors

Continued from Page 3

sumer group will provide input to the company on product development, dealer relations, customer satisfaction, image and awareness as well as on the total driving and owner experience of the Yugo.

Executives will meet with the consumer group, and Prior stressed that this is "not a public relations thing" or an owners club. Instead, he views the group as providing feedback to the company from the consumer level just as the dealer advisory group provides input from the retail side of the business.

"We want to know what is going on," he said.

Prior said two more dealers have been asked to join the dealer advisory group. They are Allen Gaines, president of Fireside Imports and Fireside Chrysler-Plymouth, Schaumburg, Ill., and Richard S. Dyer Jr., president of Dyer & Dyer, Inc., Chamblee, Ga.

•Prior said the dealer advisory group has been instrumental in several important decisions the company made during the launch phase.

It aided in the selection of the company's advertising agency and helped develop the concept that the Yugo should be presented as reliable and durable rather than concentrating entirely on low price. It also has been involved in the advertising approval process.

Another critical task for the group was explaining the retail auto business to the manufacturer, Zastava, during a trip to Yugoslavia last summer.

Prior said all 91 Yugo dealers now have both his home phone number and a "hotline" phone number in his office so they can reach him "any time." In addition, all senior managers of Yugo are instructed to telephone five dealers per day to talk about the business.

"We're trying to be a retail-driven company," Prior said, adding that this influenced another Yugo decision: The company "will not do any direct fleet or lease" sales. He said he is referring calls to dealers on those matters, and he said that Yugo is "opposed to two-tier pricing."

In the next few weeks, dealers will receive a questionnaire which Prior described as a "report card of Yugo America."

They will be asked to comment on anything and everything because "we want to know what they are thinking."

IMPORT FRANCHISES

	July 1, 1985	Jan. 1, 1985
JAPAN	15,880	12,863
Chevrolet	5,050	2,077
Plymouth Captives	2,992	2,980
Dodge Captives	2,908	2,893
Toyota	1,082	1,091
Nissan	1,109	1,106
Honda	862	850
Subaru	808	810
Mazda	760	760
Isuzu	228	215
Mitsubishi	81	81
WEST GERMANY	2,361	1,572
Merkur	774	0
Mercedes-Benz	419	417
BMW	432	419
Audi	408	408
Porsche	328	328
SWEDEN	747	738
Volvo	406	404
Saab	341	334
ITALY	309	382
Bertone/Pininfarina	54	141
Alfa Romeo	134	121
Ferrari	43	61
Maserati	66	48
Lamborghini	12	11
FRANCE	295	302
Peugeot	295	302
UNITED KINGDOM	290	319
Jaguar	171	172
Rolls-Royce	64	63
Lotus	43	40
Aston Martin	12	14
TVR	0	30
MISCELLANEOUS	15	15
TOTAL	19,897	16,191

Is there a car from Brazil in Ford's U.S. future?

Continued from Page 3

according to Ford officials.

Halstead said the question of Brazilian quality should be answered by the Cargo project.

"We're pleased with the initial quality we're getting out of the vehicle," he said. "That is a compromise we are not willing to make and I think we're pretty close to getting past that one. We'll know better when the customers get them and drive them.

"But the initial rides and drives that we have had on the prototypes and all of the quality review data that we've reviewed would say it's first class," Halstead said. "In terms of cost, it's meeting its targets. But we've got a ways to go."

Ford of Brazil is already a substantial exporter of components to the U.S., sending 2-liter, normally aspirated engines for the Ranger series; 2.3-liter turbocharged power plants for Thunderbird, Mustang, Cougar and the German-built Merkur XR4Ti, and 2.3-liter normally aspirated engines for industrial use.

The Brazilian subsidiary also exports AM-FM cassette radios and other electronic controls and amplifiers to this country.

Brazil also shipped 25,000 Escorts to Norway, Finland, Sweden, Switzerland and Iceland last year and is exporting another 15,000 of the subcompacts to those markets in 1985. In addition, Ford of Brazil sends CKD units of its Corcel and Del Rey models to Venezuela for assembly in that country.

Last year, Ford of Brazil exported $475 million worth of merchandise to other nations. The total is expected to reach $500 million in 1985, and Ford is projecting 5 percent growth for 1986.

Fiat continues search for mate as Ford talks die

Continued from Page 2

the more I realized it was impossible to achieve," Agnelli said.

Nonetheless, a joint venture or merger among Europe's top six companies remains a valid strategy, Agnelli said.

European production capacity exceeds demand by 2.5 million units, and that overcapacity represents half of the total overcapacity worldwide, he pointed out.

Each of the six major producers holds between 11 and 13 percent of the market, resulting in no clear leader. European companies collectively have lost billions in the past five years. Agnelli expects the industry to reduce its losses in 1985 and move close to the break-even point in 1986.

Further, Agnelli said, the companies that reach a joint agreement first will have an advantage in locking up a quarter of the European market, a strategy Fiat has chosen. However, for the time being, Agnelli said Fiat needs to reflect upon its negotiations with Ford before it pursues another mate.

Duesenberg sets Harrah's record

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Harrah, adult sons of the late William Harrah, the collection's founder.

The men in turn put the vehicles on loan to the William F. Harrah Automobile Foundation, which will build a new museum in downtown Reno to display several hundred of the collection's best cars, as well as private donations, and its extensive automotive library.

The auction attracted 624 registered bidders. The third of three such auctions is scheduled for the fall of next year.

OBITUARIES

Vincent W. Piggins, 67; fathered Z-28 option

DETROIT.—Vincent W. Piggins, the father of the Chevrolet Camaro Z-28 option, died last Thursday (Oct. 17) after suffering a massive heart attack in September. He was 67.

Piggins recently was honored by Chevrolet, where he worked for 27 years before retiring in 1983, as one of the legends of performance. He is credited with the original concept of producing the virtually race-ready Camaro Z-28 in 1967 as an option available from any Chevrolet dealer. He joined Chevrolet in 1956 from Hudson.

Richard S. Smith

WEYMOUTH, Mass.—Richard S. Smith, president of Ricky Smith Pontiac-Subaru here, died Oct. 5. He was 66. He established the Pontiac dealership in 1959 and added Subaru in 1971. Mr. Smith was a founder, past president and secretary-treasurer of the New England Subaru Dealers Council and a member of the Boston Zone Pontiac Dealer Council.

Lloyd Leo Grant

PUYALLUP, Wash.—Lloyd Leo Grant, 82, died Sept. 6. Mr. Grant owned automobile dealerships in Puyallup, Seattle and Spokane for more than 50 years. He operated dealerships in Seattle and Spokane from 1926 to 1942. After World War II, he opened a Nash dealership and later headed an Oldsmobile point. He owned a Chevrolet store in Puyallup from 1959 to 1975. Mr. Grant was a director of the Washington State Auto Dealers Assn.

Sidney Pelunis

BEACHWOOD, O.—Sidney Pelunis, 70, who began his career as an auto salesman in 1953, died recently. For many years, he was associated with his brother, A.D. Pelunis, in the Oldsmobile dealership bearing the family name. Sidney Pelunis had served as president of the Greater Cleveland Plymouth Dealers Assn. and as treasurer of the Cleveland Automobile Dealers Assn.

Joseph Lanfranco

RIVERSIDE, Calif.—Joseph Lanfranco, 43, chairman of the National Chrysler-Plymouth Dealer Council, died Oct. 12. Mr. Lanfranco worked for Chrysler Corp.'s Los Angeles zone for 10 years in many capacities, including district manager. He became owner of Riverside Chrysler-Plymouth in 1973, and a partner in Chrysler-Plymouth Center in Corona and Hemet C-P in 1982.

Steady now

Ford district service engineer John Henage is not balancing a Merkur XR4Ti over his head—he is conducting Merkur technical training for Los Angeles-area Lincoln-Mercury dealers and salespersons. The seminars heighten awareness of Merkur's technical attributes such as a turbocharged engine and four-wheel independent suspension. According to Henage, car salespersons need such training to keep one step ahead of today's more-sophisticated car shoppers.

Imported-car inventory falls to five-month low

Continued from Page 1

reported four cars in inventory and, yes, that included port, in-transit and dealership stocks, according to Yugo President William Prior. He said next month's survey should turn up more; a shipment has landed since the month opened.

Elsewhere, import inventories vacillated wildly as shortages set in among some imports as their model year closed. Sales shot up (especially for trucks), and others continued with business as usual because they will not introduce new models until the start of the calendar year.

Jaguar was a prime example of the model-year-changeover blues: Its inventory shot up from its usual realm of 17 days to 56 because dealers weren't allowed to presell cars.

Volvo, traditionally beset by shortages at this time of year, saw a big jump in its days-supply number, apparently because it didn't have enough cars to sell.

The big decreases in days-supply numbers for BMW and Volkswagen were due to a combination of increased sales and decreased inventories. Audi's days-supply figure jumped only because of increased shipments; its sales actually rose during September.

Chrysler Corp. captive imports were the big winners in reducing inventories, both of cars and trucks, by more than doubling their daily selling rates. But Mitsubishi—which supplies Chrysler with its captives—pulled off a nearly equal performance for its own dealer network, slicing its days-supply figures for cars and trucks the same way.

The Chevrolet captives' big changes in days-supply figures can be attributed to shipment fluctuations. Spectrum sales were steady and Sprint's were up for the month.

Similarly, Isuzu's big decrease in its auto days-supply level is attributed only to shipments; its sales stayed nearly even.

Nissan's big car-supply drop was due to a big decrease in inventories and a moderate increase in sales.

In the truck segment, sales for Isuzu, Mitsubishi, Mazda, Nissan and the Chrysler Ram 50 increased significantly, slicing their days-supply figures.

There was a 23-day supply of Japanese cars on Oct. 1. By line: Sprint, 240; Spectrum, 69; Isuzu, 59; Chrysler captives, 48; Mitsubishi, 20; Nissan, 19; Subaru, 19; Mazda, 15; Honda imports, 13, and Toyota, 13.

German cars averaged a 49-day supply: Audi, 67; BMW, 63; Porsche, 54; Merkur, 45; VW imports, 43, and Mercedes-Benz, 28.

The average for cars from other countries was a 61-day supply: Renault imports, 272; Peugeot, 68; Volvo, 59; Jaguar, 56; Alfa Romeo, 28, and Saab, 26.

IMPORT STOCKS

	Oct. 1, 1985	Sept. 1, 1985	Oct. 1, 1984
Spectrum	69	114	0
Sprint	240	165	22
Chevrolet	129	128	22
Chrysler Corp.	48	119	69
Honda	13	11	8
Isuzu	59	84	52
Mazda	15	21	17
Mitsubishi	20	50	17
Nissan	19	33	24
Subaru	19	20	14
Toyota	13	6	12
JAPAN	23	25	19
Audi	67	59	40
BMW	63	49	58
Mercedes-Benz	28	42	22
Merkur	45	58	0
Porsche	54	61	29
VW	43	62	38
GERMANY	49	55	39
Alfa Romeo	28	37	59
Jaguar	56	17	8
Maserati	0	0	40
Peugeot	68	70	49
Renault	272	321	217
Saab	26	35	41
Volvo	59	39	47
OTHER COUNTRIES	61	48	58
Total Import Cars	29	31	24
Isuzu	43	71	55
Mazda	9	17	14
Mitsubishi	43	97	40
Nissan*	25	47	44
Toyota	24	20	40
Chrysler**	38	114	55
Total Imp. Trucks	26	40	39
Total Imp. Vehicles	29	33	27

*—Includes domestic trucks
**—Chrysler truck estimate

Bus maker looks for site

LONDON.—Hungarian bus maker Ikarus is reported to be looking for an assembly site at one of the U.K.'s recently opened Free Ports.

Key economic and non-economic issues involved

Strike costs Chrysler millions daily

Continued from Page 1

joyed by employes of our major competitors," Miner said.

Added Miner, "We were working out job security provisions with the union when this broke off. It isn't as though we were miles apart on job security."

Chrysler asked the UAW to extend the talks beyond the contract expiration, Miner said.

Bieber said "no useful purpose would have been served" by such an extension. He also noted that in some locations, UAW members had walked out in advance of the midnight deadline. The wildcat walkouts occured at Chrysler's assembly plants in Detroit; Warren, Mich., and St. Louis.

At presstime, the two sides had not detailed progress in the negotiations which resumed Wednesday morning after the strike began.

"We are still apart on a number of very key issues," Bieber said after 15 hours of bargaining Thursday. "We've worked very hard, and we're just not there."

Wednesday afternoon, Bieber said that "some very tough issues" remained outstanding, including job security.

However, Bieber also said there were "a number of major issues that are not totally resolved but that we've come much closer to reaching a final resolve on." He would not detail those issues.

Noting that Chrysler hoped for a short strike, Miner said, "We bleed to death when we're on strike. This whole company is paralyzed as of midnight (Wednesday). The money we need for the future to build new products and provide job security is going down the tube."

Analysts estimate the strike costs Chrysler $10 million to $15 million per day. The longer the strike lingers on, the higher the per-day price tag rises. If it is a short strike, production can be made up and earnings for the quarter and the year will not be affected.

Meanwhile in Canada, the Canadian UAW said early Friday that no progress had been made since the strike began simultaneously with the U.S. The newly independent Canadian UAW is negotiating its first contract for 10,000 members at four plants.

Subcommittee meetings, but no main table discussions, were scheduled Thursday and Friday, the UAW said.

According to the UAW, major economic and non-economic issues remained unresolved, including apparently the complex issue of job classifications.

Chrysler's key objective in both countries is the reduction of the more than 500 current job classifications. The company claims fewer and more flexible work rules and classifications will yield greater manufacturing productivity.

In Canada, the UAW's chief demand is wage parity with Canadian workers at GM and Ford.

Chrysler's job classification and chief economic proposals had been modified at the time of the strike, said Chrysler Canada chief negotiator William J. Fisher.

A Chrysler spokesman said Friday that "we've already given them parity."

Local agreements also remained a sticking point in Canada. Under Canadian law, settlement of local agreements must precede signing of a national agreement.

Fisher said local pacts covering workers in smaller plants in Ajax, Ont., and Etobicoke, Ont., have been settled. However, "in-plant issues" were impeding settlement of the local contracts at the two Chrysler plants in Windsor.

A Canadian general membership meeting scheduled for Sunday was postponed Friday to work throughout the weekend if needed.

If a tentative settlement is reached and the contracts are ratified, workers could return to work immediately.

In the U.S., the National UAW-Chrysler Council reviews the tentative agreement but is not required to approve it prior to submittal to the general membership.

A UAW spokesman said a one-day ratification process is possible at Chrysler plants and locals.

A meeting of the Chrysler council was scheduled Saturday in Huntsville, Ala.

UAW officials Friday said the meeting would be held even if a tentative agreement was not reached. There was no indication how soon negotiations would resume.

Last week's strike against Chrysler in the U.S. was the first since 1973. Canadian Chrysler workers struck for five weeks in 1982.

Joe Wilssens

Night of gloom

Owen Bieber's face shows strain and disappointment as the UAW president announces that the strike against Chrysler Corp. has begun. It involves 70,000 workers in the U.S. Another 10,000, represented by the Canadian UAW, also went on strike against Chrysler.

Iacocca's new column spurs talk of presidential potential

Continued from Page 2

edly convinced Iacocca to do the articles. Iacocca also has been approached by other newspaper syndicates to do a column.

"It's brilliant PR," said John Casey, president of MG and Casey Communications Inc., a Detroit-area public relations firm specializing in handling public issues. The firm has worked on several Democratic political campaigns, including a presidential race.

"It gives him a forum to talk about different issues than we are used to hearing," Casey said. "It's from a safe haven, a kind of test to see if it works. It lets the public know him as multi-dimensional."

Yet it is Iacocca's outspokenness that is expected to ultimately generate some backlash. "Your popularity decreases when you get into different issues," Casey said. "Anything—you name it. Nicaragua. Farm supports. Aid to the cities."

According to Schwartz, the paper was interested in Iacocca as a followup to a series by Henry Kissinger, a popular feature that demonstrated an interest in "big-name" opinion pieces.

About 100 U.S. and 20 overseas newspapers are carrying the series, Schwartz said—figures which could mean that syndication fees for the eight articles (which Iacocca says he will donate to charity) could reach the "ballpark" of $300,000.

Details of the Newsweek articles are still being negotiated, said a spokesman for the magazine. Iacocca is expected to contribute two pieces on agreed-on topics. The Newsweek series would be a sequel to his recent appearance on Time's cover.

"He's a creature of the television era," said Casey about the Iacocca media phenomenon. "Maybe Henry Ford II could have done it, but he wouldn't. Iacocca craves attention and approval—you can see that in his book. That's part of what drives him."

UAW members to get payout on Chrysler stock

HIGHLAND PARK, Mich.—UAW President Owen Bieber said UAW-Chrysler members in both the U.S. and Canada will be permitted to receive their Chrysler stock entitlements either in actual shares or their cash value in a few months when the necessary arrangements are cleared with the U.S. Government.

Bieber said the current contract talks "afforded an opportunity to work out options that our members have clearly indicated they want with respect to the employe stock ownership plan (ESOP)."

The UAW obtained an ESOP at Chrysler as part of the federal loan guarantee legislation enacted in 1979. Because Canadians chose not to participate in all phases of the Chrysler rescue process, U.S. UAW members have a greater entitlement than their Canadian counterparts.

A U.S. UAW-Chrysler worker who was on the employment rolls during all four years in which shares were distributed now has 183 shares of Chrysler common worth more than $6,900 at the Oct. 14 price. The maximum distribution for Canadians under the ESOP is 139 shares worth more than $5,200 (U.S.).

Bieber noted that since the program was established under U.S. law, this new opportunity had to be worked out here both for U.S. and Canadian workers.

Bieber said Chrysler members will be able to decide early next year to take their entitlement in either shares or cash. A program also will be developed to secure the maximum advantage for each member with respect to tax liability, reinvestment, etc.

Currently, UAW-Chrysler members can recieve their ESOP entitlement only when their Chrysler employment is terminated.

But not as much as GM strike a year ago

Chrysler strike cuts auto output

With Chrysler Corp. plants on strike, last week's scheduled auto production of 160,974 units fell 7.37 percent from the previous week's 173,785.

The strike began at midnight Oct. 16, and production had not been resumed at presstime.

But the auto makers' scheduled output last week was 4.97 percent better than the 153,352 cars built during the year-ago week, when the Canadian strike against General Motors caused slowdowns in the company's plants in the U.S.

Chrysler's estimated build of 10,000 units was 66.59 percent below the 29,935 cars assembled by the company during the previous week.

So far this year, 6,690,790 cars have been produced, 4.93 percent more than the 6,376,382 completed last year at this point.

Companies accounted for last week's scheduled production as follows: GM, 65.19 percent; Ford Motor Co., 21.53 percent; Chrysler, 6.21 percent; Honda of America Mfg. Co., 1.82 percent; Volkswagen of America, 1.46 percent; American Motors, 1.71 percent; New United Motor Mfg., Inc., 1.18 percent, and Nissan Motor Mfg. Co., U.S.A., 0.90 percent.

Saturday (Oct. 19) overtime was scheduled at GM plants in Arlington, Tex.; Doraville, Ga.; Lakewood, Ga.; Janesville, Wis.; Lordstown, O., and Clark Ave. (Detroit).

Ford has scheduled daily overtime this week (Oct. 21) at the following plants: Chicago; Dearborn; Edison, N.J.; Kansas City; Lorain, O.; Wayne, Mich., and Wixom, Mich.

Ford plants in Dearborn, Edison, Lorain, Kansas City and Wayne are slated for overtime this Saturday (Oct. 26).

Ford's Atlanta plant, which started assembling the new Taurus and Sable models on Oct. 14, reported production of 200 Taurus and 88 Sable cars last week.

Ford LTD and Mercury Marquis, formerly produced in Atlanta, are now being built in Chicago.

Rental firm to pay $1,500 to buyers of rollback cars

By Geoff Sundstrom
Washington Reporter

WASHINGTON.—A local car-rental firm will pay 108 customers $1,500 each as a result of the firm and its president pleading guilty to federal charges of odometer tampering.

The settlement results from a $291,600 consumer fraud suit filed by the State of Virginia against Corporate Fleet Management, which manages Americar Rental Systems outlets in Virginia, the District of Columbia and Maryland.

The state asked for the award on behalf of consumers who bought from Americar Rental Systems vehicles whose odometers had been altered. Terms of the agreement were worked out between the Virginia attorney general's office and Corporate Fleet Management, with the approval of U.S. District Judge Albert V. Bryan Jr.

Earlier this year, Corporate Fleet Management and its president, Richard J. Gillis, pleaded guilty under a plea-bargain agreement to six misdemeanor counts of odometer tampering, mail fraud and obstruction of justice. That arrangement required Gillis to serve a 75-day jail term and pay a $115,000 fine. His company was fined $54,000.

In addition to the $1,500 awarded consumers under the consent decree, the settlement of the consumer suit also requires Americar to sponsor an educational program on federal odometer tampering laws for its employes and to explain that failure to comply with the consent decree would mean dismissal or disciplinary action for affected employes.

The firm will also be required to display a notice "of its policy of nontampering with odometers" on its car-rental properties, to be accompanied by a sample odometer disclosure form. Federal law requires that such a form accompany the sale of every used car.

Chrysler strike cuts truck build by 8.47 percent

Domestic makers' estimated production of 70,315 trucks last week fell 8.47 percent from the previous week's 76,826, due to the strike at Chrysler Corp.

Last week's was the lowest scheduled truck build since the Labor Day week when 61,305 units were assembled.

But last week's targeted output was 5.77 percent more than the 66,480 trucks built during the year-ago week, when a General Motors strike in Canada affected production in the U.S.

So far this year, 2,802,539 trucks have been assembled, 10.81 percent more than the 2,529,227 units completed last year at this point.

GM scheduled overtime Saturday (Oct. 19) at its plants in St. Louis and Lordstown, O.

Ford Motor Co. plants in Kansas City; Louisville; Lorain, O.; Wayne, Mich., and Norfolk are scheduled for daily overtime this week (Oct. 21).

Overtime is scheduled for next Saturday (Oct. 26) at Ford's Kansas City, Lorain and Louisville plants.

Canadian trucks decline 39 pct. as strike hits

The Chrysler Corp. strike (which began Oct. 16) and the Thanksgiving holiday cut last week's estimated Canadian truck output to 10,556 units, down 38.57 percent from the previous week's 17,183.

The strike had not been settled at presstime.

Last week's scheduled truck build was the lowest since mid-August when production fell to 10,240 units due to model changeovers and vacations.

Last week's estimate was 26.26 percent less than the year-ago week's 14,315.

That total reflected the strike against General Motors which was in progress last year at this time.

Year-to-date, 686,294 trucks have been assembled, 5.31 percent more than the 651,674 units built last year at this point.

Scheduled output of 19,376 cars in Canada last week was down 21.27 percent from the previous week's 24,610 due to the Thanksgiving holiday. Chrysler does not build cars in Canada.

Last week's estimate was 24.28 percent more than the year-ago week's 15,590.

So far this year, 855,619 cars have been assembled, slightly above (0.24 percent) the 853,568 units completed last year at this point.

CANADIAN CAR PRODUCTION

	Week Ended Oct. 19, 1985	Week Ended Oct. 20, 1984	Week Ended Oct. 12, 1985	Oct to Date	Jan. 1 to Oct. 20, 1984	Jan. 1 to Oct. 19, 1985
AMERICAN MOTORS	328	610	328	656	13,080	8,935
FORD MOTOR	7,453	11,056	10,533	25,887	349,469	397,588
GENERAL MOTORS	11,415	3,699	13,524	36,110	477,648	441,043
VOLVO	180	225	225	585	8,371	8,053
Total Cars, Canada	19,376	15,590	24,610	63,238	853,568	855,619

U.S. TRUCK PRODUCTION☆

	Week Ended Oct. 19, 1985	Week Ended Oct. 20, 1984	Week Ended Oct. 12, 1985	Oct to Date	Jan. 1 to Oct. 20, 1984	Jan. 1 to Oct. 19, 1985
CHEVROLET	22,752	19,900	23,252	65,241	802,826	957,287
DODGE	1,700	5,472	5,515	10,933	167,893	175,571
FORD	27,313	25,825	29,367	78,474	962,472	965,404
GMC	6,260	6,474	6,645	18,232	261,896	295,527
INTERNATIONAL	1,560	1,573	1,282	4,072	61,656	61,496
JEEP	5,800	3,749	5,830	16,181	150,795	179,227
NISSAN	2,880	2,437	2,885	8,068	77,579	89,444
AM GENERAL	50	50	50	140	2,110	2,030
MISCELLANEOUS	2,000	1,000	2,000	5,600	42,000	76,553
Total Trucks, U.S.	70,315	66,480	76,826	206,941	2,529,227	2,802,539

CANADIAN TRUCK PRODUCTION

	Week Ended Oct. 19, 1985	Week Ended Oct. 20, 1984	Week Ended Oct. 12, 1985	Oct to Date	Jan. 1 to Oct. 20, 1984	Jan. 1 to Oct. 19, 1985
CHRYSLER	2,929	8,706	7,613	17,867	291,672	319,391
FORD	2,835	3,446	3,654	9,407	123,593	131,616
GENERAL MOTORS	4,608	1,947	5,687	14,882	229,641	226,870
INTERNATIONAL	184	216	229	600	6,768	8,417
Total Trucks, Canada	10,556	14,315	17,183	42,757	651,674	686,294
N. American Trucks	80,871	80,795	94,009	249,698	3,180,901	3,488,833

r—Now includes window van production. *—Estimated
Jeep includes commercial only. AM General includes government-destined vehicles.
Miscellaneous includes estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz, etc.
Monthly estimates may contain error of one or two units due to rounding.

U.S. CAR PRODUCTION

	Week Ended Oct. 19, 1985	Week Ended Oct. 20, 1984	Week Ended Oct. 12, 1985	Oct to Date	Jan. 1 to Oct. 20, 1984	Jan. 1 to Oct. 19, 1985
AMERICAN MOTORS	2,750	0	2,893	7,933	154,302	95,280
Renault Total	2,750	0	2,893	7,933	154,302	95,280
Alliance	1,900	0	1,961	5,399	87,510	61,608
Encore	850	0	932	2,535	66,792	33,672
CHRYSLER CORP.	10,000	30,969	29,935	64,572	1,004,678	1,052,026
Plymouth Total	2,650	10,068	8,233	17,309	305,130	304,298
Horizon	1,000	4,098	2,782	6,016	130,290	116,675
Reliant	1,200	4,189	4,055	8,276	143,126	134,687
Caravelle	350	1,220	1,020	2,204	14,317	39,083
Gran Fury	100	561	376	814	17,397	13,853
Chrysler Total	3,700	8,817	10,726	23,519	327,083	346,432
LeBaron	900	2,567	2,858	5,866	95,371	75,635
LeBaron GTS	1,100	285	2,624	5,847	612	79,831
Laser	350	1,696	1,195	2,761	58,062	43,812
New Yorker/E-Class	450	1,814	1,394	2,989	76,891	53,962
Fifth Avenue	900	2,455	2,655	6,056	96,147	93,192
Dodge Total	3,650	12,084	10,976	23,744	372,465	401,298
Omni	1,000	3,166	2,685	5,842	121,474	112,742
Aries	900	4,377	3,022	6,439	114,307	112,632
Daytona	350	1,386	1,209	2,599	43,332	39,278
Dodge 600	600	1,573	1,728	3,818	61,398	53,548
Lancer	600	217	1,745	3,694	532	54,753
Diplomat	200	1,365	587	1,353	31,422	28,345
FORD MOTOR	34,665	41,691	33,384	95,549	1,435,117	1,337,294
Ford Division	24,315	26,064	23,368	67,050	930,012	897,059
Escort	7,904	7,323	9,146	23,227	282,259	274,656
Mustang	3,952	3,130	4,864	12,193	112,076	148,503
LTD	5,046	5,155	4,202	12,782	183,399	172,365
Taurus***	200	0	0	200	0	200
Thunderbird	3,364	3,202	3,525	10,694	120,703	141,688
Crown Victoria	0	1,879	0	0	67,689	7,122
EXP	0	1,087	0	0	33,315	3,863
Tempo	3,849	4,288	1,631	7,955	130,571	148,662
L-M Division	10,350	15,627	10,016	28,499	505,105	440,235
Mercury Total	6,714	11,456	6,338	18,251	368,679	308,961
Lynx	1,521	1,408	1,686	4,337	56,885	58,764
Capri	361	853	446	1,117	14,246	15,456
Marquis	1,102	3,058	1,138	3,482	95,356	81,079
Sable***	88	0	0	88	0	88
Cougar	2,694	2,673	2,610	7,215	92,404	102,697
Grand Marquis	0	1,737	0	0	75,157	7,915
Topaz	948	1,727	458	2,012	34,631	42,962
Lincoln Total	3,636	4,171	3,678	10,248	136,426	131,274
Continental	507	756	511	1,420	30,198	20,905
Lincoln	2,727	2,958	2,761	7,694	84,115	95,808
Mark VI/VII	402	457	406	1,134	22,113	14,561
GENERAL MOTORS	104,924	76,401	99,847	284,181	3,612,747	3,940,391
Buick Total	22,526	20,163	22,355	62,346	803,877	822,087
Skylark	0	2,605	0	0	89,477	40,953
Skyhawk	2,235	1,017	2,193	6,097	111,739	85,910
Somerset	2,670	1,892	2,764	7,765	11,583	101,969
Century	8,090	4,575	8,497	23,059	184,420	232,948
Regal	3,030	2,455	3,397	9,598	150,394	111,874
LeSabre/Electra(rwd)	830	4,535	806	2,250	168,679	92,246
LeSabre (fwd)	1,285	0	439	1,866	0	2,059
Riviera	365	1,252	145	588	41,577	46,055
Electra(fwd)	4,021	1,832	4,114	11,122	46,008	108,073
Cadillac Total	5,849	7,396	5,300	14,889	268,483	273,853
Cimarron	700	1	697	1,839	13,375	21,855
Seville	276	875	127	452	30,956	27,851
Eldorado	395	1,395	160	640	61,412	52,612
Cadillac (rwd)	804	1,616	601	1,717	97,385	32,909
DeVille (fwd)	3,674	3,509	3,715	10,242	65,355	138,626
Chevrolet Total	35,820	19,883	32,896	94,711	1,233,407	1,327,005
Chevette	3,112	2,607	2,773	8,266	148,429	129,035
Cavalier	10,841	1,837	10,239	28,409	335,317	402,847
Celebrity	4,073	5,925	4,076	11,777	236,260	218,186
Camaro	4,985	2,007	4,734	13,424	189,790	172,076
Citation	0	1,700	0	0	90,669	28,697
Malibu/El Camino	0	491	0	0	19,812	1,199
Monte Carlo	3,247	1,834	2,759	8,741	85,460	114,557
Chevrolet	8,562	2,706	7,309	21,286	98,567	222,664
Corvette	1,000	776	1,006	2,808	27,103	37,744
Oldsmobile Total	23,317	20,941	22,032	64,188	869,062	963,305
Omega	0	0	0	0	29,289	0
Firenza	1,260	1,031	1,311	3,557	57,669	51,715
Cutlass Supreme	5,632	3,984	4,885	15,091	209,403	190,007
Cutlass Ciera	7,403	4,187	7,581	21,870	201,196	288,902
88/98 (rwd)	714	6,178	689	1,911	262,141	162,976
88 (fwd)***	1,600	0	1,230	3,580	0	3,768
Olds 98	3,163	2,675	3,208	9,068	60,246	117,260
Calais	3,280	1,981	3,015	8,665	13,295	121,505
Toronado	265	905	113	427	35,823	27,712
Pontiac Total	17,412	8,018	17,264	48,046	437,918	554,141
Acadian**	0	201	311	806	12,247	12,488
2000 Sunbird	3,193	166	2,813	8,726	117,131	115,021
1000	1,258	773	877	3,169	33,525	24,768
Firebird	2,635	1,065	2,736	7,121	88,590	91,665
Phoenix	0	0	0	0	14,116	0
6000	1,426	0	1,676	3,997	0	42,963
Grand Prix/Bonneville	0	0	0	0	29,733	0
Parisienne	2,850	1,831	2,787	7,791	34,640	67,428
Fiero	2,400	2,634	2,419	6,367	99,319	90,792
Grand Am	3,650	1,348	3,645	10,069	8,617	109,016
HONDA	2,935	3,136	2,068	6,432	109,593	119,035
NISSAN	1,450	0	1,389	4,009	0	28,742
NUMMI (Nova)*	1,900	0	1,900	5,320	0	40,449
VOLKSWAGEN	2,350	1,155	2,369	6,599	59,945	77,571
Total Cars, U.S.	160,974	153,352	173,785	474,584	6,376,382	6,690,790
Total Cars, Canada	19,376	15,590	24,610	63,238	853,568	855,619
N. American Cars	180,350	168,942	198,395	537,822	7,229,950	7,546,409
N. American Trucks	80,871	80,795	94,009	363,623	3,180,901	3,488,833
North American Cars and Trucks	261,221	249,737	292,404	901,445	10,410,851	11,035,242

r—Revised estimate.
**—All Acadians are built for sale in Canada.
***—No production reported at this time.
Monthly estimates may contain error of one or two units due to rounding.

Independent dealers slate joint convention

TOWSON, Md.—The Maryland Independent Automobile Dealers Assn. and the Delaware Independent Automobile Dealers Assn. have scheduled a joint annual convention for Oct. 25-27.

The convention will be held at the Crowne Plaza, Rockville, Md.